

ANALYSING THE SOCIAL EFFECTS OF TOURISM ON RESIDENTS: THE CASE OF PARYS, SOUTH AFRICA

**Dissertation submitted in fulfilment of the requirements for the degree Magister
Technologiae: Tourism and Hospitality Management in the Faculty of Human
Sciences, Vaal University of Technology**

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M-Tech Tourism Management



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November 2018

DECLARATIONS

This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

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This dissertation is being submitted in fulfilment of the requirements for the degree of Magister Technologiae: Tourism and Hospitality Management

STATEMENT 2

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ACKNOWLEDGEMENTS

Let me firstly, thank God my Lord and Saviour. I would not have had the will and strength to complete this dissertation without Him; he truly fulfils his promises.

Let me express my sincere gratitude and appreciation to Prof Elmarie Slabbert my supervisor and promoter for holding my hand and walking with me throughout this journey fulfilling my academic goal. I am eternally grateful for your time, patience, care and never-ending motivation and support. Thank you for holding my hand and not giving up on me. Even when I wanted to give up you stood firm by my side. I will forever remain indebted to you for your sacrifices. Furthermore, I would like to acknowledge Dr Leonie De Witt my co-supervisor for introducing me to the world of research and laying the foundation of this study.

A special and heartfelt dedication goes to the greatest gift the Lord has ever blessed me with, my mother Sophia Sigo who has been a pillar of strength for the love and sacrifices she made for me to live and fulfil my dream; you kept the fire burning and my hope alive. You're the most phenomenal women in my life. To the Mother of my children, thank you for being the wind beneath my wings, your love, support and understanding. Thank you for remaining patient with me and for always encouraging me during times when I did not even realise that I need encouragement. To my two wonderful blessings Thandolwethu and Lonwabo, I thank God for bringing you into my life, I wouldn't trade you for anything of this world, you always keep me on my toes, you're the reason I have worked so hard striving for excellence...Daddy loves you so much.

To my siblings, thank you for your support and being there for me, my friends and colleagues, who have been there for me. Thanks a lot, much appreciated. Finally, let me thank all the people who participated in the development of this study, especially those who assisted me in terms of data collection and made this study possible.

ABSTRACT

Residents' attitudes towards and opinions about tourism is important as they are the ones dealing directly or indirectly with tourists and the development of the industry. As one of the key stakeholders their support is needed to grow the industry in a sustainable manner. For South Africa as a developing country tourism is one of the focus areas of development. This growth is supported by a number of initiatives to create more (but also more sustainable) tourism destinations especially for small towns such as Parys (Free State; South Africa).

The primary objective was to analyse the social effects of tourism and determine the factors influencing these effects on the local community of Parys, located in the province of the Free State. This was done by conducting an empirical study among residents in Parys. The questionnaire was developed based on similar research done in other communities. The questionnaires were captured in Microsoft Excel and analysed in the IBM Statistical Package for Social Sciences (SPSS v 23.0). From a negative point of view residents highlighted the increase in prices of goods and services due to tourism development. From a positive perspective residents felt that the development of tourism lead to more opportunities for people to have fun, more tourists visit the area and the image of Parys has improved. From the factor analysis for social effects the following factors were evident: Business and community effects, Negative social effects, Opportunities for residents, Environmental effects and Cost of living effects. The latter two factors were rated the highest and thus residents felt that tourism lead to an effect on the environment and an effect on their cost of living. This should be monitored so that residents remain positive and do not start to blame tourists for negativities happening in Parys.

When analysing the image of Parys from the perspective of the residents the factor analyses revealed three factors namely Infra- and suprastructure, Nature and cultural attractions and Hospitality of which they felt the strongest about the first and the last factor. Clearly from the results these residents enjoy staying in Parys, do not consider tourists to be a threat and welcomes visitors to the area. The social effects of tourism development is, to a certain extent, influenced by gender, language, level of education, age and number of years living in Parys.

Overall it can be concluded that residents are fairly happy with tourists visiting Parys and the development taking place due to tourism. They are aware of the negative impacts but the

positive impacts currently outweigh the negative impacts. It is recommended to include residents in the development process or at least keep them aware of what is happening, why it is happening and what opportunities it might bring to them. The results of this study differ from that of others indicating that communities are unique and there are unique aspects influencing their opinions regarding the social effects of tourism.

The researcher recommended that the private and public sectors of Parys should continue their current practices to uphold the positive attitudes but also consider options where residents can become more involved in the development of the industry.

Key words: Social impacts/effects, Tourism industry, Sustainable tourism development, Host community, Resident, Community participation.

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CHAPTER 1

INTRODUCTION AND PROBLEM

STATEMENT



1.1 INTRODUCTION

Tourism has been showing significant growth and is one of the largest economic sectors in the world (WTTC 2018). In South Africa, the growth of the industry is evident with a direct contribution to GDP at R127.9bn and the total contribution at R402.2bn. It is estimated to rise by 4.2% pa to R624.2bn in 2027 (WTTC 2017). Foreign tourist arrivals grew by 12.8% to 10 million in 2016, with a R75,5 billion foreign direct spend, while domestic tourists contributed R26.5 billion from 24.3 million domestic trips (South African Tourism 2017). This growth comes with both the positive and negative socio-economic impacts to different stakeholders, communities and the economy of the world (Haley, Snaith & Miller 2005:649). Mostly the positive effects have tourism being regarded as an attractive option towards ensuring local economic development and job creation. According to the United Nations World Tourism Organisation (UNWTO 2013), tourism is seen as a tool for economic growth and stimulation, and if well-managed and promoted it can be an industry that produces positive future prospects for all stakeholders involved.

Residents have challenges to overcome with respect to understanding, developing and managing sustainable tourism. As tourism becomes more important to communities there is a need to develop this industry in a sustainable manner (Richards & Hall 2003:1). Tourism can be defined as *'the activities of travelling to, and staying in, places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited'* (UNWTO 2018). On the other hand sustainable tourism has been defined by the World Tourism Organisation (WTO 2018) as *'tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities'*. The activity of tourism thus has a direct effect on the host communities (residents) and needs to be continuously analysed to improve the lives of these residents.

South Africa is a developing country in which tourism plays a significant role with regard to development (South African Tourism 2017). This has led tourism authorities to encourage local communities to participate in the development and promotion of tourism as a source of revenue and employment opportunities. This is evident from the amount of influence tourism has on South African communities and the wealth of benefits it brings to a destination and residents. This however does not happen in the absence of development challenges. In many cases (especially in South Africa) tourism is developed and after this has taken place the community is consulted – which is not the ideal situation.

The purpose of chapter one is to provide an introduction to the study, provide a broad overview of the important literature, followed by a discussion of the rationale and motivation for the study, the problem statement and the purpose of the study. The research methodology is discussed as an overview to the processes followed (to be addressed in detail in Chapter 4).

1.2 BACKGROUND TO THE RESEARCH

It has been stated by tourism researchers that local residents are important role players who can influence the success or failure of the local tourism industry (Lee 2013:37; Haley, Snaith & Miller 2005:652). It is then imperative that tourism and its activities be managed in a way that it benefits the communities as major stakeholders as much as it benefits all other stakeholders such as the government, tourism agencies, tourists and the industry (Gu & Ryan 2008:639). Kim, Uysal and Sirgy (2013:528) further add that the benefits of tourism should filter through to communities as a way of encouraging their participation and support for tourism and eliminating any form of resistance and negativity from host communities. Even though tourism leads to numerous positive impacts (effects) it can also contribute to negative impacts.

From an economic point of view this industry employs millions of people and encourages millions of people to travel. Knowledge of the economic effects assist this industry in making the right decisions with regard to planning, development and marketing (Cooper 2012:55). These are also the more measurable effects of tourism related to job creation, tourist spending and government revenue to name but a few. If not well-planned it can create opportunity costs, lead to an overdependence on the tourism industry and inflation.

From an environmental point of view the tourism activities take place in nature – and build environment. This industry thus has an influence on the ecosystem and as for other industries it becomes important to look after the environment for future generations (linked to

sustainable tourism) (Cooper 2012:750). The relationship is however a complex one that needs to be managed in a responsible manner. In cooperation with one another it has the following positive outcomes namely conservation, environmental education and the built environment. However, it can lead to negative consequences such as degradation of the flora and fauna, contributing to climate change.

On a social note tourism directly contributes to changes in people's behaviour, customs, way of living etcetera. Hosts (residents) deliver the tourism experience at the destination but at the same time he/she is exposed to the tourists' way of living while visiting. Thus tourism and tourists can contribute to the development of the social structures in communities, lead to improved living conditions but can for instance lead to higher levels of prostitution and drug abuse (Cooper 2012:105). This can be referred to as the social effects of tourism on communities. The growth of tourism provides a need for research focusing on highlighting/identifying the impacts that tourism brings to different communities as it is being regarded as a major revenue generator. It can however also influence residents' quality of life negatively and destroy the environment.

A number of models have been developed to address the understanding of the social impacts from a theoretical point of view. One of the first models is Doxey's Irridex (developed in 1975) which measures irritation levels of the communities. The more tourists entering the area the more irritated residents become (Jennings & Nickerson 2005:128; Saayman 2000:142). Butler determined that tourist-to-residents relationships are influenced by the attributes of the tourists and the attributes of the destination. In combination these attributes contribute to the tolerance levels of residents and how they behave towards the tourists (Colantonio & Potter 2006:70). The study adopted the social exchange theory was developed by Ap in the nineteen twenties, which explains change and stability as a process of negotiated exchanges between parties. It is important that benefits are experienced by both parties for the exchange to be successful (Gursoy, Jurowski & Uysal 2002:79). This highlights the importance of assessing the effects so as to ensure a continuous positive exchange and growth of the industry.

Based on the positive and negative effects and the importance of creating positive exchange between stakeholders this research will determine whether the growth experienced by stakeholders in the industry also has an impact on local communities of Parys as major tourist stakeholders. Recognising the importance of residents involvement as part of tourism management, the present study aim to analyse the social effects of tourism on residents.

1.3 RATIONALE AND MOTIVATION

Tourism has emerged over the years as a growth industry for many economies around the world and, as a result is being regarded as an important viable tool of economic growth and development. Many governments have entrusted it as a tool that eliminates poverty, ends unemployment and addresses socio-economic challenges in communities. According to Ko and Stewart (2002:522) tourism provides entrepreneurial opportunities that bring improvements in local life that result in better local facilities and infrastructure which leads to improved education, employment opportunities and income. These social impacts of tourism provide either positive or negative effects on the host communities (Zaei & Zaei 2013:15). Because of its ability to create income, taxes, foreign currency and jobs, tourism has made a significant contribution to the economies of many communities across the world and it is important to uphold this practice.

However, although tourism brings economic benefits, Choi and Sirakaya (2005:1274) highlight that it has significantly contributed to negative social and cultural impacts. Those negative impacts as a result of tourism include an increase in community cost of living such as food, water and electricity, land, housing and waste water generation. Furthermore Eshlik and Kabooudi (2012:334) state that communities suffer from increased congestion, crime rates, noise, litter, prostitution and increased prices in the standard of living. These socio-economic impacts, both positive and negative, occur as a result of interaction between the host and the tourists.

Even though tourism also contributes towards social problems in communities, it cannot be disputed that tourism development has a significant effect on the social lives of the host communities, and tourism development has a significant effect on the sustainability of the socio-cultural lives of the host communities (Ogechi & Oyinkansola 2012:30). It is important for both positive and negative tourism impacts to be managed, since tourism is only tolerated by communities as long as benefits outweigh the disadvantages and filter through to all stakeholders. Local community involvement in planning will ensure that tourism development is socially responsible and the social effects will be perceived by the host communities as appropriate (Ko & Stewart 2002:522). The participation of the local community will improve the level of support and ensure tourism sustainability as well as growth.

Previous research by Booyens and Visser (2010:369) has shown that Parys has been experiencing elevated levels of tourism development over the past few years which are

resulting in local economic growth. Parys is one of the small towns in the Free State province that are already being transformed through tourism development but the impacts of tourism on the community have not been measured and categorised as either being positive or negative. Therefore, the present study will analyse the social effects of residents. Williams and Lawson (2001:270) regard it important for tourism planners and entrepreneurs to take the views of the host community into account for the industry to be sustainable in the long run. This will ensure that stakeholders benefit from as well as participate in planning and promotion of sustainable tourism development in the area. Sustainable tourism development in communities should aim to improve the residents' quality of life while also ensuring that local economic benefits filter through to all stakeholders (Choi & Sirakaya 2005:1275). The influence of tourism on the communities has to be ascertained so that residents get involved in the sustainability of the industry in their area.

1.4 PROBLEM STATEMENT

Tourism is being chanted as a major source of economic growth, jobs and taxes. Notably associated with it are social and economic challenges in the local communities that are not being addressed by tourism leaders/authorities. It is of critical importance that where tourism and its activities are taking place benefits should be experienced by local communities. The impacts of tourism have been categorised as social and cultural, economical and environmental. Therefore it is important for authorities to understand the scope of the effect of tourism and how the community will be affected by it.

More attention has been given to the economic gains of tourism to the economy of the country, local area and business stakeholders. It has been recorded in previous research that where tourism and its activities are taking place the standard of living becomes too expensive and communities feel displaced as result of a huge number of visitors resulting in resistance from communities (Gu & Ryan 2008:638; Deery, Jago & Fredline 2012:69). However, other communities may view tourism as a vehicle for improved services such as infrastructure, skills development, enhanced opportunities of employment and education and better standard of living (Mitchell & Ashley 2010). There are a number of impacts of tourism that can have an influence on the quality of life of the communities associated with tourism. It becomes necessary to identify impacts associated with tourism and maximise those that positively influence the lives of communities and encourage community involvement, while minimising the negative.

Parys has been one of the communities experiencing tourism growth through activities and tourism facilities but the social effects of tourism on the lives of the residents is unknown

even though tourism is taking place in the community and they serve as the hosts. Previous studies on this topic are available but these did not focus on the case of Parys. Thus despite an array of positive and negative impacts that occur as a result of tourism development, not all of them are pertinent to every community. It is important to identify the impacts of the tourism in Parys/each community to understand the influence it brings to the lives of local communities in the area as major stakeholders. A more thorough understanding of the relationship between tourism and its influence on communities raises a need for this research. As a result communities' opinions regarding tourism in Parys should be established, investigated and addressed for the sustainable growth of the tourism industry and strive for more community participation as major tourism stakeholders. Added to this it is important to determine the factors influencing the social effects. Thus the research question remains: What are the social effects of tourism on the community of Parys?

1.5 PRIMARY AND SECONDARY OBJECTIVES

The primary objective of this study is to analyse the social effects of tourism among the residents of Parys and determine the factors influencing these effects on the local community of Parys. The study aims to investigate both positive and negative social impacts, as well as sustainable indicators with reference to community involvement and sustainable tourism development in this area.

To achieve the primary objectives of this study, the following secondary objectives have been formulated:

- To conduct an in-depth literature review on the social impacts of tourism and community involvement
- To conduct an empirical study on the social effects with reference to the positive and negative impacts, as well as sustainable indicators with reference to community involvement
- To draw conclusions and make recommendations on the social effects of tourism on the community of Parys

1.6 THE IMPORTANCE OF THE STUDY

The study is important in respect of the following aspects:

- The results of the study will contribute to the growing knowledge on the social effects of tourism development with regard to South African communities.
- It will assist in understanding the local community's perceptions and social concerns towards tourism.

- It will assist tourism authorities/planners in improving the quality of life of the residents in the community where tourism is taking place.
- Recommendations of the study will contribute to sustainable tourism development and encourage community participation to the benefit of all stakeholders.

1.7 RESEARCH METHODOLOGY

Research methodology refers to the techniques and procedures used to obtain and analyse data (Saunders, Lewis & Thornhill 2009:3) – thus the entire research strategy and tactics (Maree 2016). The methodology is twofold: literature review and empirical analysis (Thoroughly discussed in Chapter 4).

1.7.1 Literature review

A literature review provides an overview of the current and sometimes not so current yet relevant research which is appropriate to the topic. This should be a critical process that informs the current research (Maree 2016). With that in mind an in-depth literature study of the social impact of tourism was conducted, databases and sources such as textbooks, journal articles (Science Direct; Emerald; Ebsco-host), government information and the Internet were used as sources to obtain information on the study keywords. The purpose of the literature review was to assess and analyse previous research studies conducted on the social impact of tourism, which includes the positive and negative impacts, sustainable tourism development, as well as community involvement in tourism.

1.7.2 Empirical study

The research design is important for the structure of the study. Wisker (2001) stated that the research design can be descriptive (assist in understanding and knowing more about the phenomenon), exploratory (asks about what and why), predictive (asks the ‘what if’ questions), explanatory (asks about the cause/effect relationships) or action orientated (solve a problem or test a hypothesis). This study applies both descriptive and explanatory designs to solve the main problem. Firstly, it was important to determine residents’ assessment of the social effects (descriptive) and secondly it was important to determine the factors that cause these assessments with regard to the social effects (explanatory). This was done by means of quantitative research in which the focus is centred on collecting numerical data to turn it into information explaining a particular fact and because it is based on larger sample sizes in order to produce results that can be generalised to a wider population (Saunders, Lewis & Thornhill 2009:151).

1.7.2.1 Sampling and description of sampling

A population refers to the universe of units, like people, whereas a sample refers to the segment or subset of the population that is selected for investigation which can be done on a probability or non-probability approach (Bryman & Bell 2017:170). In this study the target population included all the residents of Parys (N=477 001 residents) in the Free-State province of South Africa (STATS SA, Census 2011). However to get to a representative sample the Parys area was divided into units and those that were situated close to tourist attractions were chosen seeing that the community members living around them might be more familiar with tourists, their activities and the impacts of these visitors. Thus the area was divided into four areas of distribution.

For the distribution of the questionnaires a probability sampling method, namely stratified sampling, was used for the selected areas (Parys and surrounding townships) of Parys. For this sampling method participants were chosen at regular intervals after a random start. For this study the starting point in each area was randomly selected after which every second house was selected. If the selected respondent did not wish to participate in the survey, either the house to the right or the left was selected to participate. For a population (N) of 75 000 and more the recommended sample (*n*) size is 380 (Krejcie & Morgan 1970:608). Large samples enable researchers to draw more accurate conclusions and make more accurate predictions and therefore 400 questionnaires were considered adequate for purposes of this research. Following, this recommendation, the sample size for this study was predetermined at N=400 respondents. The data was collected over a period of 3 months.

1.7.2.2 Pre-testing

The questionnaire was pre-tested among 20 residents in the selected sampling areas to determine the validity of the questionnaire and whether respondents understood the questions and whether changes needed to be made. A few technical changes were made to the questionnaire and it is important to note that the results from this pre-test were included in the main survey.

1.7.2.3 Data collection method

Numerous data collection methods exist for both qualitative and quantitative research methods. It is important to bear the research design and the research questions in mind when deciding on the method of data collection. Based on the design being descriptive and

explanatory in nature and the methodology applied in previous studies it was decided to distribute a structured self-administered questionnaire. The questionnaire was divided into three sections, section A focusing on measuring demographic information, section B on sustainable indicators and section C on the effects of tourism. These sections consisted of open and closed-ended questions to measure demographic and geographic information, sustainable indicators as well as a Likert-scale question (5-point scale) to measure the social effects (positive and negative impacts) of tourism on the residents of Parys (see Appendix 1 for the questionnaire).

1.7.2.4 Data analysis

Once the data had been collected, it was captured by the researcher and processed by the Statistical Consultation Services of North-West University. Descriptive statistics were used to analyse the demographic details of respondents and to determine the social effects of tourism on residents. Analysis of Variance (ANOVA), *t*-tests and Spearman Rank Order Correlations were performed to determine the influence of various factors on the social effects of tourism. A more in-depth discussion of these methods is found in Chapter 4.

1.8 ETHICAL CONSIDERATIONS

Due to the anonymity of the questionnaire, no reference was made in the results to any individual. Respondents were informed about the research process and their willingness to respond was requested.

1.9 DEFINITION OF CONCEPTS

The following main concepts form part of the study:

1.9.1 Tourism industry

Tourism is not limited merely to activities in the accommodation and hospitality sector, transport sector and entertainment sector with visitor attractions such as theme parks, amusement parks, sports facilities, museums – tourism and its management are closely connected to all major functions, processes and procedures that are practised in various areas related to the tourism system (Zaei & Zaei 2013:13). According to Fredline, Deery and Jago (2006:3) tourism is an industry of a set of socio-economic activities carried out either by or for tourists, comprising accommodation, transport, entertainment and other related services deemed necessary for the makeup of the industry. The interrelatedness of this industry and the existence of different stakeholders should be noted specifically for this study.

1.9.2 Tourism impacts

Tourists and tourism development always come with impacts, and these impacts can be positive and negative as well as tangible or intangible for destination areas and local communities. The impacts are generally categorised as environmental, economic and socio-cultural (Saarinen 2010). It is important to maximise the positive impacts and minimize the negative impacts (Scholtz 2014).

1.9.3 Social impacts/effects

Engaging in tourism activities can affect social networks, community organisations, as well as values on local culture and resources (Cooper 2004:21). Social impacts of tourism on the host population are related to the changes in the way of life of residents of destination areas caused by tourism development and interaction with the tourists. It can be defined as the ways in which tourism contributes to changes in social conditions. They are the ways in which tourism is contributing to changes in value systems, individual behaviour, family relationship, collective life style, safety level, moral conduct, traditional ceremony and community organisations (Mohammadi, Khalifah & Hosseini 2010:1172). It thus refers to an effect on the community and for the purpose of this study social impacts and social effects will be used interchangeably.

1.9.4 Host/local community

The community in which tourists visit or receive and entertain guests/visitors is termed *host community* (Ogechi & Oyinkansola 2012:31). Cook, Yale and Marqua (2006) define host communities as towns or cities that welcome visitors and provide them with the desired services, while Smith (2001) defined host communities as people who live in the vicinity of the tourist attraction and are either directly or indirectly involved with, and/or affected by the tourism activities. It thus refers to people that are connected in a certain geographical area and who are influenced by the activities taking place in their surroundings.

1.10 CHAPTER OUTLINE

A classification of the chapters will follow:

Chapter 1: Introduction and background to the problem

Chapter one aims to provide an introduction to the study, provide a broad overview of the important literature, followed by a discussion of the rationale and motivation for the study, the problem statement and the purpose of the study. An overview of the research

methodology is discussed followed by the ethical considerations and the clarification of concepts.

Chapter 2: Analysing the dynamics of the social impacts of tourism

The purpose of this chapter is to analyse the social impacts of tourism and its effect on the residents' quality of life. This is done by defining social impacts, analysing current literature related to tourism impacts, theories related to the social impact of tourism as well as factors influencing social impacts in tourism development.

Chapter 3: Analysing community participation in tourism development

The purpose of this chapter is thus to analyse and discuss relevant literature on community involvement and participation in tourism development initiatives and actions by examining some key points emerging from various studies, reports and other sources of information. The chapter commences with definitions of key concepts that are prevalent in the study, which are community and involvement and participation.

Chapter 4: Research methodology

The research methodology is discussed by focusing on the empirical study design adequate to address the research problem. The quantitative research method, description of the research design, the data collection method and the data analysis process undertaken are discussed in detail.

Chapter 5: Results and discussions

The purpose of this chapter is to reflect the results of the data collected for the study. It consists of the results of the survey that are analysed and discussed with the appropriate graphs and tables to solve the main research problem.

Chapter 6: Conclusion and recommendations

Conclusions are drawn and recommendations are made in chapter six of the study. These are directly related to the social effects of tourism on the residents of Parys and the factors influencing these social effects. It is important to present this to all relevant stakeholders so as to improve cooperation between these people and also contribute to the improvement of the tourism industry to the advantage of the residents. Furthermore, the limitations and implications for further research are discussed.

CHAPTER 2

ANALYSING THE DYNAMICS OF THE SOCIAL IMPACTS OF TOURISM



2.1 INTRODUCTION

The term *impact of tourism* has been garnering great attention in the literature over the last decade (Rasoolimanesh, Roldán, Jaafar & Ramayah 2017:763; Almeida-Garcia, Pelaez-Fernandez, Balbuena-Vazquez & Cortes-Macias 2016:259). Tourism has frequently been identified as an important vehicle for regions or countries to grow economically but with that it is known to produce a number of impacts, some positive impacts and some negative (Eusébio, Vieira & Lima 2018:890; Kim, Uysal & Sirgy 2013:527). The growth of the tourism industry therefore is not achieved without a cost, which influences support for the industry adversely (Garau-Vadell, Gutierrez-Taño & Diaz-Armas 2018). It has become common practise for local and national governments to be primarily concerned with economic benefits of tourism, especially in developing countries (Chi, Cai & Li 2017:213). However, the economic impacts of tourism are not the only important impacts to be considered when tourism development is taking place, especially in communities (Cook, Yale & Marque 2010:298). The development of tourism and its activities not only affects communities economically but also socially and environmentally.

The literature has given tourism impacts extensive coverage, because the industry inevitably induces impacts, both beneficial and adverse (Uysal, Sirgy, Woo & Kim 2016:246; Nunkoo & Ramkissoon 2010:42). It is for this reason that the attitudes towards and perceptions of communities regarding these impacts have been (and should be) analysed (Almeida *et al.* 2015:2; Choi & Murray 2010:579). Research on the impacts of tourism has reached a consensus that the impacts can be classified according to economic, socio-cultural and environmental impacts (Sharpley 2014:39; Gursoy & Rutherford 2004:496; Diaz & Gutierrez 2010:179). As a step further a clear distinction exists between positive and negative impacts; with residents indicating that tourism contributes to both benefits and costs in their communities (Deery, Jago & Fredline 2012:69). The current research project is focused on the social impacts with Deery, Jago and Fredline (2012:69) who noted that research into the social impacts of tourism is both substantial and ongoing but there is also a lack in studies

that can contribute to development, management and marketing decisions, especially in developing countries.

The disregard of the social benefits to local communities should neither be overlooked nor underestimated (Sharpley 2018; Wang & Pfister 2008:85). It is therefore very important to gain further insight and indulgent of the social impacts of tourism specific on communities. Deery, Jago and Fredline (2012:70) stated that it is imperative to identify the social impacts initiated by tourism development. It is critical for industry, government and tourism agencies as stakeholders to realize how residents in the individual capacity and the host community in general see the advantages and disadvantages created by the tourism industry. This research study seeks to identify social impacts brought by the development of tourism on a community as a result of tourism development of Parys (Free State Province). This town became very popular and has been exposed to higher levels of tourism during the last few years.

The purpose of this chapter is to analyse the social impacts of tourism and its effect on the residents' quality of life. This will be done by defining social impacts, analysing current literature related to tourism impacts, theories related to the social impact of tourism as well as factors influencing social impacts in tourism development. Firstly the social impact theories are discussed that serve as the theoretical base for this study.

2.2 UNDERSTANDING SOCIAL IMPACT THEORIES

Tourism impacts have been well researched and reported although there are discrepancies in results and findings across a range of tourism products, countries and communities (Sharpley & Telfer 2014:12; Paul 2012:501; Strickland-Munro, Moore & Freitag-Ronaldson 2010:664). Even though the economic impacts have always been seen as important over the last decade, interest is on exploring the social impacts of tourism in more detail (Almeida-García *et al.* 2015:260; Deery, Jago & Fredline 2012:70; Rollins & Delamere 2007:805). To acquire adequate background for the study, the social exchange theory (SET), social representation theory (SRT), Butler's theory and Doxey's Irridex are elucidated as these present a configuration for analysing the social impacts and community perceptions of tourism development.

Doxey (1975) initially introduced the irritation-index or 'irridex' to gauge host-guest relations and relationships. According to Hall and Page (2014:22), the model represents the shifting attitudes of the locals to tourism which go through the stages of euphoria, apathy, irritation,

antagonism and loss, as the development of tourism happens. Residents and tourist's compatibility determines the development process and is connected to culture, economic status, race or nationality, as well as the amount of tourists (Saayman 2000:142). According to Nunkoo and Ramkissoon (2012:998), the social exchange theory is on the premise that human actions or social relations are trade of doings, tangible and intangible but mainly of benefits and costs. The social representation theory is seen as an interpretive aid for understanding the range of differing attitudes that can be observed within the community (Yuruk, Akyol & Şimşek 2017:368; Deery & Jago 2010:9; Fredline 2002:4). Firstly, the social exchange theory will be discussed.

2.2.1 The Social Exchange Theory

The social exchange framework/theory was formally advanced in the late 1950s by sociologists George Homans (1961), Peter Blau (1964), John Thibaut and Harold Kelley (1959) and Emerson (1962) and has been applied to various research contexts. Ap (1992:668) describes it as a general sociological theory concerned with appreciating the exchange of resources amongst individuals and groups in certain circumstances. Soontayatron (2010:89) further asserts that the social exchange theory is supported by several research studies which suggest that the exchange system is valuable for the appraisal of the impacts of tourism. It has been evident from prior studies that social exchange theory has been the prime theoretical base for many tourism impact studies (Scholtz 2014; Viviers 2009; Jurowski & Gursoy 2004:297).

The social exchange theory is has made the most significant theoretical contribution to the attitudes of residents' towards tourism (Sharpley 2014:39; Fredline & Faulkner 2000:769). Costs and benefits in economic, environmental and socio-cultural domains have been highlighted as major influences on attitudes towards the development of tourism at community level (Sharpley 2014:39; Deery, Jago & Fredline 2012:69; Gursoy & Rutherford 2004:497). Previous tourism studies have shown that individuals who view and experience the impact of tourists in these areas more positively also have more approving attitudes towards tourists (Nunkoo & Ramkissoon 2012:999; Ward & Berno 2011:1557).

Nunkoo and Ramkissoon (2012:998) point out that some researchers refer to the social exchange theory as the foundation for the socio-cultural impacts experienced in communities that are considered tourist destinations. Lundberg and Marklund (2011:23) states that the theory suggests that when exchange of resources (expressed in terms of power) among residents and tourism is high and reasonable, or high for the resident in a throw into turmoil relation, the impacts of tourism are viewed positively by residents. The impacts are viewed

negatively when the exchange of resources is low resulting in either balanced or unbalanced exchange relations (Sharpley 2014:502). The theory supports that, due to the exchange, a resident will value the outcome of it or the relations in a social perspective comparing their own benefits and costs (Sharpley 2014:501; McGehee & Andereck 2004:133). Pertaining to social impacts in tourism, this would entail that residents with a net benefit of their exchange with tourists, will have even higher positive feelings towards continued development of tourism (Andereck & Nyaupane 2011:252). On the other hand indifferent or negative attitude towards tourism development will come from residents with low or no benefit at all. It also works the other way around, namely that tourists would look for net benefits of their social exchange with the host community (Lundberg & Marklund 2011:23).

The social exchange theory focuses on the extent to which communities get something for the burden the industry places upon them (Deery *et al.* 2012:69; Haley, Snaith & Miller 2005:650). It accounts for divergent resident evaluations of tourism impacts primarily in terms of experiential or psychological outcomes (Soontayatron 2010:89). Previous tourism research supports the fact that this theory suggests that communities view tourism as both helpful and harmful in terms of the likely benefits or costs emanating from the services they supply (Sharpley 2014:502). This explains why most communities are in support or against tourism activities taking place in their community. Key components of the social exchange process model are desire fulfilment, exchange relation and cost of exchange.

Residents will likely enter the exchange when they recognize positive consequences prior to exchange (see Figure 2.1). In contrast, residents will not enter a similar exchange again if they perceive negative consequences from a previous exchange. Furthermore, residents perceptions begin with a need which is the reason for initiating the exchange. The exchange process includes tangible and intangible exchanges. Scholtz (2014) highlights the tangible social impacts as environmental enhancement, environmental dilapidation, cost of daily living, and economic enhancement with the intangible social impacts bringing community upliftment and pride as well as community protection and education.

This inclusive approach of the theory allows it to assess the residents' attitudes from all aspects, including environmental, economic and socio-cultural. To summarise this theory, previous studies recommended that communities assess tourism impacts as either positive or negative based on the likely benefits or costs deriving from the services they supply (Sharpley 2014:502). In order to have tourism an exchange must take place in the community. Individuals choose to engage in an exchange. Once individuals judges the

rewards and the costs of such an exchange, they will choose to participate in the exchange (Stylidis, Biran, Sit & Szivas 2014:263).

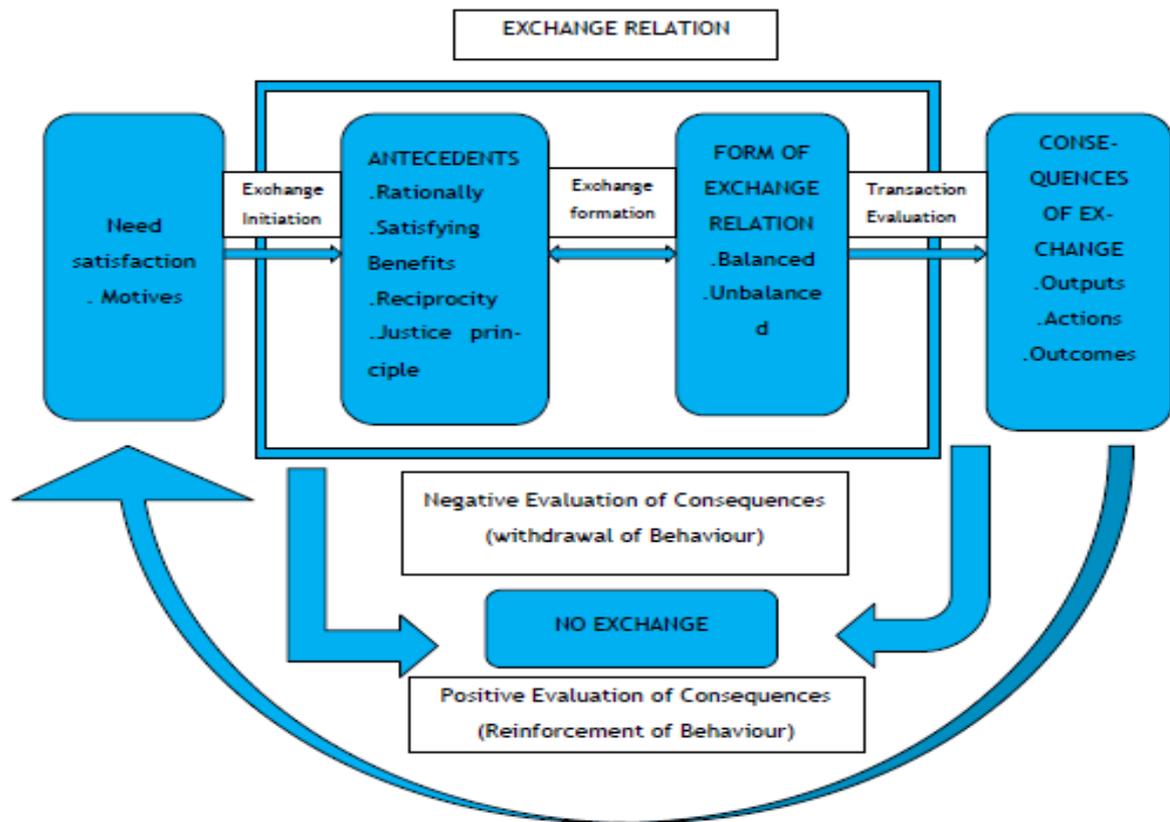


Figure 2.1: Model of social exchange theory

Source: Ap (1992)

As one of the important stakeholders in the tourism industry it is vital to consider the viewpoints of these members of the community and include them in planning and development where ever possible (Scholtz & Slabbert 2016:108; Rasoolimanesh, Jaafar, Kock & Ramayah 2015:336; Garrod, Fyall, Leask & Ried 2012:1160). Byrd (2007:8) states that in every community there are individuals that do not want to be part of planning and decision-making processes.

2.2.2 The Social Representations Theory

Researchers from different disciplines have been influenced by the theory of social representations, first formulated by Serge Moscovici (1961). A relationship exists between the concept *social representations* and Durkheim's concept *collective representations*, which refers to familiar ways of conceiving, thinking about and evaluating social certainty. Sharply (2014:37), however, claims that this perception initiated by Durkheim is too stagnant in

relation to how the contemporary society should be understood. He explains that it neither catches the character, changeable dynamics, nor the variability and plurality of social cognitions of the age in which we now live. He therefore suggests the new concept *social representation*. As noted by Wagoner and Gillespie (2014:624), social representations may even be measured as *thoughts in movement* developing through tourism.

Social representation theory is focused on understanding how representations advance and why they are formed (Joffe 2011:447). It emphasises the symbolic and controversial factors involved in representing social objects. The significance of social representations in the perspective of tourism, especially growth, is the ability of the theory to help researchers account for how people see and comprehend tourism (Macbeth 2010:478).

Social representations are about processes of combined meaning, resulting in familiar cognitions which create social bonds uniting communities, organisations and groups. It focuses on phenomena that become subjected to debate, strong opinions and conflicts, and changes the collective thinking in communities (Sharpley & Telfer 2014). As a theory of tourism it links the individuals, communities and the public in general. Uysal *et al.* (2016:246) stated that this theory analyses the increase of character attitudes and perceptions towards tourism. Community groups and individuals should develop collective opinions towards the impacts of tourism to facilitate planning and development (Sharpley 2018).

Sharpley (2014:38) stated that what contribute to the formation of social representations in the interplay between social structures and the individual were the individuals themselves. In current societies the individual has some independence, and assimilating social representations may at the same time modify them. Individuals are freed from conventionally binding social structures such as family, social class and religion, which earlier influenced thinking and behaviour (Beck-Gernsheim 2011).

Thus a social representation is a system of values, ideas and practices with a dual function. First, to institute an order which will allow individuals to familiarize themselves in their substance and social planet and to master it and secondly, to facilitate communication to take place between members of a community by providing them with a code for social exchange and a code for naming and classifying unambiguously the variety of aspects of their planet and their individual history (Vesala & Vesala 2010:23).

2.2.3 Butler's Tourist Area Lifecycle Model

It is four decades since the first article on the Tourist Area lifecycle model was developed. Butler's Tourist Area Lifecycle Model (1980) suggests that tourism is developed through the stages of exploration, involvement, development, consolidation, stagnation and decline (see Figure 2.2).

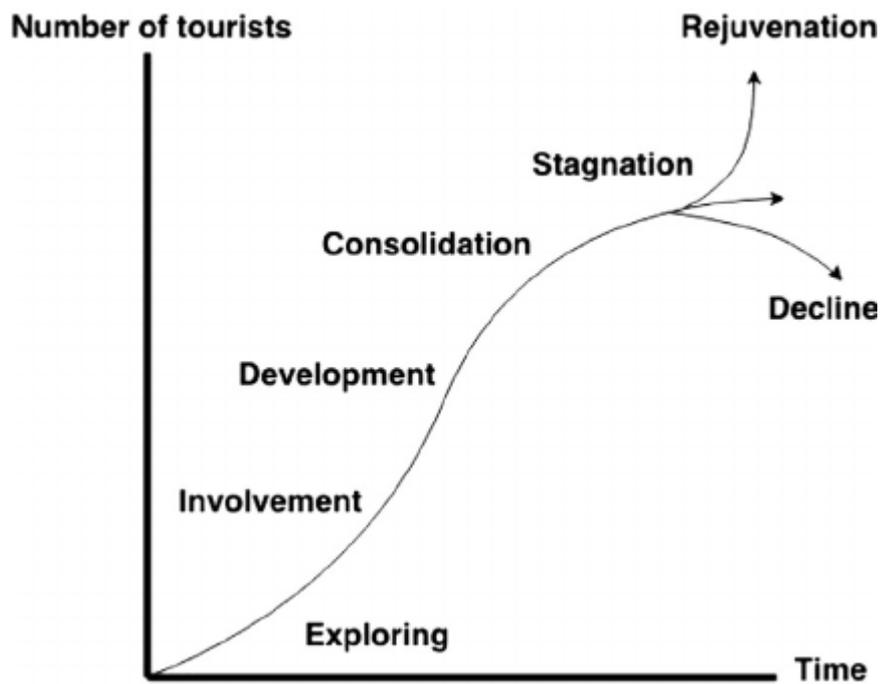


Figure 2.2: Butler's tourist area lifecycle model

Source: Butler (1980)

At the *exploration stage*, the destination area is revealed by explorer kind of tourists, business-related activities at a destination are typically minimum and interactions amongst tourists and host communities are sporadic. At this exploration stage small or no promotional activities happens. At the *involvement and development* stages, infrastructure and services are produced to provide for the rising quantity of visitors. At these stages, infrastructural development takes place. Firstly, local businesses supply tourism services but gradually tourism is controlled by outsiders. Mass tourists substitute explorer kind of tourists and the association between tourists and residents becomes profit driven.

The social impacts of tourism develop at the *consolidation stage*. Butler (1980:8), highlighted that a great quantity of visitors and the amenities available for them can be expected to stimulate resistance and unhappiness among local residents. At the *stagnation stage* a highest quantity of tourists are achieved and the destination area is no longer viewed as being an attractive place. At this stage established tourist businesses move their investment

from the destination area while at the *rejuvenation* stage potential markets and innovative investors are becoming involved to reposition the destination area.

This model has been applied to various contexts and studies. Soto and Clavé (2017:119) applied the model to assess the life cycle of Christmas in Lapland. Nelson (2008) utilised this model in the context of surfing sites, Alonso, Bressan, O'Shea and Krajsic (2015:68) applied it to wine tourism, Whitfield, Dioko, Webber and Zhang (2014:170) to conference tourism and Butler (2014:204) to coastal tourist resorts. Clearly the model shows that as tourism develops residents' attitudes, opinions and even behaviour can be influenced. This model determines how residents react to positive and negative impacts.

2.2.4 Doxey's Irridex

According to Stevenson (2013:79), Doxey's Irridex was developed in 1975. This famous work is amongst the initial theories to categorise residents' perceptions. Almeida-García, Peláez-Fernández, Balbuena-Vázquez and Cortés-Macias (2016:261), Van der Zee and Vanneste (2015:47) stated that this model claims that residents go through different mental phases as tourists enter their area. The unidirectional four-stage theory clarifies the local community's views and support for the development of tourism in a specific area. Doxey revealed that as tourism contributes to the development of the community they often, become more irritated with the tourists when tourism in their area increases. The residents' views proceed from euphoria, to apathy, to irritation, and ultimately to antagonism (Almeida-García, Peláez-Fernández, Balbuena-Vázquez & Cortés-Macias 2016:261) (see Table 2.1). Stevenson (2013:79), supported by Steven, Morrison and Castley (2015:1258), stress that this theory advocate for dynamism by noting that social impacts transform and change with time.

The model provides first input towards appreciating residents' views on the development of tourism, however it has a few challenges. One complexity is the supposition of the homogeneity of the community, for a community can hold numerous perceptions of tourism at the same time (Sharpley & Telfer 2014). It is nearly not possible to declare that the entire community belongs in one of these categories. The other complexity is the unidirectional reply to tourism. According to Almeida-García, Peláez-Fernández, Balbuena-Vázquez and Cortés-Macias (2016:261), personal experiences can cause movements from euphoria to antagonism (missing apathy or annoyance) or movements from antagonism to euphoria, but then Doxey ignored these possibilities.

Table 2.1: Doxey's Irridex

Stage One: <i>Euphoria</i>	Residents are initially enthusiastic towards tourism development. Little planning happens in this stage.
Stage Two: <i>Apathy</i>	Residents start taking tourism for granted. The contact and planning between residents and outsiders become formal and arranged.
Stage Three: <i>Annoyance</i>	As the locals' area becomes inundated with tourism, the residents do not have the capacity to handle the increased volume of tourism. Policy makers usually consider increasing the infrastructure instead of limiting the tourism growth.
Stage Four: <i>Antagonism</i>	The final stage occurs with the irritations of the residents becoming blatant. The outside tourist is viewed as the cause of all problems. Mutual politeness gives way to antagonism.

Source: Doxey (1975)

Between the 'fragments' of theory and conceptual models linked with analysing residents reaction towards tourism, Butler's (1980) destination lifecycle model, Doxey's (1975) Irridex model and insights moulded from social exchange theory described by Ap (1992) and others (Nash 1989; Perdue, Long & Allen 1990) can be seen as a major contribution. Pearce (1989:281) and Preister (1989:16) have recommended attribution theory and dependency theory correspondingly as likely ground for examination, but no one has elaborated on the particular submission of these two concepts towards tourism's social impacts.

As a way to synthesising these dissimilar views, two broad dimensions of the tourism development/community interface have been identified, namely an extrinsic dimension and an intrinsic dimensions.

2.2.5 The extrinsic and intrinsic dimensions

Towards an integrated approach the extrinsic dimension, which refers to characteristics of the location with respect to its role as a tourist destination including the nature and stage of the development of tourism in the area and, reflecting this, the types of tourists involved and the level of tourist activity. The intrinsic dimension refers to the character of members of the local community that influence variations in the impacts of tourism within the community.

2.2.5.1 The extrinsic dimension

As stated above Doxey's (1975) 'Irridex' model suggests that communities move through a cycle of reactions at the same time as the impacts of a growing tourism industry in their area grow to be more important and their perceptions transform with knowledge and experience. As a result, the initial euphoria is followed by apathy, irritation and, eventually, antagonism. Between this progression of reactions and Butler's (1980) tourist area life-cycle model there is a connection, that highlights a number of phases in the progression and development of tourism at a destination (exploration, involvement, development, consolidation, stagnation and decline or rejuvenation).

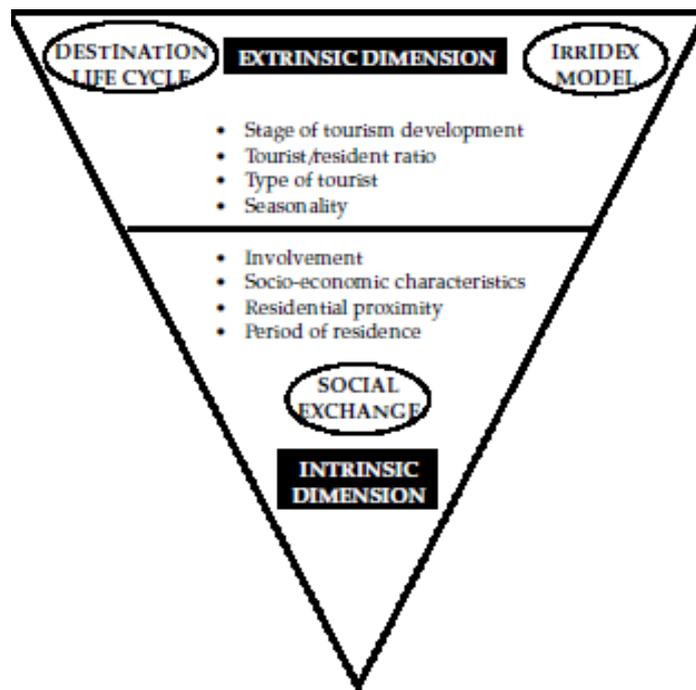


Figure 2.3: A framework for analysing the social impacts of tourism

These stages are similar to the more generally pertinent product life cycle and they are, accompanied by progressively more complex effects on the host community as the character of tourism in the area evolves to mass-tourism oriented. It is said that associated common reactions of the community influences the evolution of stages by undermining the attractiveness of the area to tourists and consequently lessening its viability as a tourist destination.

The tourist ratio, which refers to the ratio of the number of tourists to the number of residents, provides an indication of the intensity of the tourist influx. On the basis of Butler's model, this ratio is expected to increase as a destination passes through successive stages

of development, and its impacts on the lives of residents are likely to increase accordingly, depending on the destination's social carrying capacity (Uysal *et al.* 2016:245; Nunkoo 2015:224). The type of tourists visiting the area affects the variations in the attitudes towards, and perceptions of, tourists by resident populations. Specifically, the extent to which the local and visitor populations differs from one another other in terms of racial characteristics, cultural background and socio-economic standing will have a major bearing on locals' reactions (Backer & King 2017:192; Almeida-García *et al.* 2016:261).

Furthermore, where the number of tourists has a different seasonal pattern, the impacts on the community (through crowding, congestion, litter, price increases etc.) are accentuated in peak periods and as a result develop into more recognised patterns to residents. Research has shown how residents may change to these fluctuations by, for example, setting up their own holidays at tourism peak periods in their area to avoid negative impacts thereof (Uysal *et al.* 2016:245; Nunkoo 2015:224).

2.2.5.2 The intrinsic dimension

The Doxey (Irridex) and Butler (Destination Life Cycle) models consider a degree of homogeneity and uni-directionality in society reactions which has been critiqued (Getz & Page 2016:594). In particular, the inherent heterogeneity of communities and the resultant range of responses that can take place have been emphasised by (Getz & Page 2016:594; Buckley 2012:529). Butler (1975) had recognized this prior, after drawing on the work of Bjorkland and Philbrick (1972) to recognize a two-dimensional (active/passive versus favourable/unfavourable) dichotomy of responses, which are affected by the nature and extent of alliance in tourism. Backer and King (2017:192) have also described various varied coping strategies evident in communities and, in an extension of this work. Getz and Page (2016:594) have described a range of responses (compromising embracement, tolerance, adjustment and withdrawal).

Perhaps the largely significant aspect to the development of a theoretical analysis of variations in the response to tourism in communities, however, has come from Ap's (1992) adaptation of social exchange theory. This structure views the association among residents and guests in terms of a trade-off between costs and benefits on both sides, with the result for any party depending on the overall balance between costs and benefits (Sharpley 2014:502; Styliadis, Biran, Sit & Szivas 2014:263). The extent of participation in the tourism industry of persons will have a key influence on the extent of this trade-off by virtue of its weight on the extent to which benefits are suspected to outweigh costs (Sharpley 2014:502; Byrd 2007:8). A number of researchers have acknowledged a trend among residents who

are tourism dependent for their living to give emphasis to positive impacts or to readily confess the negative impacts of tourism on their community (Getz & Page 2016:594; Connell, Page & Meyer 2015:284; Nunkoo & Gursoy 2012:244).

It generally anticipates that, tourism will be regarded more favourably when the disruption it causes declines and the distance of residential areas from concentrations of tourist activity increases (Lin, Chen & Filieri 2017:438; Getz & Page 2016:594; Connell, Page & Meyer 2015:284). On the other hand Kim *et al.* (2013:528), in his research revealed the opposite relationship, in fact individuals relying on the industry are those living nearby the centre of tourist activities. Residential closeness was thus compounded with relationships.

Sharpley (2018) has been probing past research for the inability of these studies to explore connections between socio-demographic characteristics of local residents and variations in the analysis of tourism. However, previous studies found that no such connection is evident (Lin *et al.* 2017:438; McKercher, Wang & Park 2015:53; Nunkoo & Gursoy 2012:244). The importance of age and level of education as highlighted by Husbands is an element of the third-world perspective of his research, and is not an element of highly developed economies where other previous research studies were conducted.

The consequence of a resident's length of stay in a community influence their support for tourism; which seems to be based on the destination's past and phase of the development of tourism. First timers have been established to be less willingly inclined to tourism (Getz & Page 2016:594) and more favourably inclined (McKercher *et al.* 2015:53). In the previous case, newcomers are generally those who have migrated to enjoy the isolation and lifestyle of the region, and thus see tourism as a threat to the tranquillity they are looking for. Newcomers are more favourably inclined in the latter study because they migrated for employment reasons and, as a result, view tourism in terms of employment opportunities. On the contrary, long-term residents in developed destinations become used to tourism over an extended period (Getz & Page 2016:594; Lin *et al.* 2017:438), while the ones in developing destinations are lesser inclined to the changes as a result of tourism development (McKercher *et al.* 2015:53).

Thus all the theories discussed qualify as underpinning theories for this study. However, due to the evaluation based on expected benefits or costs (Scholtz & Slabbert 2015) the focus is on the social exchange theory.

2.3 DEFINING SOCIAL IMPACTS

The term *tourism impact* has been getting growing attention in the tourism literature (Kim, Uysal & Sirgy 2013:527; McKercher, Wang & Park 2015:53; Haley, Snaith & Miller 2005:648). Yürük, Akyol and Şimşek (2017:367) state that numerous studies in past years have examined host residents' perceptions of the impact of tourism development on their community, and it continues to be a key issue. This has led to much interest in studies on tourism impacts, specifically the social impacts of tourism developing communities. Wang and Pfister (2008:1557) assert that due to the many intangible benefits and costs tourism development may induce social impacts to remain a much debated issue.

In defining social impacts Yürük *et al.* (2017:367); Getz and Page (2016:593) and Müller (2015:629) revealed that value systems, individual behaviour, family relationships, collective lifestyles, safety levels, moral conduct is through social and cultural impacts, creative expressions, traditional ceremonies and community organisations are ways in which tourism contributes to changes. Pyke, Hartwell, Blake and Hemingway (2016:94) and Morgan, Pritchard and Sedgley (2015:2) are of a view that social tourism impacts should be defined as emanating from the participation of disadvantaged communities in the activities of tourism, facilitated by financial and social measures.

The social impacts of tourism can change the social structure as well as cultures and standards of communities (Suntikul, Tang & Pratt 2016:233). Mahafzah (2015:104) agrees and states that social impacts are the change in norms and values of society that are related to temporary activities. Rasoolimanesh, Ringle, Jaafar and Ramayah (2017:148) add that social impact is the way in which industries affect local people and their lifestyles. According to literature researchers differ in opinion regarding the definition of social impact but generally social impacts are defined as any impacts that have potentially positively or negatively had an influence on the socio-economic space of the local residents; positive or negative (Viviers & Slabbert 2012:199).

There is no need for an actual encounter between the host community and tourist in order for social and cultural impacts to occur. When it comes to mass tourism just the look or behaviour of tourists can impact locals' behaviour, attitudes or/and beliefs. However, actual encounters and interaction usually have a larger positive or negative impact (Garau-Vadell, Gutierrez-Taño, Diaz-Armas 2018:3; Yürük *et al.* 2017:367). Scholtz and Slabbert (2016:108) maintain that positive social impacts can be described as largely as any benefit in social welfare, either direct or indirect, such benefit may be either monetary in nature or nonmonetary. Garau-Vadell *et al.* (2018:3) and Scholtz and Slabbert (2016:109) noted that

local's perceptions of tourism impacts might be different in times of challenges as opposed to times of prosperity.

For the purpose of this study, social impacts can be defined as ways in which tourism is influencing changes on the quality of life of local communities. These changes/impacts may be either positive or negative.

2.4 UNDERSTANDING THE SOCIAL IMPACTS OF TOURISM

The impacts of tourism development have become increasingly visible in communities as a result of tourism growth taking place (Ioannou & Serafeim 2015:1054). In the studies over the last twenty years the focus was on exploring tourism developmental social impacts in developing communities and the effects thereof (Sharpley 2018; Uysal *et al.* 2016:245). There have been suggestions from researchers to look at the whole range of impacts and not stop at predominant economic impacts which have in the past been the practice (Kim *et al.* 2013:528; Gössling & Hall 2008:148). Past research on tourism impacts has mainly focused on economic effects (Getz & Page 2016:593; Uysal *et al.* 2016:246). On the other hand, it has been said by a number of researchers that it is of significance to look beyond the economic impacts and include social, cultural, environmental and other impacts (Deery & Jago 2010:15; Gössling & Hall 2008:149).

The following impacts on residents' configuration: changes of forms and types of occupations; changes in values; changes in traditional life styles; and adjustment of utilization patterns and benefits of tourists. These were identified as categories of social and cultural impacts (Ioannou & Serafeim 2015:1053). However Sharpley (1994) is of a view that the social impacts of tourism have a key, instant and noticeable outcome on destination communities. He continues that, these impacts can be classified into two classifications: impacts from the development of the tourism industry and the impacts of tourist-host exchanges. Social impacts of tourism can be categorised as: host-tourist interactions and relations, socio-cultural impacts of tourism in general, the impact of tourism on host communities and reaction and modification strategies to the impacts of tourism.

Tourism industry development will influence the destination social life of tourists which is positive, but there are also negative effects that need to be considered (Rasoolimanesh *et al.* 2017:762; Styliadis *et al.* 2014:262). Previous studies addressed the social impacts of tourism on local communities, with reference to leisure activities (Ross 1992; Lankford, Williams & Knowles-Lankford 1997:65); crime (Nunkoo & Gursoy 2012:245); traffic

congestion (Andereck *et al.* 2005); amendments in law and social order (Travis 1984); prostitution and child-begging (Besculides, Lee & McCormic 2002); commercialised host-visitor relations (Travis 1984) and enhanced public health and conservation (Travis 1984).

Ioannou and Serafeim (2015:1054) advocate that impacts realise in the shape of transformed human behaviour which originate from the associations between major developers of tourism and numerous systems that they impose. This means that all components of tourism activities are affected by relations created by tourists, local communities and environmental interactions. Researchers maintain that tourism plays a role in income generation and standard of living (Lin *et al.* 2017:439; Nunkoo & Gursoy 2012:244). Furthermore, Ngonya (2015) asserts that it increases employment opportunities, whereas Getz and Page (2016:594) and Nunkoo and Gursoy (2012:244) state that it increases tax revenues. The impacts are as a result beneficial and/or costly to tourists and the host destination. It is however also clear that there are no clear and standardised categories set for understanding the social impacts of tourism.

Multiple studies have revealed that residents' kindness and support are vital to the sustainability of the tourism industry (Stylidis *et al.* 2014:261; Park *et al.* 2012:1512; Deery *et al.* 2012:69). Without the community's support, the tourism industry will experience difficulties regarding development and expansion of facilities and might thus fail. This furthermore emphasises the importance of developing the tourism industry in a community such that the positive impacts are maximised and the negative impacts minimised (Scholtz & Slabbert 2016:109; Wang & Pfister 2008:85). This knowledge can lead to policies focused on the impacts of tourism (Sharpley 2018) which can be applied to a community such as Parys in improve the impacts of tourism.

2.4.1 The positive and negative impacts of tourism

Previous studies have identified definite positive and negative impacts related to tourism (Woo, Uysal & Sirgy 2018:261). The main impacts are economic, socio-cultural and environmental (Almeida-Garcia *et al.* 2015:259). Numerous positive economic impacts as a result of tourism development can help enhance the country's economy. However, the development of tourism can as well lead to negative results. As a result of fast growth of tourism in the late 20th Century, it brought with it visible transformation in the make-up of society and the growth of international tourism has improved the contact between different societies and cultures (Woo, Kim & Uysal 2015:85). The transformation that came with the development of tourism questions this development on the basis of its damage to the social,

cultural and environmental quality within a destination. In addition, Woo *et al.* (2018:262) state that the economic benefits resulting from the development of tourism must be compared with tourism's potential for social disruption.

Host communities are socially influenced by tourism. Tourism be the beginning of international goodwill, harmony and understanding, the development of host community's pride, but can also be an attack of people's privacy, dignity, and authenticity (Eusébio *et al.* 2018:2; Morgan *et al.* 2015:2; Styliadis *et al.* 2014:262). Developing positive approaches between people; learning one another's culture and customs; dealing with negative views and stereotypes; building relations; developing pride, gratitude, understanding, admiration and tolerance for one another's culture; growing self-esteem of hosts and tourists and emotional and mental contentment with communication are possible positive effects of tourism (Lin *et al.* 2017:438; Almeida-Garcia *et al.* 2015:260; Choi & Murray 2010:576).

As a result social interactions amongst tourists and host communities may result in common gratitude, understanding, tolerance, consciousness, knowledge, family bonding respect, and fondness, the ideal environment for tourism to flourish. Local communities become well-informed about the universe without having to leave their comfort zones or spend what they do not have, while their visitors significantly learn about a distinctive culture (Lin *et al.* 2017:437; Garrod *et al.* 2012:1161). Tourism benefits local communities by contributing towards the enhancement of the social infrastructure such as schools, libraries, health care institutions and so on (Scholtz *et al.* 2016:108). When local way of life is the foundation to lure tourists to a destination of a certain community, it helps to protect the local customs and handicrafts which might have been on the brink of extinction (Rasoolimanesh *et al.* 2017:148; Morgan *et al.* 2015:3; Styliadis *et al.* 2014:262; Wang *et al.* 2008:85).

In contrast, tourism can increase tension, hostility, overdevelopment, assimilation, conflict, as well as artificial reconstruction and suspicion (Eide, Fuglsang & Sundbo 2017:453; Sharpley 2014:38; Haley *et al.* 2005:648). Tourism is very important to maintain peace and without a doubt there is a large quantity of evidence that tourism is bringing the world together (Björk & Kauppinen-Räsänen 2016:178). In this context economic, social and environmental impacts on the local community depend on how much of the income brought by tourists go to the host communities (Woo *et al.* 2018:262). In most all-inclusive package tours more than 80% of travellers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers (Cheng, Chen, Yen & Teng 2017:396; Björk *et al.* 2016:178; Nunkoo 2015:624).

Whilst presenting local ways of living to tourists might assist in guarding and upholding the culture, it can also weaken or destroy it. The aim is to encourage local/community tourism so that it can generate income as well as create respect for the local tradition and culture. In spite of the conflicts and negative effects to local communities, the main source of income for many developing and developed communities and friendship to the environment remains tourism.

2.4.1.1 Economic impacts

Kim *et al.* (2013) point out that local communities reap positive and negative economic benefits for communities. The positive economic aspects (see Table 2.2) are centred around employment opportunities, enhanced living standards, infrastructure maintenance, and economic expansion. In Faulkner and Tideswell's (1997) study of the Australian Gold Coast, within the region tourism development contributed to improved employment opportunities and economic expansion.

Lin *et al.* (2017:438) reported that a number of local residents agreed that economic benefits such as job opportunities and increased investments in the state's economy are as a result of tourism development. In the same way, communities in North Wales believed that tourism brought extra investment and expenditure in the country's economy in addition to creating more job opportunities (Nunkoo & Ramkissoon 2012:998). Easterling advocates that positive economic impacts comprise 'contributions to standard of living, increased employment, enhancement of development, and infrastructure maintenance'. The development of tourism further improves public utilities and transport infrastructure, and increases tax revenues (Uysal & Sirgy 2018:261; Scholtz & Slabbert 2016:108; Almeida-Garcia *et al.* 2015:259).

Table 2.2: Positive economic impacts of tourism development

ECONOMIC IMPACTS		PREVIOUS STUDIES
Stimulates infrastructure development	Roads, telecommunications, food supplies, parks	Simpson (2008); Godfrey & Clarke (2000); Goeldner & Ritchie (2003); Khadaroo & Seetanah (2007)
It strengthens the local economy	Revenue for local economies. Higher personal income. Supports other already existent businesses	Simpson (2008); Cook <i>et al.</i> (2010); Goeldner & Ritchie (2003); Slabbert & Saayman (2011); Higgins-Desbiolles (2006); (Khadaroo & Seetanah,

		2007); Andereck (2004)
Local crafts, folklore, music and dance for income	Tourists will pay in order to experience these aspects of a community	Godfrey <i>et al.</i> (2000); Mason (2003)
Creates employment opportunities	Tourism results in direct and indirect employment opportunities	Weaver & Lawton (2001); Garau-Vadell, Gutierrez-Taño & Diaz-Armas (2018)
Helps increase price of the land and property		Šegota, Mihalič & Kuščer (2017)
Attracts more investment		Šegota, Mihalič & Kuščer (2017)

Source: Compiled from sources listed in table

Although tourism development comes with positive economic benefits, it also brings negative economic impacts. Tourism development holds the prospective of creating over-dependence of residents on tourism, and of business-related relations between residents and visitors (Uysal *et al.* 2016:246). Negative economic impacts consist of high land and property prices, higher taxes and inflation levels (Lin, 2017:436). Uysal *et al.* (2016:246) add yet another negative tourism impact on the economy of a destination, namely the potential to trade in. This happens in developing countries as they are 'incapable of supplying the amount and quality of goods and services necessary to meet the needs of tourists' (Getz & Page 2016:593; Uysal *et al.* 2016:246).

Table 2.3: Negative economic impacts of tourism development

ECONOMIC IMPACTS		PREVIOUS STUDIES
Economic leakages	Economic benefits of tourism leave the communities seeing as residents do not own businesses or they purchase goods and services from outside the community	Goeldner & Ritchie (2003:440); Page & Connell (2009:396); Nyaupane <i>et al.</i> (2006:1382).
Seasonality	If communities do not diversify their local economies, residents will suffer economically during off-peak times of the year	Weaver & Lawton (2010:249); Page & Connell (2009:210); Goeldner & Ritchie (2003:440).
Increased cost of living	Tourism may lead to higher prices for food, services, land and general amenities	Faulkner & Tideswell (1997); Šegota, Mihalič & Kuščer (2017); Gutierrez (2010)

Benefits not distributed	Residents believe that economic benefits accrue to a minority of the host community	Brougham & Butler (1981); Lindberg <i>et al.</i> (2001)
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Source: Compiled from sources listed in table

2.4.1.2 Socio-cultural impacts

The development of tourism also affects the social, cultural and environmental aspects within a destination. Socio-cultural impacts are concerned with the 'behaviour in which tourism is contributing to changes in value systems, individual behaviour, family relationships, collective lifestyles, moral conduct, creative expressions, traditional ceremonies and community organisation' (Connell *et al.* 2015:284; Nunkoo & Gursoy 2012:2445).

Socio-cultural elements at a destination may be positively influenced by improved tourism. Rasoolimanesh *et al.* (2017:262) informs that tourism generates perspectives of other cultures, empowers the cultural character of the host destination and improves community pride. Also, the development of tourism raises and encourages cultural trade between tourists and residents. With the majority of Hawaiian residents being in agreement that tourism development encourages 'cultural exchange providing communities with improved understanding of the universe' (Lin *et al.* 2017:436). Tourism can also be a force to preserve and revitalise the cultural identity and traditional practices of host communities and act as a source of income to protect heritage sites (Rasoolimanesh *et al.* 2017:262; Styliadis *et al.* 2014:262; Stevenson 2013:79).

Table 2.4: Positive socio-cultural impacts of tourism development

SOCIAL IMPACTS		PREVIOUS STUDIES
Provides new recreation facilities	New facilities built for tourists can also be used by the local population	Godfrey & Clarke (2000:24); Goeldner <i>et al.</i> (2003:440); Mbaiwa (2003:463); Nyaupane <i>et al.</i> (2006:1381); Šegota, Mihalič & Kuščer (2017)
Local celebrations and festivals become tourist attractions	Tourists attending local celebrations and festivals provide local residents with a reason for continuing practicing their	Godfrey <i>et al.</i> (2000:27); Andereck <i>et al.</i> (2005:1065)

	traditions	
Encourages social participation	Locals take part in tourism activities and events, making them feel part of it	Cooper & Hall (2008:167); Mahony & Van Zyl (2002:98); Ntloko & Swart (2008:90)
Greater community organisation	Community members learn to work together in an organised setting	Manner Stronza & Gordillo (2008:448); Amsden <i>et al.</i> (2011:49)
Strengthens local culture and traditions	Reveals the importance of local cultures; creates a sense of pride in local heritage; enriches understanding and interest in history and culture	Weaver & Lawton (2010:239 & 240); Cooper & Hall (2008:167); Slabbert <i>et al.</i> (2011:198); Higgins-Desbiolles (2006:1192); Besculides (2002)
Promotes cross-cultural understanding	Different cultures learn from each other and an understanding and tolerance for the other culture is formed; Tourism is a force for peace	Weaver <i>et al.</i> (2010:239); Cooper <i>et al.</i> (2008:167); Higgins-Desbiolles (2006:1192); Ap & Crompton (1998); Besculides, Lee & McCormick (2002)
Creates greater community stability	Positive economic outcomes, understanding as well as other benefits from tourism maintain stability within a community	Weaver & Lawton (2010:239)
Brings about exposure to new ideas	Globalisation and transnationalism can improve a community's development; Cultural exchange	Cooper & Hall (2008:167).
Modernisation through education	Locals receive an improved education as well as a more improved, modernised lifestyle	Goeldner & Ritchie (2003:440); Nyaupane <i>et al.</i> (2006:1381); McClary (2008:2)
Creates a favourable worldwide image for a destination	When a destination has a good image, it will create demand for tourists to visit it and it also instils a sense of pride in the community members	Cooper & Hall (2008:167); Goeldner & Ritchie (2003:440); Andereck <i>et al.</i> (2005:1065)
Empowerment and social inclusion	Women's status within communities improves as they play a part in community planning	Nyaupane <i>et al.</i> (2006:1381).
Development of new skills	Tourism can be a catalyst for learning and skills development	Besculides <i>et al.</i> (2002:314).

Improves quality of life	Contributes to residents' overall well-being	Long & Allen (1990); Burns (1996); McDowall & Choi (2010); McGehee & Andereck 2004)
Modernisation	Enhanced economy, better infrastructure, increase in Technology	McClarly (2008:3)
Increases quality of public services		Šegota, Mihalič & Kuščer (2017); Wood (2006); Gursoy, Sharma & Carter (2007)
Provides shopping, hospitality and entertainment opportunities		Šegota, Mihalič & Kuščer (2017); Kreag (2006); Dyer, Gursoy, Sharma & Carter (2007)
Pride		Andereck <i>et al.</i> (2005); Besculides, Lee & McCormick (2002); Wood (2006); Small <i>et al.</i> (2005)

Source: Compiled from sources listed in table

Similar to negative impacts of tourism development on well developed countries, the development of tourism in emerging countries has led to negative socio-cultural change as well. The nature and extent of tourism impacts differs from one country to another depending on the country's social and cultural structure (Yürük *et al.* 2017:368; Deery *et al.* 2012:70). Andereck and Nyaupane (2011:249), supported by Carneiro, Eusébio and Caldeira (2018:3), state that the number and type of tourists, the nature of tourism development within the area determines the scale of the socio cultural impacts.

Carneiro *et al.* (2018:3) pointed out that social impacts bring instant effects to tourists and host communities regarding their quality of life. On the other hand, these impacts are expected to transform over time in reply to the industry's structural changes and the degree of the host communities exposure to the development of tourism. Tourism development can affect the behaviour of individuals, daily routines and social life and their beliefs and values (Yürük *et al.* 2017:368).

Table 2.5: Negative socio-cultural impacts of tourism development

SOCIAL IMPACTS		PREVIOUS STUDIES
Increase in crime	Prostitution, child pornography, vandalism, and theft.	Kim & Petrick (2005:25); Cook <i>et al.</i> (2010:309); Weaver & Lawton (2010:239); Cooper & Hall

		(2008:167); Deery <i>et al.</i> (2012:69); Šegota, Mihalič & Kuščer (2017); Tosun (2002); Adendorff (2008)
Excessive use of facilities	Traffic congestion, crowding in public places, longer queues in local shops and at facilities	Godfrey & Clarke (2000:24); Goeldner & Ritchie (2003:440); Timothy (2011:151); Šegota, Mihalič & Kuščer (2017); Brunt & Courtney (1999)
General increase in prices (inflation)	Shops overcharging; property prices increase	Frauman & Banks (2011:138)
Local cultures, festivals & celebrations change	Local festivals and celebrations change to meet the needs of tourists at the cost of the preservation of the community's heritage	Godfrey & Clarke (2000:27); (McClary, 2008:2); Simpson (1993:164).
Develops excess demand	Too many tourists travelling to the communities creating larger impacts	Goeldner & Ritchie (2003:440).
Destruction of heritage	Residents forget their cultural heritage for the sake of tourists. This can also mean that physical heritage such as statues and temples for example might be damaged	Cooper & Hall (2008:167); Goeldner & Ritchie (2003:440).
Commodification of culture, religion and art	The true importance of cultures is forgotten for the sake of economic improvement	Godfrey & Clarke (2000:27); Weaver & Lawton (2010:239); Cooper & Hall (2008:167); Nyaupane <i>et al.</i> (2006:1381); Reisinger (2009:68); Tozun (2002); Nunkoo & Gursoy (2012)
Conflicts within host community	Community members develop different views due to the influence of tourism and this may lead to conflict among residents	Cooper & Hall (2008:167); Goeldner & Ritchie (2003:440); Telfar & Sharpley (2008:195); Mason (2003:44); Šegota, Mihalič & Kuščer (2017)
Degrades the cultural values and environment	Decline in moral conduct (promiscuity, alcohol and drug use)	Cook <i>et al.</i> (2010:309); Weaver & Lawton (2010:239); Timothy (2011:153); Nyaupane <i>et al.</i> (2006:1382)

Threatens family structure	Families may change with younger members moving away to areas where they can work in the tourism industry	Telfar & Sharpley (2008:195); Mason (2003:44)
Creates misunderstandings between cultures	Other cultures visiting the local community have their own ideas/perceptions and cultures. Misunderstandings occur which lead to conflict	Reisinger (2009:68); Saayman, (2000:134).
Demonstration effect	Younger generation adopts behaviour and attitudes of the tourists; thus creating conflict with community elders	Weaver & Lawton (2010:244); Goeldner & Ritchie (2003:440); Reisinger (2009:77).
Acculturation	When two different cultures coexist, they begin sharing certain cultural aspects from one another until they fuse into one new culture	Abraído-Lanza <i>et al.</i> (2005:1244); Reisinger, (2009:73); Telfer & Sharpley (2008:197).
Result in crowding		Šegota, Mihalič & Kuščer (2017)
Drug and alcohol abuse		Diedrich & Garcia (2009); Keag (2006); Waitt (2003)
Noise levels		Fredline, Jago & Deery (2003); Small <i>et al.</i> (2005); Waitt (2003)
Rowdy behaviour		Fredline, Jago & Deery (2003); Waitt (2003)

Source: Compiled from sources listed in table

Connell *et al.* (2015:284) pointed out the likelihood that tourism can impact the upheaval of the social structure in communities by altering 'the socio-economic position of some individuals'. For example, because of tourism, a number of residents can have an improved social and economic status than others if their land unexpectedly acquires a higher worth than prior. Cultural impacts of tourism are those that influence a longer-term and steady transform in the values, beliefs and customs of a society.

Previous studies suggests that tourism can have a damaging weight on the culture of a country (Eide *et al.* 2017:454; McKercher *et al.* 2015:54). Though, tourism is also understood to 'add to the 'renaissance' of traditional art types in host societies' (Connell *et al.* 2015:284). A number of countries within the Arabian Gulf (i.e., Kingdom of Saudi Arabia, Qatar, and Kuwait) have very traditional views guided by Islam. The influx of Western tourists poses a

risk to the culture and traditions of the country. As Sinclair-Maragh and Gursoy (2017:108) propose, tourism generating from developed countries can have a negative socio-cultural *impact* (e.g. decline in traditions, materialisation, and social conflicts) on members of developing countries. In addition, the demonstration effect of tourism is seen as the main cause of change within community values, where the influx of Western tourists could mean the imitation of Western traits along with a shift of community morals from traditional Islamic values (Eide *et al.* 2017:455).

Eide *et al.* (2017:454) further it is suggested that residents think that tourism development would increase rates of individual crimes, drug taking and abuse, and sexual harassment. Sinclair-Maragh and Gursoy (2017:108) propose that residents demonstrate fear seeming changes and loss of control over their environment as a result of tourism development. Yürük *et al.* (2017:368) state that tourism plays a role in decline in traditions, social conflict, environmental deterioration and an increased crime rate. For example, in a study on tourism impacts on the Amish of Pennsylvania, tourism development led to changes in the quilting designs produced by the Amish. Quilts intended for tourists were not traditional Amish make and not of equal worth of the quilts made for the Amish use (Sinclair-Maragh & Gursoy 2017:108). Although the Amish community were getting benefits from trading the quilts, the quilt design did not mirror their culture.

2.4.1.3 Environmental impacts

The development of tourism also has both positive and negative impacts on the physical environment. Tourism development could be of assistance to the physical environment in the sense that it helps in ‘the creation of wildlife parks and preservation of historic buildings’ (Yürük *et al.* 2017:367). According to Müller (2015:629), the development of tourism has also been responsible for introducing planning controls in order to maintain the quality of the environment.

Table 2.6: Positive environmental impacts of tourism development

ENVIRONMENTAL IMPACTS		PREVIOUS STUDIES
Improved surroundings	The environment is taken care of, thus creating a living area of a better quality	Godfrey & Clarke (2000:24); Cooper & Hall (2008:167); Goeldner & Ritchie (2003:440); Andereck <i>et al.</i> (2005:1065); Mason (2003)
Environmental		Tomljenovic & Faulkner (1999)

appreciation		
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Source: Compiled from sources listed in table

However, the development challenges lies with the environment through the ‘trampling of vegetation [and] the pollution of resort beaches’ (Getz & Page 2016:593; Müller 2015:629). In addition, increased tourism development could be inconvenient t host residents. There could be traffic congestion and overcrowding in public areas, noise and water pollution, and other forms of negative impacts caused by tourism and influx of tourists.

Table 2.7: Negative environmental impacts of tourism development

ENVIRONMENTAL IMPACTS		PREVIOUS STUDIES
Pollution	Pollution can include air-, water- and soil-pollution as well as visual- and sound-pollution as a result of tourism	Mason (2003:55-56); Timothy (2011:152)
Litter problems		Nunkoo & So (2015)

Source: Compiled from sources listed in table

When exploring the attitudes of Hawaiian residents regarding the impacts of tourism development on the environment, Lin *et al.* (2017:439) found that Hawaiian residents were uncertain about the positive environmental benefits. Residents believed that protecting the environment from bigger tourism development was more important than the economic benefits generated from tourism (Lin *et al.* 2017:439). Similarly, Turkish and Cypriot residents in Cyprus were aware that tourism results in unpleasantly crowded beaches and parks and increased traffic congestion (Garau-Vadell *et al.* 2018).

The preceding paragraphs on the various impacts of tourism demonstrate that tourism impacts on local communities can be both beneficial and costly, be it economical, socially, or environmental. It depends on the extent of tourism development in a particular area and what challenges exist for tourism in the area to prosper. Every community has its own carrying capacity, that is to say the limit of the incoming influence that does not harm the host community. If one oversteps that limit, negative impacts of tourism will follow.

Below is a figure (Figure 2.4) which explicates the dynamics between people, resources and tourism in successful tourism: each makes a positive contribution to the others. The three fundamentals in this model are in co-interaction and thus they all rely on and need one another. Local communities utilize the natural resources but they also look after them.

Tourists visit to take pleasure in nature and gain knowledge about it, but they also can pollute and damage it, or on the other hand help to preserve it by drawing attention to unique natural resources in the area. Local communities influence tourists by providing them with knowledge of their culture and way of life. Tourists' contact on the local populations can be first of all economic by generating income, developing resources, sharing knowledge and experience. Whenever a new development of tourism happens at a destination or when tourism is introduced to the local community, this co-interaction should always be at the centre of the discussions with role-players.

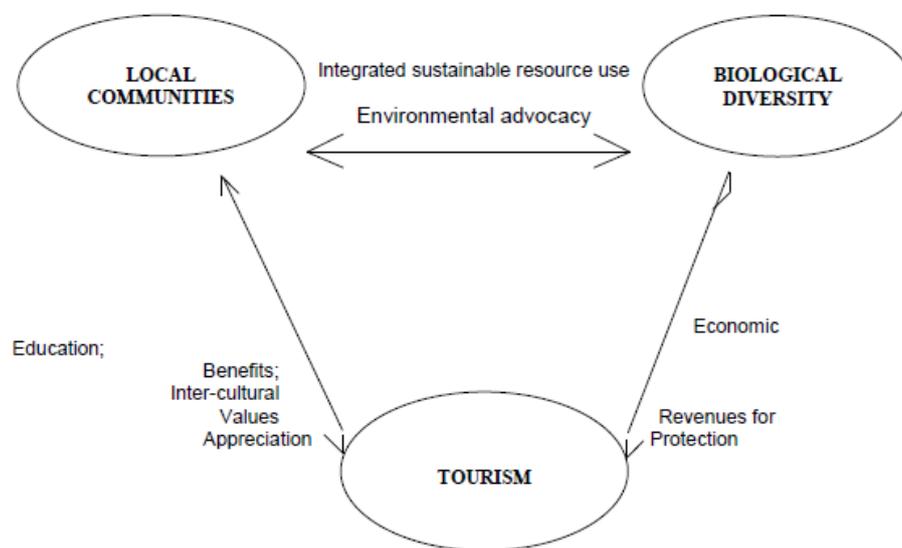


Figure 2.4: The ecotourism paradigm

Source: Page & Dowling (2002:27)

In order to reduce the negative effects on local communities the following questions need to be posed and addressed when arranging a tourism activity in an area or when participating in it (Mirbabayev & Shagazatova 2010).

- Are local people involved in the tourism industry as employees?
- Does the organisation cooperate with the local businesses?
- Does it have a respectful attitude towards the local culture?
- Is there respect for nature and how is it protected?
- How much economic benefit will the local population gain from tourism?

It is a challenge for tourism to develop in an area without some negative effects to the local communities. However, it is possible for the tourism industry to partner with other industries and generate benefits to the tourism organisations as well as to the emerging businesses in the communities. The starting point is to comprehend the necessities and wishes of the host community as well as those of the tourists. This is no different for Parys where the information is lacking and this will influence future development of the industry in this area.

2.5 FACTORS INFLUENCING SOCIAL IMPACT

Residents living in a community cannot be seen as homogeneous and therefore they will not have the same reactions towards tourism or even have the same level of experiences with regard to the social impacts (Saayman 2013:156). Certain characteristics of the communities as well as those of the visitors influence residents' opinions and attitudes towards the tourism industry (Ryan 1991:164; Cook *et al.* 2010:300; Kreag 2007:13-17).

2.5.1 Characteristics of the community

The following are characteristics of the community members which may determine their attitudes towards tourism development:

- **Community growth rate**

Tourism is seen as a good economic injection to communities that may experience a decline in growth. Over time residents will realise the benefits of tourism and contribute their support (Telfer & Sharpley 2008:179).

- **Host communities' beliefs**

If the host communities have a very specific way of life or religious systems for instances, they will be significantly less welcoming towards visitors who strongly deviate from their way of life. This may lead to conflict between the community members and visitors (Kreag 2007:16).

- **Dependency on the economic contribution of tourism**

Some communities have very diverse economic systems, meaning that they are not too dependent on tourism. This brings about that the impact of tourism is less in such communities. However, there are communities with scarce resources who rely on tourism to a greater extent (and in certain cases solely). The impact of tourism is then felt much stronger (Telfer & Sharpley 2008:179; Kreag 2007:14; Devine, Gabe & Bell 2009:12).

- **Homogeneity of the host society**

If a host community is very homogeneous, it means that they are probably not used to other ways of living. Visitors from other cultural backgrounds will for example be less welcomed. With a more diverse host community, community members are more accustomed to different cultures and will thus be more welcoming (Telfer & Sharpley 2008:179).

- **Residents' length of stay in community**

The longer individuals are residents of a specific community, the more attached they will become to that community. Over years the people get to know and acknowledge the community's way of life and they make friends. This can either be determined by the length of time residents have been staying in the community, whether they were born there or whether they grew up there. Research found that the residents who had stayed longer in the communities were affected more by the impacts of tourism (Harrill 2004:252). This is supported in Haley, Snaith and Miller's (2005:663) research in which it was found that those residents who had stayed in the community of Bath, UK, for a shorter period, were more positive towards tourism, while those who had stayed longer were less positive.

- **Proximity of resident's home to tourism activity**

The closer people live to busy tourist areas, the more negative they might be because of unwanted impacts such as busier roads, a higher crime rate or cultural differences between them and the visitors which might generate friction (Kreag 2007:16; Devine *et al.* 2009:12). A study on Rhode Island (Tyrrell & Spaulding 1984) households indicated a positive perception among residents towards tourism, as long as the tourism development does not take place close to their homes seeing that it generates too much trash. A further study by Haley, Snaith and Miller (2005:663) found that residents who lived closer to the central tourism area of Bath in the UK were more supportive of restricted tourist movements.

- **Level of resident involvement in tourism industry**

If residents are made part of the planning and execution of the tourism activities, it will create improved alignment between tourism and the rest of the community. If local residents work in the tourism industry or own tourism businesses, it will assist in alleviating economic leakages (Kreag 2007:16).

- **Knowledgeableness pertaining to tourism**

If residents are made aware of the benefits as well as negative impacts of tourism, they might be more receptive towards it. This will furthermore influence their attitudes and friendliness towards visitors which will make the visitors feel more welcome (Slabbert 2007:162). It is thus important to host community workshops or to illustrate the benefits of tourism in local media.

- **The local environment's fragility**

A fragile environment will require more planning for appropriate access to a certain area for instance. These types of ecosystems are less robust or more sensitive to change and will also take longer to recover if the negative impacts were to be eliminated (Telfer & Sharpley 2008:179).

- **Various public transport options**

More public transport options such as buses and trains will reduce the congestion on roads (Kreag 2007:17).

- **The host culture's viability**

If a culture is strong and its traditions are actively practised, it will be more difficult for the tourism industry to inflict unwanted changes. Programmes that actively teach visitors about the local cultural practices will help reduce the chance of conflict. If local community members feel proud about their culture, the visitors will feel this and also adhere to the functioning of the culture (Telfer & Sharpley 2008:179; Harrill 2004:253).

- **Socio-demographic characteristics**

Characteristics such as gender and age can play a role in residents' attitudes towards tourism. Older people are less likely to want to have contact with the visitors (Saayman 2013:157). Socio-demographic factors as explanation for residents' attitudes towards tourism development has long been used, yet literature revealed that socio-demographic factors play a relatively small and inconsistent role in predicting attitudes (Harrill 2004:252).

- **Personal contact with tourists**

Having personal contact with the visitors can either be positive or negative, depending on various factors such as cultural differences for instance (Saayman 2013:157).

- **The nature of tourism activities**

Tourism activities that take place for a shorter period, or less frequently, tend to have a more limited social impact, such as festivals, as opposed to those that happen year-round (Saayman 2013:158). This is also the case with National Arts Festivals which take place over short time-periods in certain host communities in South Africa. Fleeting contact has more positive impact than longer contact, where cross-cultural exchange might take place to a larger extent, which in turn might result in cultural change and feelings of hostility (Slabbert & Saayman 2011:208).

- **Perceived impacts on local outdoor recreational opportunities**

People who live at coastal areas will for instance stay away from beaches during tourism season. This is so because they feel their recreational area is too crowded and it might create a feeling of irritation (Harrill 2004:254). This is found to be true in a study that was conducted in five rural areas surrounding a national recreation area which found that the locals that frequently use the park had a much more negative perspective towards tourism development (Gursoy & Jurowski s.a.:5).

- **Rapidity of tourism development**

If tourism development happens too fast and in an uncontrolled manner, residents are not provided with enough time to adjust to changes and to accommodate an influx of visitors which can lead to misunderstandings and the perception of loss of community control. Slower developments allow community members to become accustomed to the changes and it also allows for strategic management where possible conflict can be avoided (Mak 2008:69; Page & Connell 2009:537).

- **Usage of tourism developments**

If residents are able to use infrastructure and recreational facilities that result from tourism development, they tend to be significantly happier. They also need to retain ownership of the properties and these facilities (Goeldner & Ritchie 2003:440). In a study done by Nyaupane, Morais and Dowler (2006:1381) it was found that residents had more opportunities to partake in recreational activities as a result of tourism.

- **Destination marketing and image**

If the local community is marketed as a 'the place to be', it will develop a positive image towards the outside world. This instils a sense of pride within the community members, making them far more resilient towards the negative impacts of tourism (Andereck *et al.* 2005:1065; Slabbert & Saayman 2011:198; Higgins-Desbiolles 2006:1192).

2.5.2 Characteristics of the visitors and local tourism product

- **Tourist types and numbers**

A small number of visitors to a community are not perceived by the local residents as being intrusive, but rather as interesting. When there is an increase in visitors, local residents will become accustomed to them and ignore them to a certain extent. If the visitor numbers continue increasing, residents will start feeling threatened in that they feel they are losing their own living space, they may no longer feel safe and even start feeling resentment towards the visitors, eventually becoming xenophobic (Kreag 2007:14; Page & Connell 2009:408). Demographic characteristics such as gender, age, level of education and profession for instance might also influence tourist activities and the impacts thereof (Kreag 2007:14).

- **Demonstration effect induced by visitors**

This happens when the local community members observe the behaviour of visitors to their community and perceive it as superior to theirs. Residents then begin to emulate the visitors' behaviour. This can either be positive or negative. Positive in that cultures can learn new skills, negative in that those local cultures can copy negative behaviour from the visitors such as prostitution and excessive drinking (Reisinger 2009:77; Page & Connell 2009:409).

- **Activities of tourists**

The type of activities in which visitors to a destination partake has a significant influence on the type and size of impacts that take place. Those who opt for a more educational approach where they want to learn about the local culture and their history, will have a lesser impact than those who visit for recreational or entertainment purposes (Govorushko 2011:579).

- **Visitors' length of stay**

The longer visitors stay in an area, the more prolonged and larger their impact will be. This can either be positive or negative. A day visitor will have less of an economic impact while those who stay longer will travel more and have a more diversified spending (Saayman 2013:158). Visitors who stay for a few months will show more interest in community matters and contribute more to the local economy (Kreag 2007:14).

- **Cultural similarities and differences**

When cultures differ significantly, misunderstandings may occur as a result of people not understanding each other's way of living. If this is not managed correctly, it can potentially lead to resentment, social conflict and a rise in crime (Kreag 2007:15; Saayman 2013:159).

- **Mass arrivals and departures**

The manner in which visitors arrive in a community as well as when they depart can also have an impact. Those who arrive for big events such as mega sporting events or festivals create an instant influx which creates congestion on roads, in shops as well as the accommodation sector (Kreag 2007:14).

- **Community residents as family or friends**

When visitors decide to stay with family or friends, they are not making an economic contribution to the community's economy (Kreag 2007:15). Deciding to go on a holiday hugely relies on the economic position of the individual/family; those who are low earners or cannot afford a holiday choose to rather visit and stay with friends or family to minimize costs (Scholtz 2014:53). This leads to a lower average spending on accommodation, having a negative social impact.

- **Economic inequalities**

If a huge difference is evident between the economic affluence of the visitors and that of the local residents, the stronger residents' resentment will be towards visitors. Residents will furthermore strive to attain the same economic affluence levels as the visitors (Page & Connell 2009:545; Saayman 2013:157).

- **Purchasing power**

If visitors spend more in communities such as purchasing community properties and develop these areas and purchasing more at shops, it might give rise to the total cost of living, thus creating conflict with the local population. This will lead to resentment among community members towards tourism as a result of inflation (Godfrey & Clarke 2000). This is however not necessarily only a negative impact. The increase in property prices is positive for people who own properties as well as for communities that need to increase its total value (Nicholls & Crompton 2005:339-346).

2.6 CONCLUSION

The purpose of this chapter was to analyse the social impacts of tourism and its effect on the residents' quality of life. It became clear that this is a developing field of research in which significant contributions can still be made. From the theories it was evident that a number of theories related to the social impact of tourism have been developed and applied to different contexts. It seems that the social exchange theory can be applied to a number of tourism environments and that it deals with both positive and negative effects. This theory is the base for this study.

For the purpose of this study the social impacts of tourism can be defined as ways in which tourism is contributing to changes in the quality of life of local communities; these changes/impacts may be either positive or negative. The existence of economic, social and environmental impacts as a result of tourism development was clear but also the distinction between positive and negative impacts. It was clear that various studies have focused on the economic impacts of tourism as it is important to create employment and improve the quality of life of residents. However, given the changes that tourism can create, it is important to consider the social impacts of tourism and how it can contribute to changes in behaviour and attitudes towards the tourists. Clearly tourism development is not the only factor in play when analysing the impact of tourism on the community. Certain characteristics of the community and others of the visitors contribute to the existence of either a positive or negative impact.

CHAPTER 3

ANALYSING COMMUNITY PARTICIPATION IN TOURISM DEVELOPMENT



3.1 INTRODUCTION

The significance of local community support has been widely acknowledged and is a growing area of research (Gursoy & Rutherford 2004:495). Local community participation is of the essence to the success of the tourism industry since the members of the local community are regarded as part of the tourism products and role-players, and their suggestions in making decisions about tourism development should be recognised (Choi & Sirikaya 2005). On the other hand, in many cases the local community fail to participate and make the most of the benefits of tourism development in their area of stay (Scheyvens 2003) which should be addressed.

This has prompted extensive research on the impacts brought about by tourism activities taking place in different communities of the world (as was evident in Chapter 2). Gursoy, Chi and Dyer (2009:723) highlighted that understanding impacts of tourism on communities and understanding community participation/involvement is very important for the success and sustainability of any type of tourism development or product. A large number of studies have examined tourism impacts and the influence they have on communities. Most of those studies suggest that local community participation is influenced by the fact that communities tend to see tourism as an economic tool (Gursoy, Jurowski & Uysal 2002). However, at the back of the triumph of the tourism industry, there are also community issues (Liu & Var 1986; Tho 1985; Wall & Mathieson 2006).

This chapter will focus on the impact of tourism on local communities, address issues related to the role of local communities on tourism development in their area as well as community involvement and participation in tourism. Thus the purpose of this chapter is to analyse and discuss relevant literature on community involvement and participation in tourism development initiatives and actions by probing various key points rising from various studies, reports and other sources of information. The chapter commences with definitions of key

concepts that are prevalent in the study, which are community and involvement and participation.

3.2 UNDERSTANDING CORE CONCEPTS AND DEFINITIONS

The following core concepts will be addressed, namely community, participation and involvement.

3.2.1 Community

For the purpose of this study, it is vital to comprehend the prevalent use of the term *community*. After analysing numerous previous community studies, it was realised that there are various definitions related to the term *community*. The term *community* is frequently used in research, theory, and everyday conversations. The study desires to be clear about the term *community* so as to understanding what is meant by community involvement and participation. The most common part of all consulted past studies are that all community definitions deal with people and location (Marzuki 2009). This is further emphasized by Claiborne (2010) states that communities are not homogeneous groups, but instead a group of individuals with varied feelings which may lead to differently perceived impacts of tourism.

Based on Hillery's (1955) reassess a number of community definitions, he ended by saying that 'no concord had been reached although every definition deals with people'. On a slightly different view and expression Amsden *et al.* (2011:33) contended that the word *community* can be explained as a unit of analysis that constructs social interactions in a meaningful way. Furthermore, the term community is described in the Merriam-Webster dictionary (2012c) as 'a group of individuals or nations having a share history or common social, economic and political interests'. Since the local residents share their facilities and services with the tourists, they become the 'host' to the tourists. To further emphasize this, Cook, Yale and Marqua (1999:249) held the same view by saying that the community a tourist is visiting is often called the 'host community'. This statement gives weight to *community* being defined as a concept dealing with people and a location where a particular activity is taking place.

Although recent literature in the field of tourism development has recognised community as a core to sustainable tourism development, it is seldom analysed to identify its relevance to the outcome of tourism development. Hillery's review (1955:65) established that there are three core components associated with the term *community*: (i) area; (ii) common ties; and (iii) social interaction. On a different interpretation Saayman (2007:155) argues that the community consists of three elements, the local economic system, the local residents and

the community infrastructure and services. On the basis of the above-mentioned definitions of community, it can be seen that members of the community and tourists form integral parts of the tourism industry. In a different interpretation and understanding Ndlovu (2016:13) states that in contrast, a community refers to a group of people who are associated in some way. Thus the word community encompasses a certain geographic inference with a clearly defined spatial border line and as well refers to a collection of people with common and comparable interest (Chapman & Kirk 2001:5; Mahony 2007).

Host communities have a vital responsibility in the growth of tourism as they need to provide an excellent environmental setting for tourists. Local communities are vital elements of tourism development. The community is the fundamental point for the uninterrupted provision of accommodation, hospitality services such as restaurants, awareness, transport, facilities and services for tourism development (Godfrey & Clarke 2000:105). Clearly there is no standardised definition and it is absolutely influenced by context, purpose and location.

Based on afore-mentioned definitions, a community therefore is a group made up of various individuals that share similar characteristics and are confined to a given geographical location. To be a community, individuals must be joined together by a common factor such as location or another characteristic. For the purpose of this study and based on the geographical perspective, *local communities* is defined as all residents/a body of people living in the same locality that is affected by tourism activities in the area.

3.2.2 Participation and involvement

Community participation and their involvement has turn out to be a common component in many development initiatives. A number of studies put forward that there's an elevated extent of reliance on local communities for their approval of the industry prior to developing it in a certain area (Tosun 2000; Tosun 2006; Li 2005) which also implies certain levels of participation and involvement. The understanding of the latter is however not clear. Agreement on a general definition of community participation and involvement is missing. Participation is defined by Simpson (2008:1) as '*a level of control, ownership or influence*' and is a key concept related to community-based tourism. As a goal of CBT, empowerment cannot be reached without participation (Okazaki 2008).

Tosun (2000) defined community participation as a structure of acts by which persons deal with prospects and tasks of citizenship. The prospects may comprise amalgamating in the course of self-governance, responding to decisions that affects one's life and running co-operatively with others on matters of common concern (Til 1984). This is to say, initial

satisfactory participation of local communities is essential to commence with tourism development (Simmons 1994; Tosun 2000), which Butler (1980) dubbed the exploration stage.

Unconditionally, the above argument with regard to the relationship between tourism development and community participation shows that community involvement is indeed crucial in order to evade potential doubts and confusions in relation to tourism development in the area (Simmons 1994). This is because in the course of participation the local communities are expected to gain greater and more equally dispersed benefits from tourism (Tosun 2000) and the level of support given to tourism by the locals is also expected to increase (Tosun 2006).

It has been argued in a number of instances that community participation is vital for sustainable tourism development (Okazaki 2008) and management (Rocharungsat 2008) and that it would even be a stipulation for its development (Jones 2005). According to Brager and Specht (1973:47), community participation is 'an approach by which individuals that are not voted or chosen officially of agencies and of government persuade decisions about programmes and policies which impact their lives'. Community participation requires not necessarily being direct, as noted by Telfer and Sharpley (2007). For example, community participation can frequently focus on the decision-making process and non-economic benefits of tourism development (Tosun 2000). Thus it becomes imperative for communities to be involved in tourism development in their area as key stakeholders not in terms of monetary investment but as resource of local information and support to ensure its success. Sherpa (2011:17) viewed community participation as a way for general public to state their views and get involved in the decision-making process. In addition and support to that, the process of decision-making can be improved by local community participation and this will lead to more efficient utilization of target resources.

Willis (1995), as cited by Ndlovu (2015:36), argues that in order to have a perfect condition of community participation, a transfer of power is required from those with decision-making roles to those who traditionally have not had such a role. According to Cheong and Miller (2000) local community have the capabilities of managing changes and make sure the best development plans to fit their needs. One of the emphasises of this approach is headed in the direction of community participation, which is by creating improved opportunities for locals to achieve greater and additional logical benefits from tourism development happening in their area (Tosun 2000), changing local attitudes in the direction of tourism development and local resources (Hardy, Beeton & Pearson 2002:482) still amplified restrictions of local acceptance of tourism (Dogra & Gupta 2012). Local participation is important for the success

of the tourism industry and their participation in the decision-making practice of tourism development should be the central aim (Choi & Sirikaya 2005). On the other hand, prior research pointed out that the local community did not participate enough and to maximize the benefits of tourism development (Scheyvens 2003).

For the purpose of this study, community participation and involvement is explained as a condition whereby the majority of the community members who reside in the Parys area directly or indirectly participate in tourism development activities, control a share of tourism-related production or are employed in tourism destinations as individuals or groups.

3.2.3 The composition of the community

Community is a borrowed Latin word used in English context since the 14th Century. It includes links connecting members and social group development. The concept *Community* is largely discussed with an understanding that is not in agreement with one another which depends on perspectives of the locals. Community connects to any of the features below: a) A small society; b) A sense of same identities and features; c) Qualities of possessing similarities. Community regarded as a concept came into existence around the 19th Century. According to Saayman (2013:149), a community consists of three main elements. The first is the local economic system which proves the livelihood for residents. A balance of various economic activities (including tourism) contributes to more sustainable economic growth of an area which focuses on tourism solely for instance.

The second element of a community is the local residents. Without local residents, the tourism industry will not be able to exist seeing that the residents operate shops, services and facilities and furthermore contribute to the full cultural experience of tourism that visitors might want to experience (Tosun 2006:321). The final element is the community's infrastructure and the services they deliver which impact their quality of life. Water, electricity provision, roads, waste disposal as well as police, hospital and fire protection services are examples of the latter that is required both by the community members and tourists to be able to stay in the area. Stamboulis and Skayannis (2003:36), as cited by Scholtz (2014:25), highlighted the important role played by tourism on infrastructure development by arguing that communities receiving higher volumes of tourists might need more infrastructure and maintenance than other communities.

3.3 THE RELATIONSHIP BETWEEN TOURISM AND COMMUNITY

One vital characteristic of tourism is the interaction between tourists and the people they meet at their destination, as well as the great influence it makes on the lives of community

members. The residents of destination areas are considered a resource for tourism development, 'the nucleus of the tourism product' (Simmons 1994). According to Gumus, Eskin, Veznikli and Gumus (2007), tourism development has brought changes within the economies of different regions, developing communities and the world at large. As a result of tourism, many areas including cities and communities had started to experience the benefits of developments with reference to financial gains and social advantages. Benefits of tourism to the host communities through socio-economic and infrastructure development, as well as a means for preserving the environment and traditions are already well-documented (Andriotis 2001).

Tourism development incurs changing degrees of impacts on destinations and, in particular, both positive and negative impacts affect the local people who act as hosts to tourists (as discussed in Chapter 2) (Simmons 1994; Wall & Mathieson 2006). The study by Eshliki and Kaboudi (2012), argues that a relationship exists between the effects of tourism on the community and the degree of participation in development programmes. The development of tourism has changed the way local community lived in many ways such as increasing rates of crime; living cost, and creating water waste (Nunkoo & Ramkissoon 2009).

Tourism is also associated with several social and environmental problems such as resources over-exploitation, waste management problems, environmental degradation, traffic congestion, increasing crime rates and rising living costs (Andriotis 2001; Nunkoo & Ramkissoon 2009). This makes tourism to be viewed as a 'double-edged sword' as, while it may assist the people and their communities earn their livelihood, the bulk of the benefits tend to flow out of them. The negative effects of tourism on a community cause a society inclination to partake and support tourism development, but its positive affects result in growing their support and reaching projected goals.

It is noticed that the behaviour of the local communities in the direction of tourism frequently relies on the host communities whether or not if they are happy in support and welcoming tourists in the society. According to Snaith and Haley (1999), joyous community members will ultimately embrace the increase of tourism and ultimately welcome tourists to their area. Communities' participation in tourism ultimately leads to a continuous tourism effort and does not concentrate only on tourism benefits including decision-making processes (D'Amore 1992). Previous research studies have revealed that an important connection exists between the degree of community participation in the development of tourism and their views, which ultimately leads to enhanced tourism development, as stated by Nzama (2008). Residents who are in support of the tourism industry for its progression are the ones who enjoy greater monetary benefits as highlighted by Harrill (2004).

However, the relations among tourists and the community may well have a positive outcome by bringing societal peace, creation of opportunities and integration of different cultures. The quality of life in a particular community can be enhanced by tourism providing extra attractions, services and recreational opportunities. When a community develops into a tourist destination, the residents' standard of living will be improved because of tourism activities. The development will activate different effects on the diverse collection of people depending on the importance and the part they embrace (Berno & Bricker 2001) and every social group often understands development in terms of how its interests can be served and how the sharing of benefits would affect it (Saxena & Ilbery 2008). Thriving development of tourism is therefore only achieved by pleasant relationships among the various stakeholders and the community (Liu 2003; Zhang *et al.* 2006).

3.4 TYPOLOGY OF COMMUNITY AND COMMUNITY PARTICIPATION

3.4.1 Typologies of community

The concept *community* describes a social organization considered essential to traditional society or religion. Such communities are regarded as a natural grouping based on bond of shared blood, language, history, territory and above all, culture (Upadhyaya 2006). In their edited book, *Lives in Context: the Art of Life History Research*, Cole and Knowles (2001:11) define community as 'Clusters of persons lives build up communities, societies and cultures. To comprehend some of the complexities, complications, and confusions within the life of just one member of a community is to add insights into the collective'. These are only two definitions of the term *community*. As stated above and on preceding sections, a universal definition of community has been farfetched because of its dynamic nature and commands a wide array of meanings.

This concept has turn out to be admired in many academic disciplines and in day-to-day usage (Nunkoo & Ramkissoon 2011:172; Tuson 2006:493). Forming a community may take longer for some individuals while for others, it may be shorter and fast. Akin to its creation, the nature and function of a community also has two opposing scope or views. On the one hand, it is believed to be natural and a key to human welfare and on the other, it is argued to be non-dynamic and a hindrance to individual development and liberty (Lee 2017:38). This intricate and flowing nature of community has been extremely examined by scholars coming out with various interpretations.

It has become important in the field of international development and reconstruction as it is synonymous to something excellent and sought-after (Stamboulis & Skayannis 2003:37). No matter the length of formation, the nature or even the purpose of a community, it is

significant of noting that they are dynamic as they act, interact, advance and change after being acted upon by both internal and external social, economic, political and environmental forces (Tuson 2006:321). There are three dissimilar types of communities which are not equally fashionable so an individual can be a member and fully participate in the activities of the different communities at the same time (Lee 2017:39). These communities include: Geographic community, Community of identity, Community of interest, Intentional community and Indigenous community, as described below.

3.4.1.1 Geographic community

It is the only type of community normally accepted by scholars. It is geographically bordered by physical features such as rivers, streets etcetera, clearly rendering it distinctive in every respect (Lee 2017:39). There can be lots of communities within a city, each with distinct characteristics such as religion, rich, poor etc. It is made up of diverse populations with individuals and groups occupying dissimilar physical spaces within the landscape. It also shows a clear distinction of occupants and the qualities of a particular space. The peculiarity of each community with the geographic community can give birth to other types of communities such as community of individuality, community of interest and even become a replica of international community (Tuson 2006:321).

3.4.1.2 Community of identity

This is a community recognized by common identifiable qualities, i.e. a group of people who are unified by something they have in common which may be where they live, a common interest or ethnic ties (Zhang & Hamilton 2017:378). The attributes that tie the people together may be a common language, culture, age, sexuality etc. It is however important to note that an individual belonging to this community may not necessarily follow the norms and regulations of the community and such communities may or may not be geographically bound.

3.4.1.3 Community of interest

Community of interest generally refers to a common interest of a group of people within a space or without defined space (Tuson 2006:322). It may be equated to a movement; social, political, environmental etc. without a compulsory membership. The level of participation in the activities of the community is undefined as some people may be very active, some proactive and others even inactive. Such communities may be legally bound or even illegal depending on the 'w'-question (what, why, where and for whom) response.

There are positive things one has to think about when thinking about a community of interest such as the people one has to meet, see, speak to, e-mail, share information or phone on a regular basis. What is one's contribution to such relationship, what does one benefit from the contacts and finally, for how long has one been part of the group (Zhang & Hamilton 2017:378). A critical assessment of this point may be an instigator of the performance level of an individual.

3.4.1.4 Intentional community

This is another normally observed type of community, equated to eco-village, cohousing communities, residential land trusts, communes, urban housing cooperatives, intentional living, cooperative living and other projects where people live together with a common dream (Lockyer 2017:520). In this type of community, persons voluntarily come together to chart a particular course as a group and are one another's keepers. The members may have same interest, same identity and may even reside in the same geographical location, e.g. members of a study group getting together every Wednesday.

3.4.1.5 Indigenous community

One of the most stated descriptions of the concept *indigenous communities* was given by Martinez (1986) in his study on the problem of discrimination against Indigenous Populations. He came up with a working definition of indigenous communities based on an intellectual framework which examined the right of the indigenous people themselves to define what and who is indigenous (Lee 2017:39; Lockyer 2017:520). He defined it as people and nation having a historical community with pre-invasion and pre-colonial societies that developed on their territories. They consider themselves as being distinct from other sectors of the societies who are now benefiting on the resources of their territories, or parts of them.

They usually form the non-dominant sectors of society and are resolute to preserve, develop and transmit their ethnic identity and ancestral territories to the future generations as the foundation of their continued survival as peoples, in accordance with their own cultural patterns, social institutions and legal system (UNEIS 2004). An indigenous person is therefore a person who belongs to these indigenous populations through self-identification as indigene and is also recognized and accepted by these populations as one of its members. This preserves the community's sovereign right and power to decide who belongs to them, without an external interference.

3.4.2 Typologies of Community Participation in Tourism Development

There is a strong underlying principle for locals to take part in overseeing tourism while they are the ones facing the straight cost of inadequately designed and run tourism (Scheyvens 2003; Simmons 1994). To investigate the concept *community participation* in more detail, different typologies of community participation can be found (Tosun 2006; Pretty 1995) where Tosun (2006) measures up three types of community participation.

Tosun (2006) distinguishes three forms of community participation, namely spontaneous community participation, coercive community participation and induced community participation (Figure 3.1). The model of Pretty (1995) focuses on behaviour of communities where participation is divided into seven categories ranging from manipulative and passive participation to interactive participation and self-mobilization. According to this typology, participation can range from an individual passively receiving money, to a whole community that mobilizes itself to manage a tourism destination or organisation.

Arnstein's (1969) typology of community participation also comprises different stages, from manipulation or therapy of citizens, through to consultation, and to what might be known as genuine participation (e.g. levels of partnership and citizen control). Still, some argue that his definition is outdated because these stages were too broad and the use of a participation ladder implies that more control is always better than less control (Wilson & Wilde 2003).

7. Self-mobilization	←	8. Citizen control	Degrees of Citizen Power	→	<u>Spontaneous Participation</u> Bottom-up; active par.; direct participation; par. in decision making; authentic participation; self planning;
6. Interactive participation		7. Delegated power 6. Partnership			
5. Functional participation	←	5. Placation	Degrees of Citizen Tokenism	→	<u>Induced Participation</u> Top-down; passive; formal; mostly indirect; degree of tokenism, manipulation; pseudo-participation; participation in implementation and sharing benefits; choice between proposed alternatives and feedback.
4. Participation for material incentives		4. Consultation			
3. Participation by consultation		3. Informing			
2. Passive participation	←	2. Therapy	Non-participation	→	<u>Coercive Participation</u> Top-down, passive; mostly indirect, formal; participation in implementation, but not necessarily sharing benefits; choice between proposed limited alternatives or no choice; paternalism, non-participation, high degree of tokenism and manipulation.
1. Manipulative participation		1. Manipulation			
Pretty's (1995) typology of community participation	Arnstein's (1971) typology of community participation		Tosun's (1999a) typology of community participation		

Keys: Corresponding categories in each typology → ←

Figure 3.1: Typologies of community participation

Source: Tosun (2006)

Host communities should be afforded a platform to take part in tourism taking place in their community for them to get more benefits, rather than being employed in low-paying occupations. In the present research, community participation in tourism is seen as a process and it implies the ways that individual local residents can participate openly in tourism business activities as well as the management of natural and cultural resources.

This can be linked to the thoughts of Skelcher (1993) who refers on the one hand to a form of voluntary action in which individuals confront opportunities and responsibilities of citizenship and development plans. On the other hand Skelcher (1993) argues that community participation also implies a desire to avoid using traditional bureaucratic paternalism wherein agencies tend to believe they are aware of the perceptions of the community. Governmental agencies think their implementations and ideas are close to the perceptions of the communities and decide for them which activities they should participate in (Skelcher 1993).

As a result of many recent studies on the typology of participation and taking from the aforementioned researchers, Leksakundiolk (2006:54) developed a typology of community participation. This typology comprises the following:

3.4.2.1 Informing/Passive participation

Local community members are informed about tourism development activities which have been already decided on for the community. The stakeholders and investors implement the projects without taking into account the views and concerns of the local community. This involves one-sided announcements by a development organisation without any attention to a community's reactions. The information being shared is only accessible to external authorities.

3.4.2.2 Manipulative participation

Tourism development projects are usually established by some influential individuals, or government, without any dialogue or engagement with local community members and leaders. The benefits generated from tourism regularly go to a few exclusive individuals; the local community at grass roots level is likely not to receive any benefits. Participation in tourism is basically a facade, with community representatives on authorised panels but who are unelected and are powerless.

3.4.2.3 Participation by consultation

The local community is engaged with and consulted by numerous methods, e.g. participation in community gatherings and community dialogues. Developers and investors may give consent to some assistance and suggestions from the local community that may work in favour of the proposed development project. The local community participates by being consulted or by responding to enquiries (Leksakundiolk 2006:54).

3.4.2.4 Interaction

The local community has a better participation rate at this level. The priorities of the local community are acknowledged and recognised at a local level by establishments, but receive restricted support from government organisations. Here participation is perceived as correct, not just as a means to accomplish development programmes. The community takes charge of local decisions and regulates how available resources are to be used, so they have a role in deciding structures.

3.4.2.5 Partnership

Conciliation between investors and the local community is established in the participatory procedure. Local administrations select the front-runners to express their views and discuss with external developers on behalf of the community. There are some apparent elements of local influence in the development progression. The benefit may be disseminated to the community level in the method of shared benefits and work opportunities and improved earnings to local community members.

3.4.2.6 Empowerment

Empowerment, also known as enablement, is the uppermost step of community participation, in which local community members have the utmost control and governance over the entire development without any peripheral power or guidance. The benefits are completely circulated in the community. This is the most preferred form of community participation method for most communities as a number of community members are able to receive and enjoy equitable benefits from tourism development.

3.4.2.7 Self-mobilization

The local community may openly establish tourism amenities by themselves. Some plans may be sustained by NGOs that have had no participation in the decision-making of the local community. Local communities establish and form acquaintances with outside organisations for resources and practical guidance they need, but maintain governance over how resources are utilised (Leksakundiolk 2006:54-55).

3.5 THE MAIN ROLE PLAYERS IN TOURISM DEVELOPMENT

According to the green-paper of tourism also known as the White Paper on Tourism developed by government to serve as a guideline of tourism development in South Africa local communities in South Africa are anticipated to play a very important role in the development of tourism (DEAT 1996:3). The new dawn of democracy in South Africa has brought in a new point of view regarding tourism activities. Formerly the key stakeholders were the government, private sector and the White population groups. However, in this new advantaged black local community strategies to encourage vigorous community participation have come to play a vital role.

The White Paper on Tourism (DEAT 1996:7) recommends that local communities must classify themselves as role-players, recognize tourism resources, seek out economic support for tourism development, engage in joint ventures, develop the constructive benefits of tourism and encourage community participation in responsible tourism. In South Africa community participation in tourism only came under the spotlight mostly after the publication of the White Paper on Tourism (WPT) (DEAT 1996:7). There are still many communities whereby tourism development has not developed to include all members of the population and its benefits are still enjoyed by the small elite group of the community population. For the industry to flourish, it requires the participation and co-operation of all different stakeholders and role-players at all levels. The key role players are the government, the local community and the private sector. These role players will be further discussed below.

3.5.1 Government

Government as a custodian of tourism in different levels starting from national, provincial, regional and local levels are there to support, protect and guide initiatives of tourism development by communities. As suggested in the WPT (DEAT 1996:8), the government has a significant role to play in the development and support of the tourism industry. But sporadically meddling from the government can either help or hinder development through a myriad of legislation, policies and regulations covering the environment, land use, water policy, infrastructure, education, skills and development incentives, amongst others. In order for the tourism industry to grow, the government must set up a safe and steady political atmosphere which is one of the indirect demands of tourism development.

It is government's duty to support active participation of the host communities in tourism development for the betterment of local community members through benefits generated or

brought about by the development of tourism such as jobs, business opportunities and economic improvements. A flourishing tourism industry relies on strong co-operation involving government and local communities who play a vital role as hosts to visitors. It is the responsibility of the government to provide a range of infrastructural support such as property, road networks, electrical energy, and water and to the tourism sector. Ruhanen (2007:54) emphasize that international government's play a momentous role in land rights, development of tourism and the participation of local communities.

3.5.2 Local communities

Tourism should engage and permit local communities to participate in tourism development activities and make sure that they are given reasonable opportunities to compete (DEAT 1996:9). The tourism business depends on the friendliness and collaboration of local communities. There is no amount of appeal that can compensate for the rudeness and hostility that the visitors can experience from local communities.

In order to generate friendliness and goodwill, local communities need to participate in the tourism development decision-making process with reference to tourism development. The community must be able to identify solid payback from the influx of visitors in their area. The WPT (DEAT 1996:9) recommended the following course of action that can be implemented to promote community participation in tourism development:

- Local communities must be encouraged to participate in land-use development, and community improvement around the destination.
- Local communities must be educated and convinced to value tourism amenities, take advantage of tourism and be encouraged to share tourism benefits and facilities.
- Tourism development must be based on ambitions that are approved by local community so that it can maintain the standard of living, keep up the development within the caring-capacity and balance the growth rate with local desires.
- The local communities must oppose any form of development that is detrimental and disrespectful to the local standards and surroundings.
- Promotion of broad-based participation in tourism activities and events, as it is the members of the local community that are being put on display.
- Local communities must seek out association opportunities with well-established tourism organisations for mentorship and financial support.

3.5.3 The Private sector

Financial support is needed for everyone to function effectively. The private sector is also involved in the development of community because local communities have a shortage of

capital. The private sector plays an essential role in the development and support of community participation in the tourism industry. The delivery of excellent tourism services mostly depends on the private sector. The responsibilities that are executed by the private sector are put forward by the WPT (DEAT 1996:10) but only a small number of the duties will be listed here:

- Support local community participation in tourism through structures of joint ventures with communities and by looking supplies from local communities.
- Promote and encourage accountable and environmentally responsible tourism.
- Let local communities to profit from tourism development through job opportunities and profit-sharing schemes.
- Encourage community produced services locally, regionally and globally.

3.6 COMMUNITY PARTICIPATION IN TOURISM DEVELOPMENT

Community participation refers to a way of voluntary act in which communities and individuals face up to the opportunities of citizenship (Tuson 1999:217). Numerous researchers have stated that as community members and being invited to take part do not automatically provide residents easy access to making issues be addressed. To participate does not at all times equate to the capability to participate (Bramwell & Lane 2000:172). Community participation is a dynamic progression by which beneficiary client groups sway the course and implementation of a development project with a intention to develop their well-being in terms of income, personal growth, self-reliance or other values they cherish (Hatipoglu 2015: 28).

Within sustainable tourism literature community participation is one aspect that has received growing attention. The concept is rooted within the neo-populist theory that development should not be a top-down process but should be 'about empowering disenfranchised groups, and provide them with opportunities to have greater command of their own lives and well-being' (Scheyvens 2002:52). That is why with regard to tourism, local communities should play a vital part in the tourism preparation and administration process, and those most affected by the industry should be granted the opportunity of having their voices heard (Scheyvens 2002:56).

Many previous researchers have found community participation to be critical to the accomplishment of development as it increases efficiency, builds trust and understanding at the local level, and creates openness and responsibility (Kapoor 2001; Webler 2001; Lekaota 2014:37). It is an essential right which can kick off united action, empowerment and

organisational structure, said Pretty (1995). Theoretically community involvement in every development is done with an aim of reducing the impact of such development on the society. Although in reality efficient community participation is still missing, particularly in developing countries, because of the officious barriers coming from the existing established top-down ways instead of local communities' self-determination and self-sufficiency (Scheyvens 2002:56).

There has been a rising discomfort over the need of public participation in decision-making and this alarm is because of numerous factors. Other factors highlighted in a number of previous studies includes the rising space of understanding connecting the public and officials, legalized provision of public participation, the tricky and uncertain nature of the problems, ambiguity of threats linked with development, and the acknowledgment that several sort of decisions should consider the inherent social and political values than being merely scientific (Balint *et al.* 2006). It has been suggested by Sitikaran (2002), that opportunities for public participation in tourism have to be realised at the planning stage, implementation and evaluation stage, and in sharing the benefits.

It has been discovered that the involvement of local people at the decision-making stage to be vital as it unswervingly have an effect on them. In the meantime, support of the local people during training, workshop, and awareness programmes are also considered to be important in ensuring thriving participation at all levels of development. Public participation permits various role players to mention their needs and make them the realm of decision-making (Sitikaran 2002). Sharing these needs permits various role players to bend and distribute control over development projects, the decisions and assets which affect them (Sitikaran 2002). The development of tourism should consider the needs of the local communities and should take place to benefit the communities where the development occurs. The development of tourism taking place with no consideration of benefits to local communities will stir up conflict and stall the development in that destination.

The community must be capable of recognizing possible tourism opportunities and attractions inside their communities which can support practical community development. The community should be enthusiastic to participate in tourism decision-making since that gives them more ammunition that they can use to better their lives (Tosun 2006:322). Tosun also states that local communities should participate directly to warrant positive benefits from tourism. For any community participation to be effective, Shaw and Williams (2004:182) emphasise that it is necessary to include local community desires with tourism developments to reduce the possibilities of problems and differences associated with negligence of local principles and values.

Community participation in tourism development is extremely important in order to offer equitable distribution of local economic benefits. Community participation in the development of tourism will permit benefit-sharing and openness in development activities, and lessen likely negative impacts on the local community and environment. As Kapoor (2001) highlighted that public involvement is an essential instrument for developing ownership, partnership, understanding, and commitment. For this reason, a participatory development approach creates income-generating opportunities for local people, builds up positive attitudes in support of tourism development and smooths the progress of implementation of principles of tourism development (Tosun 2006).

In spite of negative issues relating to local community participation in tourism, residents are becoming more attracted to participating in tourism development. It is broadly accepted that community participation is an indispensable element of tourism development. Community participation in tourism development is an instrument for addressing key community struggles of tourism in many destinations. Community participation in tourism development should accomplish additional sharing of the benefits, discourage autocratic decision-making and meet the requirements of the local community in an improved manner. According to Kiss (2004:234), tourism participation can commence sustenance for conservation among communities as long as they witness certain profits.

The function of the local community in deciding tourism development activities is slowly becoming clearer (Hall 2005:16). Local communities need to organise themselves in order to play a more efficient role in tourism development, and to work together with government and other participants at all levels.

3.6.1 Community participation in tourism benefit sharing and decision-making practice

The thought of sharing of tourism benefits equally with local communities is one of numerous means of community participation in the industry of tourism. Participation of local people in the sharing of tourism benefits is essential to community participation in the tourism industry alongside participation in the tourism decision-making process (Muganda 2009:193). Collaboration among tourism role-players including industry, government, local communities, and tourism authorities was improved by tourism development needs (Ngxongo 2017:56). Benefit-sharing is a key controlling mechanism to utilise in encouraging participants – in particular the community (Eagles, McCool & Haynes 2002:49).

Community participation has been acknowledged as an instrument for harmonising influence in decision-making and distributing the benefits of development projects. Empowerment is a long-term and on-going exercise. In a top-down development approach, the distribution of profits is a method for paving the approach for community participation in decision-making.

Participation by the local community in decision-making has been advocated as one way of balancing the physical and viable positioning of tourism development with the desires and objectives of the local community, to enhance destination development (Murphy, Benckendorf & Moscardo 2007). When there is no effective scrutiny of the local political and development environments, it is not easy to conclude whether or not community participation in decision-making is likely to be effective at a destination. Participation in decision-making is likely to be prominent only where it is politically favourable and reasonable to the government. Additionally, decision-making can still be problematic. When the community has different viewpoints, agreement may not be reached (Cooke & Kothari 2001:16).

Numerous researches and a number of universal development agencies have acknowledged that tourism is an important instrument for community enrichment because of the fact that it is an essential economic sector in most countries (Chok, Macbeth & Warren 2007:149; Zhao & Ritchie 2007:128), despite the fact that there is no benchmark practice for assessing the satisfactoriness of community participation levels (Li 2006:134).

Communities can be willing to participate in tourism through sharing with them the benefits acquired from tourism, and one requirement for a successful community tourism programme, according to Scheyvens (2011:21), is that reasonable profits of tourism must remain in the hands of the majority of community members in an uncluttered and straightforwardly implicit manner.

An example of community participation in the benefits of tourism can be seen in the Didima Resort, through its community outreach programme, the Didima Artwork/craftwork project. The resort provides a perfect stage for the locals to trade their produce inside the resorts. The profit from the project is shared by both the local community and Didima Resort. The fundamental grounds for sharing tourism benefits with local communities is a proposal to attract their participation and guarantee sustainability at the same time as promoting human wellbeing through tourism and art.

3.6.2 The importance of community participation in tourism development

Local community involvement is a generally accepted principle of practical tourism development (Cole 2006:24). To ensure actual deployment of local resources, local communities should be participating in determining the intentions and plans as well as in the execution of development projects. There are several explanations and point of view presented for community participation in tourism development. At the outset, the local community is influenced both positively and negatively by tourism impacts in their communities.

Tosun (2000:621) states that one advantage of community participation in tourism development is to increase the chance of managing the harmful impacts related to tourism. Secondly, local communities are progressively being viewed as a crucial part of the tourism industry of an area. Participation in tourism possibly will promote local fulfilment and inspire local communities to support tourism activities. Hardy, Beeton and Pearson (2002:483) declare that community participation in development procedures tends to reduce any feelings of hostility towards and disagreement with tourism development, leading to healthier collaboration in the application of the development projects. Thirdly, local communities are often more able to identify what will succeed and what will not succeed under local conditions (Timothy & Tosun 2003:64).

According to Garrod (2003:41), the local community are an ideal foundation of information, some of which would not be available to strangers. Fourthly, community participation can guarantee that the benefits from tourism development will be disseminated even-handedly across the entire community. Fifthly, community participation in tourism development can advance self-importance in community values and also generate opportunities for them to meet visitors, predominantly those who come from outside the country, which offers opportunities to find out about the broader world.

Lastly, community participation in decision-making can show the way to the growth of a self-sufficient community; people will know that many problems are able to be resolved at a community level with the participation of local members. Active participation not only halts the attitude of dependency but also enhances their awareness, confidence and control of the development process. Participation in decision-making assists in the development of local human resources as well (Kumar 2002:771). The ultimate view of community participation necessitates a certain level of power distribution and shifting to have-not individuals (Tosun 2006:211).

The literature reviewed above acknowledges that three specific categories of complications are associated with community participation in developing communities: political obstacles

(such as unbalanced authority relations), socio-economic obstacles (such as conflicts of interest) and cultural obstacles (such as exclusive control). All these support the view of why community participation is a significant element for achieving tourism development. Arguably, the literature above discloses a mixture of barriers to community participation.

3.7 FORMS OF COMMUNITY PARTICIPATION AND THEIR ROLES IN TOURISM

To ensure that tourism prospers in developing communities and realise its true potential of being a major source of income for many countries of the world, roles to be played by all important stakeholders more especially need to be identified and clarified as such so that communities do not feel negative and do not participate in tourism development in their own background. By understanding their roles as communities they will be more favourable when participating and supporting tourism development taking place.

There are diverse forms and habits in which most communities living around tourism products can undertake to ensure that they themselves get involved by participating in the tourism industry in their areas. Some of these habits are being utilised in a lot of developing communities of counties such as Kenya, Zimbabwe, Zanzibar as well as South Africa and are discussed below:

3.7.1 Role of communities in tourism development

Communities need to organise themselves at all levels (national, provincial and local) in order to participate in a further successful role in development, and cooperate with government and role-players at all levels (McIntyre, Hetherington & Inskeep 1993:50). They must be able to recognize possible tourism resources and attractions in their communities and sustain and promote responsible tourism and sustainable development. They should be willing participants in decision-making with respect to key tourism developments planned and projected for the area.

Kepe (2004:45) suggests that communities need to take up a more hands-on role in guaranteeing positive benefits from local tourism. Communities should work hand in hand with Non-government Organizations (NGOs) to teach others in the community about tourism initiatives and community tourism projects. The employment of locals can be an essential determinant of the development impacts of local tourism. Locals can build an awareness of the outlook of tourism in local areas to arouse community growth and development. They can enthusiastically help in determining a booming tourism industry in local community areas as policy makers, entrepreneurs, entertainers, travel agents, tour guides, game rangers, restaurateurs, drivers, guest-house operators and even managers. Local communities can

organise themselves at the implementation of community projects that can have positive environmental, social and economic impacts (Wickens & Briedenhann 2004:71).

Tourism in developing communities can also create opportunities for all members of the communities to work collectively. The impending job creation impact of the tourism industry on members of the community in local areas can improve family lives considerably. Tourism activities in which all members of the community are lively partakers can lessen the weight and adversity of the people in local tourism developing areas (Wickens & Briedenhann 2004:72). Lea (1988:78) claims that community tourism can offer job opportunities, no matter how little, and help to aid the upliftment of local communities.

3.7.2 Forms of community participation in tourism

It is critical to comprehend these interrelated terms *community involvement* and *community participation*. These two terms have wide-ranging implications that do not limit their range only to community tourism but the central idea highlights numerous methods in which local communities can participate and have a positive impact in relation to the tourism development happening in their communities. For instance, if tourism is primarily operated by external stakeholders, chances are that opportunities for locals may be restricted only to being workers or selling local products.

Local communities have stronger chances of participating if tourism operations are mostly operated by locals or community initiatives, and can participate by offering household holiday services or setting the arrangement over benefits for the entire community. Co-operative projects among the local community and private investors may involve greater responsibility in tourism decision-making such as being agents on tourism structures or being consulted in tourism development (Muganda 2013:39). The scope and level of responsibility of the community in tourism development is significant for the reason that it enhances opportunities for the local community to be employees and own small-scale tourism ventures where they have more control over the nature and extent of tourism development; tourism development may be more coordinated with the local way of life and lead to healthier community well-being (Tosun 2006:52).

In the real world, tourism develops in several types of community ventures. The problem is how to integrate the local community into tourism development, particularly when the private sector is the major role-player in the destination which is generally the case with mass tourism. Timothy (2002:158) states that large-scale tourism developments which frequently depend on the imported materials and workforce have a duty to embark on a more pro-

sustainability strategy that involves the usage of local products and workers where possible. Such a strategy offers additional opportunities for the local community to receive benefits from tourism development by retailing local produce and being employees.

One method of community participation in huge-scale tourism can be viewed and witnessed in Indonesia where an association between native food producers and a four-star hotel was established, namely a limited contractual arrangement for the supply of first-rate foodstuff to the hotel. Subsequently, the hotel has reduced its dependence on outside contractors as well as changing the relations between tourism services and the local community from one of disagreement to one of mutual co-operation (Zhao & Ritchie 2007:129).

Community participation has long been accepted as an instrument for harmonising power in decision-making and to spread the benefits of community development ventures (Wang & Wall 2005:45). The terms *community participation* and *community empowerment* have a similar vital goal, which is local governance over tourism development but those two notions are presented from different viewpoints. Community participation presented by Ashley and Roe (1998:24) places emphasis on the solid participation of local community. This research study chooses to use the term community participation which covers community participation in receiving benefits, participating in tourism development as well as having power or governance over tourism development and decision-making processes.

3.8 FACTORS INFLUENCING COMMUNITY PARTICIPATION

There are many ways by means of which communities can get involved in the tourism industry so as to attract their support and participation, which in turn enhances development of the industry. Communities can participate in the decision-making process (Zhao & Ritchie 2007; Li 2005; Li 2004; Tosun 2000; Chok *et al.* 2007). One of the fundamental main principles of pro-poor tourism clearly declares that local communities 'must take part in tourism decisions if their livelihood priorities are to be reflected in the way tourism is developed' (Chok & Macbeth 2007:147). Zhao and Ritchie (2007) believe that this can be achieved through engaging local communities as members in the public- and tourism-related decision-making bodies.

In ensuring that the benefits local communities receive from tourism are guaranteed community participation via decision-making is a crucial determinant, and their lifestyles and values are respected. Kibicho (2003) in his study on community tourism in Kenya further noted that local communities had the sense that they were not fully involved in their country's

coastal tourism, particularly in decisions regarding its development, in spite of the fact that the industry has impacts on their well-being. In his study about the nature of community participation expected by the local community in Turkey, Tosun (2006) saw that the local community have to be part and parcel of the decision-making body through consultation by elected and appointed local government agencies or by a committee elected by the public specifically for developing and managing tourism issues.

It is important to note that community participation in decision-making is not only wanted but also necessary so as to maximize the socio-economic benefits of tourism for the community. It is one of the most key elements of tourism management to allow communities who often serve as tourist destinations and for that matter suffer from the negative impacts of tourism, to get involved and eventually participate in planning decisions regarding tourism development. This is crucial in order to create better handling of the negative impacts of tourism development (Li 2004; Tosun 2000). Numerous of the past researchers seem to support the idea that if local communities want to benefit from tourism they must be integrated into the decision-making process.

Another way of involving and attracting community participation and ultimately their support in tourism development is through local job creation (Zhao & Ritchie 2007). Since tourism offers better labour-intensive and small-scale opportunities (Chok *et al.* 2007; Scheyvens 2007) and since it takes in the community, maybe it is thought to be one of the best placed potential sources of employment opportunities for local communities, inclusive of women and the informal sector (Blank 1989; Li 2005; Johannesen & Skonhoft 2005; Scheyvens 2007).

Community participation through getting employment, as workers or as small-business operators, can be a crucial to the development of tourism products and services, arts, crafts and cultural values, especially through taking advantage of abundant natural and cultural assets available in communities in developing countries (Scheyvens 2007). Tosun (2000) stated that community participation through working in the tourism industry has been recognized to help local communities not only to support development of the industry but also to receive more than economic benefits.

Away from participation in the decision-making process, or simply, apart from the high need by local communities to be consulted about local tourism development issues, Kibicho (2003) further identified that 88.6% of 236 members of the local community who participated in his study stated that encouraging local people to invest in, operate small scale businesses, and work for the tourism industry is a suitable means for community participation.

The above statement is in line with what Tosun (2000) highlighted, namely that in many developing countries, community participation through employment as workers in the industry or through encourage them to operate small-scale business, has been recognized to help local communities receive more economic benefits rather than creating opportunities for them to have a say in the decision-making process of tourism development. The decrease of economic leakage enhances local employment, continuity of trade and environmental improvements, which are obvious measurable economic indicators.

3.8.1 Benefits of tourism to the participating communities

The more local communities receive benefits from any tourism development taking place, the more likely they are to support tourism and protect the area's natural and cultural heritage (Tosun & Timothy 2003:5). Economic benefits of tourism which have been documented in literature include the contribution of tourism to foreign exchange earnings and the balance of payments, the generation of income, the generation of employment, the improvement of economic structures and the encouragement of entrepreneurial activity (Mathieson & Wall 1982:52).

The tourism industry has the potential of bringing economic benefits for tourist destinations. Studies have indicated that tourism-related activities can provide local communities with a source of income (Butler & Hinch 2007:154). Studies have emphasized the economic benefits which accumulate at the destination areas, and the development of recreational areas has frequently been viewed as a positive contribution to incomes and employment. Positive economic benefits usually include contributions to the local economy and job creation (Mason 2008:303). Support for local tourism is based upon a number of perceived benefits, and the development of local tourism offers potential economic growth.

Tourism is often seen as a good strategy for income generation development, but tourism-based growth does not automatically lead to socio-economic development in peripheral communities (Saarinen 2012:149). In order for locals to gain benefits from tourism, educating the locals about the benefits of tourism is necessary. Increasing incomes, employment and education of locals are the most apparent ways of involving community members in the benefits of development (Timothy 1999:372). Employment generated through tourism development areas has affected local communities both positively and negatively. The most strongly perceived positive rural tourism development impact is the improvement of employment opportunities; the most strongly perceived negative impacts being a general increase in the price of goods and services (Richards & Hall 2003:45).

The development should take into account and producer services and fair trade to local communities. Fair trade branding involves both ethical standard and a measurable

economic position which needs to be maintained at destinations. The reduction of economic leakage enhances local employment, continuity of trade and environmental improvements, which are obvious measurable economic indicators (Hall & Richards 2006:141).

Local tourism development can reduce economic leakages through improving on tourism activities in different community areas, which could be provided by local communities and most importantly through environmental conservation. Tourism is increasingly being advanced as a strategy to assist in addressing economic and social problems in local communities as an appropriate and effective tool for environmental conservation (Garrod 2004:95). But the aim of generating of revenue through conservation areas should be to retain it in the country or region. During the past decade, parallel groups of people are emerging in southern African countries who enjoy sufficient income from environmental conservation and who desire to travel both within their countries and to regional destinations.

Local communities' benefits from nature or environmental conservation are directly and indirectly experienced. According to the Report on Tourism by the United Nations Development Project and United Nations World Tourism Organizations (UNDP & UNWTO), 2003), benefits to communities from establishment and management of the protected areas are of both a direct and indirect nature. Such benefits include employment opportunities during the developmental and operational stages of reserves, and business opportunities within park management and the tourism market, as well as sustainable resource management.

Local communities' benefits should not be strictly employment opportunities. Local communities should be involved in the complete tourism development process, through consultation and partnership from the planning stage to implementation and management of tourism projects. Participation by local communities in tourism should not be limited simply to employment opportunities (Wearing & Neil 1999:79).

Based on this, the Ngwathe local government should provide jobs to communities around the nature reserves but it also should involve locals in the planning and management of destinations. Tourism projects that focus on generating job creation without effectively addressing local participation are less likely to reap widespread community benefits. Economic gain from involvement in both formal and informal sector activities can lead to empowerment for host communities (Ramchander 2004:97). Communities should be empowered for tourism in order to enjoy all the benefits related to tourism. The communities should be given responsibilities at an operational level; thus being involved in tourism operation and management.

The community-based tradition stresses the wider involvement and empowerment of various actors in development, especially host communities, by emphasizing the elements of social capital local context (Saarinen 2006:1125). On the other hand, tourism holds the potential of being a tool, or of presenting a partial solution to poverty reduction, of ensuring environmental sustainability and of developing a global partnership for the development and empowerment of previously neglected communities and social groups (Saarinen, Rogerson & Manwa 2011:1). Community empowerment has to do with governance, the level of control the community has over projects and community-based sovereignty (Butler & Hinch 2007:229).

An empowerment framework has been proposed as suitable mechanism for aiding analysis of social, economic, psychological and political impacts of ecotourism on local communities (Scheyvens 1999:245). However, it is evident that tourism development has not yet contributed sufficiently to community empowerment, participation and control over tourism activities (Saarinen 2011:1). If communities are empowered, this will ensure access to productive resources in the tourism area. Empowerment occurs when a community's sense of cohesion and integrity is confirmed or strengthened by being involved in tourism (Teller & Sharpley 2008:130). Problems that might be experienced in the tourism industry could be solved by empowering local communities. Tourism holds the potential of being a tool, or of being able to represent a partial solution in the interest of empowering previously neglected communities and social groups (Saarinen, Rogerson & Manwa 2011:1). However, empowering locals needs planning for residents' participation and involvement in tourism.

A number of researchers and planners suggest that effective tourism planning requires resident involvement to mitigate the negative impacts and to clarify the benefits associated with the tourism industry (Wang & Pfister 2008:84). It has been stated that the people who enjoy or suffer the main impacts of tourism are those who live in the tourist destination. They should participate in planning decisions on tourism development. Tourism development most decidedly needs local communities' involvement in planning. These changes are affected by tourism and also by wider social, political, cultural, economic and environmental processes as well as characteristics of host and guest (Saarinen & Manwa 2007:45).

Community participation through local tourism development can reduce economic leakage through improving on tourism activities in local communities. Tourism is increasingly being utilised as a strategy to help address economic and social problems in local communities and as an appropriate and effective tool for community development (Garrod 2004:95). Local communities' benefits from tourism development are directly and indirectly experienced. According to the Report on Tourism by the United Nations Development Project and United

Nations World Tourism Organisations (UNDP & UNWTO 2013), benefits to communities from the establishment and management of the protected areas are of both a direct and indirect nature. Such benefits include employment opportunities during both the developmental and operational stages of tourism ventures and business opportunities within the tourism market as well as sustainable resource management.

3.8.2 The cost of tourism on the participating communities

Tourism holds economic benefits but at the same time its development often comes with social, cultural and environmental costs. However, the benefits and cost have not always been distributed fairly among stakeholders due to the disconnection between the locals, tourism and power structures among interest groups (Tosun & Timothy 2003:8). Tourism costs should be distributed fairly among stakeholders. Groups interested in tourism should also be afforded knowledge about tourism benefits and costs alike. Much less is known about the economic costs of tourism than about the benefits (Mathieson & Wall 1982:52). Costs mentioned in the literature include the danger of overdependence on tourism; increased inflation and higher land values; an increased propensity to import; and the seasonality of production, the low rate of return in investment and the creation of other external costs (Page & Getz 1997:185).

It is necessary to investigate the indirect costs related to tourism. Most studies have failed to address the hidden and indirect cost, such as the importing of goods for tourist, inflation, and the transfer of the profits of multinational cooperation's economic dependence and opportunity costs (Mathieson & Wall 1982:86). Investigations have been limited largely to the measurement of the more obvious direct costs such as investing in facilities, promotion and advertising, transport and other infrastructure. Developments which cost governments and communities large amounts of money for the operation of tourism are often neglected.

No tourism activities that involve economic cost, including the direct costs incurred by tourism businesses and government in regard to tourism infrastructure, must be neglected. This will better serve tourists with congestion and related costs such as inflated prices borne by individuals in the community (Stynes 1997:1). Costs incurred by tourism companies in implementing pro-poor strategies include time and materials as well as money. The costs of providing capacity-building training and empowerment opportunities depend upon the strategies employed to provide them. Making existing facilities and time costs, but minimal financial implications (Spenceley & Seif 2003:33).

In a world where resources are scarce, it is important to consider benefits as well as costs of developments. Some researchers believe that measuring the economic benefit of tourism in

an area without measuring the associated cost risks is wasting limited public funds (Frenchtling 1994:1). Suggested questions before developing a plan or deciding to add facilities to increase tourism potential are 'Is it worth it?' 'Will tourism do for this community what we want done?' The cost-benefits technique balances cost against benefits to show the estimated net effects of plan (Goldman & Nakazana 1994:1).

In most cases benefits and costs are evaluated because governments support tourism financially with public funds. Financial support needs stability, reliability and quick decision-making, which are expected to be delivered or supported by the government (Elliot 1997:183). Financially tourism in communities usually requires the allocation of governments' funds to develop an infrastructure of tourist facilities and developments. Such tourist facilities are often based on western standards, even in the poorest host countries (Tonus 2000:624). The financial resources needed for tourism developments are very scarce and in most cases not readily available in developing countries. This shortcoming has emerged as a major limitation to the implementation of tourism development in developing countries, and even in underdeveloped regions of developed countries (Tosun 2000).

3.9 BARRIERS TO COMMUNITY PARTICIPATION

Community participation has become an integral element of tourism development planning and initiatives, such as community-based programmes participation together with the barriers that prevent their involvement. In many developing and undeveloped districts, tourism has been developed and ran by big, multinational tour companies who have small regard for local socio-cultural and economic conditions (Timothy & Ioannidas 2002). Various researchers have examined community participation and identified a number of inter-related barriers that prevent effective local communities' involvement and participation in the tourism industry (Klimmek 2013; Tosun 2000; Manyara & Jones 2007). The overall outcome of such barriers is often the communities' limited enthusiasm towards the industry, thereby resulting in little benefits that trickle down to the grass-roots, the local community (Manyara & Jones 2007).

Indifference and a low level of awareness of tourism affairs in the local communities are usually recognized. Tosun (2000:45) explains a broad variety of challenges concerning community participation in tourism development in the perspective of developing countries. One of the main issues is that many communities in developing countries struggle to meet

their basic needs, and ordinary existence occupies all their time and consumes their energy. For this reason, getting thoroughly involved in matters of community concern, such as community participation in tourism development progression which frequently requires a large amount of time and dynamism, may not be a priority that they can afford.

Cole (2006:123) revealed the obvious lack of ownership, funds, expertise, information and resources all limit the capability of communities to fully be in command of their participation in tourism development. These barriers derive from low levels of education and uneven distribution of information. Manyara and Jones (2007:634) name exclusivity, extent of participation, outflow of profits, conglomerates, access to tourists, uncluttered advance to benefit-sharing, and lack of an appropriate approach for supporting the development of community initiatives as having sizeable bearings on community participation in the tourism industry.

Observing the other side of the coin, apathy and a low level of awareness in the local community is generally accepted. While a low level of interest in taking part in matters beyond their immediate family domain, apathy can be partly attributed to many years or centuries of exclusion from socio-cultural, economic and political affairs that impact their dignity (Tosun 2000:618). A low level of awareness of such issues stops the poor from demanding that their needs be accommodated by the institutions which serve them and most of these barriers occur in developing and developed countries and exist in every tourist destinations (Tosun 2000:618).

In organising the fact associated with barriers to community participation in the making decisions about tourism development in just beginning and developed countries, previous research by Tosun (2000) identified a wide range of obstacles to community participation in the context of developing countries. He categorised these obstacles into operational, cultural and structural limitations. Those categorised as operational limitations include the centralization of public administration of tourism development, lack of co-ordination between involved parties and lack of information made available to the local people of the tourist destination as attributed to, but not limited to, insufficient data and poor dissemination of information.

Under these conditions, low public involvement in the tourism development process is obvious as people are not well-informed. Those categorised as structural impediments include institutional, power structure, legislative, and economic systems. They mostly impact negatively on the emergence and implementation of the participatory tourism development approach. And those identified as cultural limitations include limited capacity of the poor to

effectively deal with development. The impediments together make it hard for the local community to take part in the tourism development process. Moscardo (2008:17) disputes that lack of awareness about tourism market trends has been utilised in several tourism destinations to protect the exclusion of local communities and other community role players from participation in decisions.

Involving the local residents in a community with the decision-making processes and other aspects of tourism development does not, according to Shani and Pizam (2012:555), necessarily ensure success, which can be ascribed to barriers that hinder participation. Shani and Pizam (2012:555), Dogra and Gupta (2012:139), Telfer and Sharpley (2008:129-130) as well as Tosun (2000:626-631) collectively listed the following barriers to residents' participation:

- The residents occasionally struggle with understanding the technicalities behind planning processes as well as legislation seeing that they lack education in this regard.
- It is difficult to gather every resident representative's views on every aspect of the decision-making process.
- The planning and decision-making process is not understood.
- Some countries have highly centralised public administration systems and planning systems which work against resident participation (especially in third-world countries).
- In some cases, most of the local residents do not care or want to actively take part in tourism planning and development.
- The process of making a decision becomes time-consuming seeing that residents firstly have to be queried.
- The decision-making process becomes very inefficient.
- In order to involve the community, more staff, money and time is required.
- Development professionals feel uncomfortable with sharing their skills and knowledge with local residents if they are part of the planning.
- The developmental bodies tend to choose those residents who do not openly share their opinions and will thus immediately agree to everything that management says.

Tosun (2000) stated that the limitations and barriers to community participation may be due to but not only the political, social and economic structure in developing countries, which stand in the way of realising higher levels of development. Aref and Redzuan (2008) highlighted that in Iran, the shortage of influential leadership is the key barrier to community

participation. Omondi and Kamau (2010) stated that all barriers to community participation as highlighted by Tosun (2000) were confirmed in their study in Kenya which results in meagre community participation in tourism development. Comparable to research done by Dogra and Gupta (2012), all barriers happened in Sudh Mahadev, Jammu India. They underlined structural barrier as the major challenge of community participation (Omondi & Kamau 2010). Looking at the state of South African tourism one is able to deduce numerous factors that prevail as obstacles to community participation and involvement that needs both legislative and all sector stakeholders' intervention.

The fundamental concept of community participation requires a certain level of power sharing and transferring to grass root individuals (Tosun 2005). One way to permit that local communities overcome those obstacles and eventually participate enthusiastically in tourism development is by giving them the platform (Tosun 2000:621). Debatably, power affairs seem to be the main factor of community participation. Consequently, it is beneficial to address other noteworthy issues which may lead to other impediments to community participation.

3.9.1 Political barriers to tourism development

Power relations are an important issue that needs to be considered to enable successful collaboration among tourism stakeholders both in developed and developing countries. Reed (1997) suggests that power relations are an integral element in understanding the characteristics and consequences of community-based planning where tourism is emergent. It is one explanatory variable demonstrating why collaborative efforts succeed or fail. She also suggests that in the real world, it is unlikely that agencies such as municipal governments will be neutral conveners of power (Reed 1997).

Tosun (2000:62) declares that the lack of organisation may be partially due to a traditional controlling bureaucracy that governs legislative and operational processes. Botes and Van Rensburg (2000) state that community committees, time and again represents the voice of a faction of self-appointed individuals and may not honestly advocate the views of the broader community. It is a test to tourism developers to discover proper community agents to participate in tourism decision-making, who are capable to act on behalf of the whole community. Added to this is the control of public administration for tourism planning. Tosun (2000:66) points out that what makes it difficult for local communities to participate in tourism development is that public participation appears to be centralized only at the higher levels of government at present.

Another issue that cannot be overlooked in the study of community participation is the concept *representation*. The basic concepts of participatory and representative democracy are applied to community participation in tourism development. Based on participatory democracy, which aims at involving everyone in decision-making, it is difficult to attain a high level of participation among a large number of people (Jenkins 1993; Simmons 1994). When the number of people increases, the concept of representation is introduced in participation (Sewell & Phillips 1979). Botes and Van Rensburg (2000) state that community organisations or institutions, which are not democratically elected, often represent the voice of a group of self-appointed people and may not accurately reflect the views and perspectives of the broader community. It is a challenge for tourism planners to discover the appropriate representatives to participate in tourism decision-making, who are able to act on behalf of the entire community.

A further issue is the centralisation of public administration for tourism planning. Tosun (2000) suggests that public participation in developing countries appears to be centralized only at the higher levels of government at present. Timothy (1998) argues that governments in developing countries tend to take a leading role in tourism development than in developed countries. Tourism planning is usually done by central government or the national tourism organisation with little consideration paid to local needs, and these powerful organisations may be reluctant to relinquish or dilute their power (Wang & Wall 2005). Literature shows that many developing countries such as India, Mexico, Thailand, Turkey and Indonesia, have strong central governments and a bureaucratic public administration system which restricts the response to local needs (Cole 2006; Koker 1995, as cited in Tosun 2000; Kumar 2002).

3.9.2 Socio-economic barriers to tourism development

The decisive barrier to community participation is the generally poor capacity in expertise, understanding and awareness of the local community as acknowledged by Tosun (2000:81). Cole's (2006:24) research concerning sustainable tourism of a community in Indonesia established that the local people did not have the understanding to participate; not merely the information concerning how to participate but as well knowledge of development matters necessary for significant participation.

There are a lot of unqualified individuals in the tourism sector found in developing countries. As a result the skilled jobs are taken by individuals from other parts of the country. Low paying tourism jobs have limited local people in taking part in tourism development as they may benefit a little, have no confidence and little influence to participate.

Community participation requires considerable money and skills both to organise and sustain (Paul 1987; Telfer 2003; Timothy 1999). Jenkins (1993) states that increasing costs in terms of staff and money impede the incorporation of public participation in tourism planning. This impediment occurs in both developed and developing countries because it is the nature of a participatory approach to planning (Botes & Van Rensberg 2000). Effective participation does not occur just once but needs to be an on-going process to shape sustainable tourism development in the destinations; hence it needs a large budget that most government bodies in the developing world may not have available for the sector. Therefore insufficient budgets may inhibit the success of community participation in developing countries, as they also do in developed countries.

3.9.3 Cultural obstacles to community participation

One obstacle which may limit community participation in tourism development is the culture of silence (Kumar 2002:769). This culture is found in many developing countries, where local community members do not feel comfortable to express their opinion or share ideas in public. Exclusive influence is an added restriction to community participation. Elite domination is another important limitation to community participation (Botes & Rensburg 2000; Kumar 2002; Mowforth & Munt 2009). Elites are influential individuals who play an important role in decision-making in many community development projects, including tourism. This may result in their individual benefits being prioritised over community benefits. Broad elite dominance may lead to fraud problems in development projects in communities.

All these similar challenges presented differently in Tosun's work, together make it hard for the local community to participate in the tourism development process. However, one way of ensuring that local communities can conquer those barriers and in the end actively participate in tourism development is by empowering them (Van der Duim, Karin & John 2006; Zhao & Ritchie 2007; Tosun 2000). A number of constraints to community participation in tourism development, particularly in developing communities, are discussed in this section. Some of these constraints relate to social and cultural factors.

3.10 ACHIEVING COMMUNITY PARTICIPATION AND INVOLVEMENT IN TOURISM

Even though there are many different ways to research in general, a major theme of studies being conducted in developing countries focuses on the conflict of the country between the government and the diversity of the community (Tuson 2006:321). A lot of studies centre on the manner in which communities mobilize themselves to resist the imposition of government

policy from above. This is predominantly true when government decisions entail the physical restructuring of a community for example as in the case of a free-way or urban renewals. It can also take place when the government policy is going to affect the standard of the service of delivery. As a result, much of the conceptual trust over the past two decades has been devoted to developing models that involve greatest community in and protection against the process of government and private development in the cities (Yeung & McGee 1986).

The objectives of the National Public Works programme as stated in the Guidelines for Enhancing Employment Opportunities (DPW, 1999) is to empower communities by building their capacity to run their own affairs. This would add to building and strengthening local government and other local institutions. It is further stated in this document that funders should be sensitive to the social issue arising from the implementation of development projects in communities (Claiborne 2010).

Through the Community-Based Public Works Programme (CBPWP), and in the implementation of its line function activities, the Department of Public Works has committed itself to upholding the principles, ethos and methodology of a people centered delivery process throughout the public sector. In so doing, the Department believes that it will also impact on the practice of the private sector. The Department of Public Works contends that community participation must be facilitated and in this sense facilitation becomes a central delivery component transforming the nature of project management. Facilitators must get a practical understanding of the project and of the respective roles of project participants. They must forge solidarity and allow the participants to perform their respective functions effectively during the often-difficult process of implementation. Therefore it becomes important for built environment professionals and public sector project managers to augment their project management skills with an understanding of facilitation.

Involvement is a long drawn-out process that needs to be iterative in the early period of two to five years before being scaled up and imitated. Most development programmes lean to blueprint the process of participation and institution building in the early phases without sufficient experimentation and iteration. As a result, the institutional forms which evolve, often are ineffective.

Awotana *et al.* (1995) argue that ways of social organisation and decision-making methodologies are inter-related and the level of public participation is affected by such issues as the scope and scale of the project, the time constraints attached to it, the reason overt or covert of the participatory programme and the capacity of the community to enter effectively into the planning process. Capacity is a function of many factors, not least of that

of the history of the community, since the capabilities of a people are a reflection of past circumstances.

Awotana *et al.* (1995) bring to a close that in the background of the human and physical prerequisites for development in this country at this time – the cardinal thoughtfulness in all community participatory undertakings must be the improvement of the cause of the most advantaged sector of South African society. Advantages accruing to the other participants (from politicians to professionals) should be received as peripheral to the main goal, with which will be connected the objectives of decreasing dependency.

3.11 CONCLUSION

It was the purpose of this chapter to analyse and discuss relevant literature on community involvement and participation in tourism development initiatives and actions by examining some key aspects emerging from various studies. The local community plays an important role in the tourism industry but it was evident from this chapter that local participation is not easily achieved and that communities differ in their acceptance of tourists. Each situation or context is thus unique and should be investigated.

It can be concluded that the term *community* does not hold a standardised definition but for the purpose of this study a community is defined from a geographical perspective. It was clear that community participation is important for sustainable tourism development but, given the diversity of community members, it is a challenge. It is however important to understand that tourism has an undeniable effect on the community and that the structure of the community should be understood in order to make progress. Participation can take many forms and all community members do not need to be actively involved.

The different role-players, namely government, the private sector and the community are dependent on one another to build this industry. Take the benefits and costs into account before embarking on a huge tourism development. The research methodology followed in this study is discussed in the next chapter.

CHAPTER 4

RESEARCH METHODOLOGY



4.1 INTRODUCTION

The purpose of this chapter is to discuss the research methodology implemented in this study, starting by connecting the literature review to the research strategy. The previous two chapters, which focused on the literature review (Chapters 2 and 3) focused on the social effects (positive and negative impacts) of tourism as well as the participation of communities in tourism development, and on an analysis of previous research done on these topics. This provided insight into the field of study and contributed to the development of the research instrument used in the current study.

The methods used to collect data are explained in this chapter as well as the reasons for choosing specific methods for the purpose of this study, more specifically how they were designed and how they were utilised. The chapter discusses the elements of the empirical study; including sections on the research method, sampling methods, data collection, procedures of data collection and data analysis, as well as validity and reliability of the instrument used for the study.

Parikh (2006:479) points out that research studies must be well-planned to avoid the waste of effort and to ensure the achievement of the desired results. In support of this view, Bhattacharya, Banerjee and Saksena (2003:64) state that there is a difference between research and an ordinary information gathering exercise because the former requires the application of a relevant methodology. Urwin and Burgess (2007:29) explain that research methodology is a tool for organising the acquisition of data. Research is thus a multi-stage process that needs to be followed carefully to complete the project with success (Saunders, Lewis & Thornhill 2003:5).

In support of the above-mentioned information in this chapter highlights the process followed to conduct the research and measures to ensure validity of the data. This allows for conclusions to solve the challenges stated in the statement of the problem which will also inform the recommendations of this study.

4.2 RESEARCH DESIGN

Research design is defined by Coetzee and Van Zyl (2014:4) as the method and structure of an investigation chosen by the researcher to conduct data collection and analysis. Research design is a strategy that describes how, when and where information is to be collected and analysed. According to Kirshenblatt-Gimblett (2006:9) the function of a research design is to assist researchers in obtaining the relevant answers to the research study question following the best possible methods. Research design is important as it ensures that the evidence obtained enables the researcher to answer the research questions as unambiguously as possible. Kirshenblatt-Gimblett (2006:1), Edmonds and Kennedy (2012:165) and Monroecollege (2012:28) state that there are four fundamental types of research designs, namely descriptive, explanatory, causal and exploratory. Wisker (2001) also referred to an action research design. Monroecollege (2012:37) stated that there is also an exploratory research design which is used to create a better understanding of a situation and not to deliver a final answer. Exploratory research assists researchers in producing hypotheses that may later be tested (Edmonds & Kennedy 2012:165; Monroecollege 2012:28).

Edmonds and Kennedy (2012:130) explain that descriptive research assists in obtaining knowledge pertaining to what already exists in a group or population. Descriptive research thus does not seek to measure the effect of a variable, it only describes it. After the information has been described, one can attempt to determine why the findings appear as they do. This is called explanatory research. Causal explanations are used to determine why one aspect has an impact on another (Davies & Hughes 2014:171). When understanding what causes certain situations, strategic management strategies can be applied to ensure the best outcomes (Monroecollege 2012:27).

For the purpose of this study, a combination of two research designs is used in this dissertation, namely descriptive and explanatory research. Descriptive research is used to determine the profile of the community, to indicate their tourism industry involvement and to measure to what extent community members experienced certain impacts in their communities. Explanatory research is used to determine which aspects influence the various social effects and how they influence residents' perceptions of tourism. The design selected for the study will have a direct influence on the research methods chosen for solving the problem.

4.3 RESEARCH METHODOLOGY

Research methodology refers to the techniques and procedures used to obtain and analyse data (Saunders, Lewis & Thornhill 2009:3). Research methodology consists of three research techniques, namely quantitative research, qualitative research and mixed-method technique. Quantitative research methodology refers to the gathering of measurable data from for example structured questionnaires. Mouton (2008:39) further says that quantitative research is a form of conclusive research involving large representative samples and a fairly structured data collection procedure. Quantitative research can produce results which are statistically reliable (Mouton 2010:23). Quantitative research methods thus typically attempt to measure variables in some numerical manner (Leedy & Ormrod 2010:132). It can be used to determine the statistical significance, or strength, with which apparent associations and relationships are probable in the data gathered.

Qualitative research refers to the gathering of rich information from qualitative data sources such as reports and archival documents or first-hand data from interviews and observation (Nykiel 2007:60). Tourism researchers often need to utilise diverse forms of evidence and information when studying the feelings of people in a tourism context (Creswell 2009:176). The qualitative method uses less structured tools to collect data which allows participants to come up with new ideas rather than just focus strictly on the structured survey questions that have been pre-determined, as in quantitative methods. Therefore Morse and Richards (2002: 11) state that a qualitative method can explore data in greater depth, and be more open to unexpected findings, than a quantitative method.

Thirdly, the mixed-method approach includes both the qualitative and quantitative techniques. Using several methods to collect data allows the researcher access to various sources of data. This is called data triangulation which means looking at the same phenomenon, or research question, from more than one source of data (Decrop 1999). Triangulation limits personal and methodological biases and enhances the generalisation of a study (Thammajinda 2013:60).

Due to the access to residents in Parys, the information already available in previous studies and the availability of research instruments that could be adapted for the purpose of this study it was decided to do quantitative research by means of a questionnaire. This generated the anticipated results to explain the social aspects of tourism affecting local communities and community participation in tourism development.

4.3.1 Literature review

Oliver (2012:1) states that one cannot start the construction of a house until one has finished the foundations. In this statement he draws a comparison between the foundation of a house and the foundation of a solid research study. One firstly needs a knowledge base to work from before continuing with the research. In the case of this study the purpose of the literature review is to assess and analyse previous research studies conducted on the social impact (effects) of tourism, which includes the positive and negative impacts, sustainable tourism development, as well as community involvement in tourism. It is essential for every research project to begin with a review of the existing literature (Mouton 2006:86) to identify the existing gaps in the scholarly research and to utilise the knowledge already existing in this field of study. Ridley (2012:3) defines a literature review as the part of a study that critically analyses previous research completed on the same topic as that being undertaken. It builds a general understanding of the research and formulates the theoretical base of each study.

The literature review therefore laid a knowledge foundation and revealed gaps in current research which then prompted further analyses which was discussed comprehensively in the two literature chapters (Chapters 2 & 3). One of the main functions of a literature review is thus to make one see the broad range of one's research and then to guide one gradually to a narrow, more focused study addressing the problem at hand. This furthermore creates an understanding of how research fits into and builds upon literature (Oliver 2012:5). A literature review can obtain information from any credible source that has been peer reviewed. This includes magazines, media, blogs, personal experiences, books, journals, expert opinions, encyclopaedias as well as web pages (VirginiaTech 2013) but one should take care to ensure that the sources have been peer reviewed in a scientific manner.

Online search engines used during this dissertation to obtain information on research include: Research books, Google Scholar, Google Books, Science direct, Ebsco-Host, Emerald, JSTOR, Juta, Governments publications/information and SAePublications to name but a few. The literature review in this dissertation is two-fold (Chapters 2 & 3). Chapter 2 contained an in-depth discussion of the social impact (effects) of tourism, models that assist one in understanding the impacts as well as the role of the communities in the tourism industry. Chapter 3 critically examined the participation of the community in tourism development taking place in selected local surroundings. Barriers which prevent local community participation in decision-making and planning were highlighted and addressed;

lastly different ways and strategies for encouraging community participation in promoting local tourism were uncovered.

Key words investigated and frequently used during searches in this dissertation include: social impact, social effects, community participation, tourism, sustainable tourism development, responsible tourism, community and residents. An analysis of these key concepts formed the base of the literature review and was utilized for the development of the questionnaire for data collection.

4.3.2 Empirical Research

Essentially, quantitative research is about collecting numerical data to turn it into information explaining a particular fact and it is based on larger sample sizes in order to produce results that can be generalised to a wider population (Saunders, Thornhill & Lewis 2009:151; Struwig & Stead 2004:4). Quantitative research examines constructs and attempts to establish causal relationships. In quantitative research the individual is the focus of the empirical inquiry. In this study, empirical research included the sampling design, the development of the measuring instrument, the collection of data and analyses of data.

4.3.2.1 Sampling design and approach

Obtaining information from a sample is often more practical and accurate than obtaining the same information from an entire population (Struwig & Stead 2004:109).

4.3.2.1.1 Population and sampling

The population is the aggregate of all elements about which information is sought and the sampling frame is a list of all the sampling units in the population. Leedy and Ormrod (2013:100) state that the population is the study object and can be persons, clusters, organisations, human products and actions, or the situations to which they are exposed. A population incorporates the total collection of all components of analysis about which the researcher wishes to draw specific conclusions. Finn, Elliot-White and Walton (2000:3) contend that three important questions need to be addressed in any sample survey. These are:

- What is the estimated population of the study area?
- How big should the sample of the study be?
- How should the study sample be obtained?

Davies and Hughes (2014:69) define population as the complete set of items or persons which is the focus of the research and about which the investigator wishes to regulate some characteristics. The target population of this study comprised local people and residents from Parys community in the Free State province of South Africa. This includes people living in the Parys town and the surrounding townships (N=477 001) (STATS SA, Census 2011).

A sample can be drawn if a list of respondents is available, which was not the case for this survey. Therefore sampling had to be done. According to Edmonds and Kennedy (2012:17), there are two major categories to which sampling methods belong, namely probability methods and non-probability methods.

Probability sampling relies on principles of randomness and probability theory which satisfies the requirements for the use of probability theory to accurately generalise a population. Probability sampling allows for anyone in a given area to be included in the survey (Tustin 2005:344). With non-probability sampling methods it is important to draw conclusions with caution since the sample is not selected at random. This method is not necessarily representative of the sampled population (Babbie 2011:194). The following list includes major types of probability and non-probability sampling techniques.

Probability Sampling Techniques

Probability sampling can be implemented by choosing between four types: namely simple random sampling; systematic sampling; stratified sampling; and cluster sampling: (Edmonds & Kennedy 2017:20; Pietersen 2008:192; Struwig & Stead 2004:112-115; Tustin 2005:344-345).

- **Simple random sampling:** Every individual within the population has an equal chance of being selected.
- **Cluster sampling:** Also known as area sampling; this allows the researcher to divide the population into clusters (based on region) and then randomly select from the cluster.
- **Stratified sampling:** The researcher divides the population into homogeneous subgroups (e.g. based on age) and then randomly selects participants from each subgroup.
- **Systematic sampling:** Once the size of the sample is identified, the researcher selects every n th individual (e.g. every third person on the list of participants is selected) until the desired sample size is fulfilled.

- **Multistage sampling:** The researcher combines any of the probability sampling techniques as a means to randomly select individuals from the population.

Non-probability Sampling Techniques

Non-probability sampling can be implemented by choosing between four types, namely convenience sampling, judgement sampling, quota sampling and purposive sampling (Pietersen 2008:192; Struwig & Stead 2004:111; Tustin 2005:344-345).

- **Convenience sampling:** Sometimes referred to as *haphazard or accidental sampling*. The investigator selects individuals because they are available and willing to participate.
- **Judgement sampling:** A sample could be selected on the basis of expert judgement – for example specialists in the subject of the survey chosen to be the best sample for that particular study.
- **Purposive sampling:** the researcher selects individuals to participate based on a specific need or purpose (i.e. based on the research objective, design, and target population); this is most commonly used for qualitative methods. The most common form of purposive sampling is *criterion sampling* (i.e., seeking participants who meet a certain criterion). Variations of purposive sampling include *theory-guided, snowball, expert, and heterogeneity sampling*. Theoretical sampling is a type of purposive sampling used in grounded theory approaches.
- **Quota sampling:** Respondents are selected based on their characteristics for example age, income or gender. The respondent thus has to comply with certain criteria before qualifying for inclusion in the sample.

For the purpose of this study, probability sampling method, namely stratified sampling technique was used for households, residents and businesses of Parys that were willing and able to participate in the survey. With the difficulty of obtaining population lists, it was decided to distribute the questionnaires according to certain strata (in this case, residential and business areas) using the stratified sampling method. Four areas of distribution were thus identified.

4.3.2.1.2 Sampling frame

According to Bryman and Bell (2017) and Edmonds and Kennedy (2012:15), a sampling frame can be a list of sample units from which a researcher can choose an appropriate unit which can be surveyed in order to achieve the objectives of a research study. These units may include people, households or, as selected for the purposes of this study, whole communities. Sampling is the study of the affiliation between the population and the sample drawn from it, aiming to determine some characteristics of a certain population (Babbie & Mouton 2010:119). The sampling frame of this dissertation included the communities of Parys in the Free State province of South Africa (N=477 001).

The survey was conducted in the selected residential areas of Parys. The areas were selected based on many tourism activities taking place in their vicinity and that the majority of residents will at some time experience positive and negative effects of the tourism industry due to the number of attractions in the area as well as the high number of visitors to these areas. The town enjoys an influx of visitors over weekends who want to experience its beautiful setting as well as the town's beauty and interesting attractions such as water activities, art galleries and street cafés. This community is bordered on both sides by nature reserves and rivers making it even more attractive for visitors. It is famous for its water sporting activities and has become internationally known as the 'water playing ground'. The location of the Parys is illustrated in Figure 4.1 below.

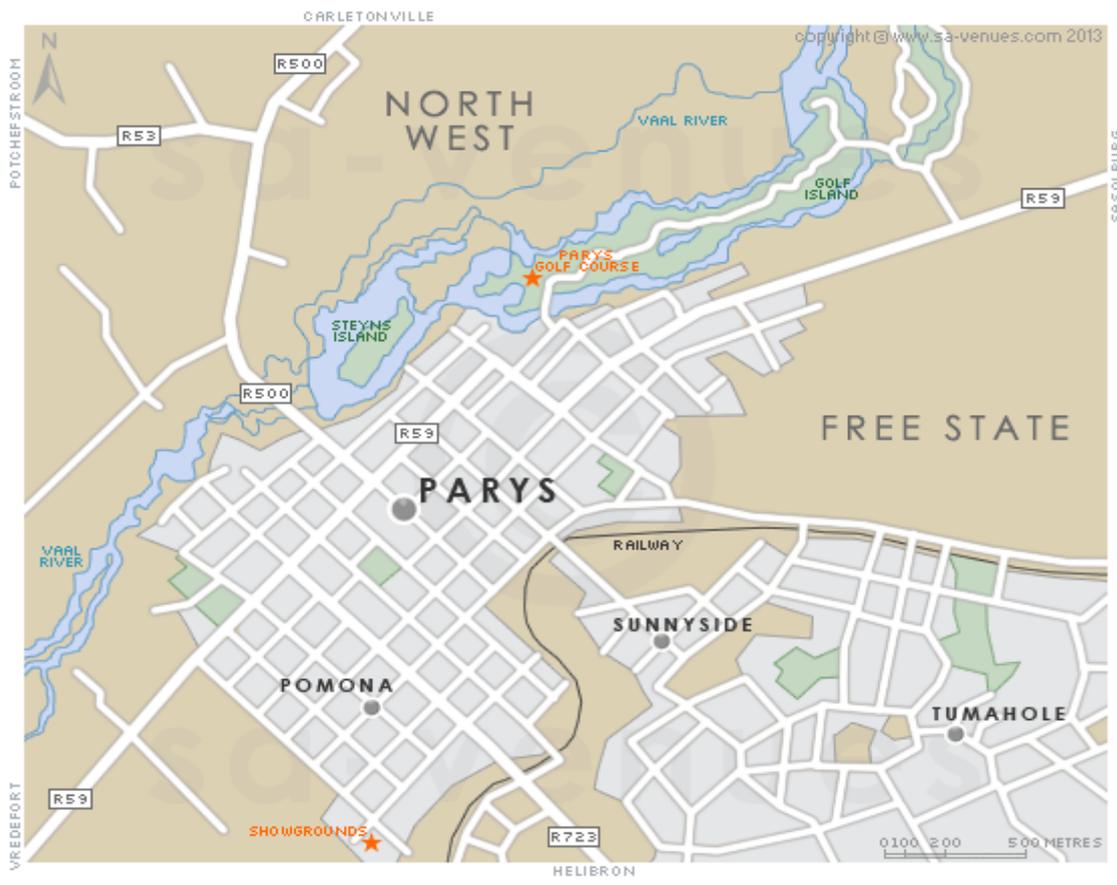


Figure 4.1: Sample frame

Source: Adapted from Google Maps

The population of Parys is defined as the permanent local population of the towns. Access to information pertaining to the permanent residents (such as population lists or registers) of this town was unfortunately not possible. However, most of Parys areas are very tourism active and dependent, so any parts of this town form part of the sampling frame. As Parys is a very small community, almost all residents will have some form of contact with tourists or will be affected in some way more especially those who are staying in town. Even those township communities get affected by tourism activities taking place around them. For this reason, all residents of Parys formed part of the sampling frame divided into four areas.

4.3.2.1.3 Sample size

Kumar (2011:194) defines sampling size as being the number of respondents to be included in the study. A larger sampling size provides greater accuracy in the results of the research (Maree & Pietersen 2016). Krejcie and Morgan (1970:608) recommend that for a population (N) of 75 000 and more people, the sample (n) size should be 384 in order for it to be representative. Using this recommendation, the sample size for this study was predetermined at 400 respondents to have a sufficient number.

4.3.2.2 Development of measuring instrument

In the development of the study measuring instrument (Questionnaire) necessary instructions and guidelines were followed in respect of each question. A three-page questionnaire is the specific instrument of this study. The questionnaire consisted of closed-ended questions, open-ended questions and six- and five-point rating scales (Likert-type scales). A combination was needed to benefit from the advantages of each method.

The Likert scales were considered appropriate because they measured the degree of very negatively or very positively, strongly disagree or strongly agree, not at all important or extremely important and do not agree at all or totally agree with the statements (Mouton 2006:103; Moore 2006:122-124). It is a common research method for eliciting opinions and attitudes in the social sciences (Ryan & Garland 1999; Moore 2006:102). Based on the aims of the study the questionnaire consisted of four sections:

Section A on the questionnaire was used to collect demographic information of the participating respondents. This section contained six questions/statements (Questions A1-A6) and they addressed information on five variables including gender, age, home language,

highest level of education, occupation and the duration period respondents have stayed in the area. This information is to be utilised in determining and understanding different profiles of participating local community members of Parys. This has also been used in studies completed by Viviers (2009), Scholtz and Slabbert (2017) and Scholtz and Slabbert (2015).

Section B of the questionnaire required the respondents to provide possible effects brought by tourists/visitors who come to Parys and its surrounding communities. This section had two statements/items (B1-B2) and respondents were asked to rate their responses on a seven point interval scale of very negatively, negatively, moderately negative, no effect or moderately positive, positively and very positively. This has also been used in studies completed by Viviers (2009), Scholtz and Slabbert (2017) and Scholtz and Slabbert (2015).

Section C required the respondents to provide possible perceptions of social effects on the community as a result of tourism development in Parys and surrounding townships. This section had thirty-one statements/items (Question C1-C31) and the respondents were asked to rate their responses on a six-point interval scale of strongly disagree, moderately disagree, somewhat disagree or somewhat agree, moderately agree and strongly agree. This has also been used in studies completed by Viviers (2009), Scholtz and Slabbert (2017) and Scholtz and Slabbert (2015).

With two remaining questions (C32.1-C32.2) in the section requiring the respondents to rate the image of Parys on two different seven-point interval scales of very boring place, fairly boring place, boring place, neutral or exciting place, fairly exciting place, and the last remaining question interval scale of very unpleasant place, fairly unpleasant place, unpleasant place, neutral or pleasant place, fairly pleasant, very pleasant place. This was adopted from a study done by Slabbert and Martin (2017).

Section D of the questionnaire was divided into two category sections D1 and D2 focused on the image of Parys as a tourist destination and its motivating factors for attracting visitors to visit the area. The respondents were required to rate the reasons why they think tourists come to Parys. A five-point scale of not at all important, less important, important, very important, extremely important was used on all D1 category section questions on reasons. The D1 category consisted of thirteen statements/items (Questions 1-13), while D2 category section on image consisted of eighteen statements/items (Questions 1-18). This was adopted from a study done by Slabbert and Viviers (2014).

On the D2 category section the respondents were required to rate perception regarding the image of Parys as a tourist destination. A five-point scale of do not agree at all, do not agree, neutral, agree, totally disagree was used for all statements/items and the respondents were asked to rate their responses regarding Parys' image on the five-point scale. This was adopted from a study done by Slabbert and Martin (2017).

At the end of Section D the respondents were requested to make any general comments and suggestions with regard to tourism, social impacts of tourism, Parys and its surrounding communities.

4.3.2.3 Collection of data

Data collection is a vital aspect of a research process and for many it is the core of social research (Moore 2006:115). In order to be able to collect data, the researcher should be able to access the data to be collected for the study (O'Leary 2004). Data collection is a process of gathering data and this can be derived through a number of methods, which include interviews; focus groups; surveys, telephone interviews; field notes; taped social interactions or questionnaires. In data collection, the researcher collects various kinds of empirical information or data addressing different as well as interrelated research topics, questions and challenges. It could be historical or statistical or documentary data (Mouton 2002:104). According to Churchill and Iacobucci (2004:167) data collection is an important part of a problem-solving process.

Structured survey questionnaires using stratified sampling were administered to 400 local residents of Parys. The questionnaires were administered by the researcher with the assistance of research assistants to those residents who were available and willing to participate in the study. Questionnaires were administered from midday to noon (12:00 pm to 17:00 pm) as this was the ideal time when most local residents were available, and at noon most had come back from work. Most questionnaires were administered during Saturday and Sunday as most local residents were available and expressed greater willingness to participate in the study than during the week (Monday to Friday). Data was collected during the month of June to July 2016 in the winter season when the sun sets earlier and it turns darker by 16:00 pm. As a result, the period for disseminating questionnaires and for willing participants to complete them was minimised.

The total sample size as formerly mentioned is 400 of which 374 were usable for the study while the remainder of the questionnaires were spoiled and unusable. Consequently the response rate of usable questionnaires stood at 94%. The number of usable questionnaires

were suitable for the study for accuracy and statistical purposes and yielded accurate information supporting and serving the purpose of this study.

4.3.2.4 Analyses of data

The data collected for this research (from the questionnaires) was captured using Microsoft Excel™ after which it was transferred to the Statistical Package for Social Sciences version 23 (SPSS) for processing the information (SPSS Inc., 2013). The data was processed by Statistical Services of North-West University after which it was analysed and interpreted by the researcher. The results are presented in Chapter 5.

The following statistical methods were chosen to reach the objectives of the study:

- **Univariate analysis - Frequency tables and figures:**

Univariate analysis refers to the analysis of one variable at a time. A frequency table provides the count and the percentage belonging to each of the categories for any type of variable. Where an interval/ratio variable (such as age) is presented as a frequency the categories will be grouped to reduce the number of categories (Bryman & Bell 2017). The mean value was also calculated for the data. For the purpose of this study all the data will be analysed by means of frequency tables to obtain a descriptive overview of the results.

- **Multivariate analysis - Factor analyses:**

A factor analysis uses theory and concepts to uncover the underlying structure of a set of variables and it is used to reduce a larger number of variables to a smaller number of factors. (Bryman & Bell 2017:328). Thus, factor analysis is a data-reduction technique. This is done by looking for groups among the inter-correlations of a set of variables (Pallant 2010:181). For purposes of this study, factor analyses were used to identify the factors applicable to the social effects of tourism, the image of Parys as a tourism attraction and possible reasons for visiting this town.

- **Bivariate analysis - Spearman rank correlations:**

Bivariate analysis refers to analysing two variables at a time to uncover whether or not they are related. This can be done by means of Spearman rank order correlations which are used to analyse the relationship between ordinal variables.

Spearman rho is designed for use with ordinal level or ranked data and is used to describe the strength and direction of the linear relationship between two variables. A correlation of 0

indicates no relationship at all, a correlation of 1.0 indicates a perfect positive correlation and a value of -1.0 indicates a perfect negative correlation. The correlations were interpreted according to the guidelines of Cohen (1988) that suggests small $\rho = .10-.29$, medium $\rho = .30-.49$ and large $\rho = .50-1.0$. For purposes of this study correlations were assessed between the social effects and age; the social effects and number of years living in the area; between the social effects and lastly between the image of Parys and the social effects.

- **One way analysis of variance (ANOVA):**

ANOVA is used to assess the statistical difference between the means of two or more groups. In this study an ANOVA was used to test language and level of education in correlation with the social effects of tourism.

- **t-tests:**

A *t*-test is a statistical examination of the means of two populations (Mankiewicz 2004:154). It is useful for determining whether any significant differences exist between any two sets of data (Rice 2006:21). In this study *t*-tests were used to determine the effect of gender on the social effects of tourism.

4.4 ETHICAL CONSIDERATIONS

The demand for ethics in research studies have become a fundamental subject, particularly with regard to studies such as this that touch on personal lives and the dignity of individuals' culture. Various academics have pointed out the significance of treating research participants with respect, care, and sensitivity. The authority to conduct the study was approved by the Vaal University of Technology (Faculty of Human Sciences), Faculty Research Committee [FRC].

The research was conducted in the town of Parys and its surrounding townships. The main ethical consideration of this study is confidentiality of all information recovered during data collection. The topic under investigation was discussed with participants before they participated in the study. It ensured that participants knew exactly what was expected from them together with the costs and benefits before participating in the study. Smith (2003:56) indicates that researchers must ensure that participants are clear on the fact that participation is voluntary. Participation in this study was voluntary and thus participants were free to take part or withdraw from the study.

A covering letter (see Appendix 1) was attached to all distributed questionnaires in order to inform the respondents who the researcher and the supervisor were, from which institution, the purpose of the study, and why they have been chosen to participate in the study. Respondents' identities and contact information were not recorded or used for the study for reasons of anonymity. The letter also informed the respondents not to write their names on the questionnaires, and assured them that all information provided would only be used for purposes of the study, in addition that their answers would be strictly treated with utmost confidentiality. Lastly, the respondents were also requested to be honest in their responses.

4.5 CONCLUSION

This chapter provided an in-depth understanding of methods used throughout this dissertation which assisted in achieving the objectives of the study as stated in Chapter 1. This chapter further explained a detailed outline of the research methodology implemented in this study and to present acceptable motivation for the use of each of the approaches followed. All issues related to the research methodology; that is the research design, research method, sampling frame, sampling approach and the entire measurement procedures were discussed. It emerged that the study fits into the positivist research paradigm and a quantitative design was adopted using the survey method.

The chapter also revealed that the study incorporated a literature review concentrating on social effects of tourism and community participation in tourism development. Probability stratified sampling technique was applied to select the respondents. Data were collected using a four-section survey questionnaire and various ethical considerations that were adhered to during the data collection process were described. The chapter also centred on the approaches followed to analyse the collected data as ethical considerations followed while the data were being collected. The study now proceeds to the fifth chapter, which focuses on the analyses of data and the presentation of results.

CHAPTER 5

EMPIRICAL RESULTS



5.1 INTRODUCTION

Tourism is playing an important role in the development and promotion of Parys as a tourist destination, with the area boasting many tourist attractions and establishments providing a variety of services to diverse markets. The aim of this study was to analyse the social effects of tourism on the community of Parys. In this chapter, the collected data are analysed to achieve the aim of the research and to attempt to clarify issues that have been discussed throughout the study. All the data were obtained from questionnaires that were completed by community members of Parys and surrounding townships.

Questionnaires were thus the primary tool used for collecting data and was distributed to the community members of Parys, in residential and business areas. The self-administered questionnaires were completed by respondents with a relatively few being administered to the respondents by the researcher. The incomplete questionnaires were disregarded and only those that were completed in full were captured in the dataset by means of Microsoft Excel. The data was then analysed by means of the Statistical Package for Social Sciences (SPSS, Version 23). The results will present the descriptive statistics in the form of graphs and figures. Issues discussed in this chapter include descriptive statistics for the community involvement and tourism planning in Parys. The chapter consists of descriptive statistics with reference to frequency tables and factor analysis and inferential statistics with reference to *t*-tests and ANOVA's.

5.2 DESCRIPTIVE RESULTS

In this section the results of descriptive analysis are discussed. These include the demographic profile of the respondents, information related to residents' lives, the social effects of tourism and the image of Parys as a tourism destination.

5.2.1 Demographic profile of respondents

Section A on the questionnaire used to collect data focused on the demographic details of the respondents. These demographic details were analysed using descriptive statistics. This

section of the questionnaire addressed information on five variables comprising gender, age, home language, highest level of education and occupation. The results of the analysis of the demographic details of participating respondents are reported in Table 5.1 below.

Table 5.1: Demographic profile of the respondents

VARIABLES	CATEGORY	PERCENTAGE
Gender	Male	48%
	Female	52%
Age	<25	7%
	25 – 35	46%
	36 – 45	25%
	46 – 55	13%
	56 - 65	5%
	>65	4%
Home language	Afrikaans	32%
	English	35%
	Other	33%
Education	No school	7%
	Grade 12	32%
	Diploma, Degree	40%
	Post Graduate	13%
	Professional	6%
	Other	2%
Occupation	Professional	6%
	Management	7%
	Self-employed	14%
	Technical	6%
	Sales	11%
	Mining	4%
	Administration	11%
	Civil services	4%
	Education	12%
	Housewife	7%
	Pensioner	6%
	Unemployed	10%
	Other	2%

Gender

The demographic results in Table 5.1 indicate that out of 374 respondents who have participated in the survey, female respondents were slightly more with a total of 52% to 48% of males. This shows an almost even spread between both genders and thus both groups are well-represented.

Age

Forty-six percent of the respondents were aged 25 to 35 years, 25% were aged between 36 and 45 years, 13% were aged between 46 and 55 years, 7% were younger than 25 years, 5% were aged between 56 and 65 years and 4% were over the age of 65 years. The results indicate that the majority of the respondents who participated in the Parys study were between ages 25 and 35 years, with those who are 65 years and older being the least

respondents accounting for 3.7% of the overall number of respondents. On average respondents were 38 years of age.

Home language

Table 5.1 reveals that 35% of the respondents were English-speaking followed by those speaking other languages (33%) including Sesotho, IsiZulu and IsiXhosa, and Afrikaans (32%). Also a fairly even spread of responses were obtained from the relevant language groups to this area.

Highest level of education

The results in Table 5.1 indicate that 40% of the respondents were holders of diplomas and degrees, 32% had a grade 12 qualification, 13% a post-graduate qualification, 7% had no school qualification and 6% were professionals. These results indicate that the majority of the respondents was fairly well-educated. Those respondents who had a basic or low level of education accounted for 2%.

Occupation

With respect to occupation, Table 5.1 reflects that 14% were self-employed and 12% were employed in the education sector. This was followed by 11% employed in sales and in administration sectors, but 10% were unemployed.

From the demographic analysis it is clear that respondents were thus either male or female, on average 38 years of age, English-speaking, with a diploma/degree and self-employed.

5.2.2 Information relating to residents' life in Parys

Information relating to residents' life is reported in Table 5.2 below.

Table 5.2: Information related to residents life

VARIABLE	CATEGORY	PERCENTAGE
Number of years lived in the area	Less than 5 years	4%
	5 – 10 years	7%
	11 – 20 years	22%
	21 – 30 years	31%
	31 – 40 years	22%
	41 – 50 years	7%
	>50	7%
Effect of tourism on community in general	1 – Very negative	2%
	2	8%
	3	4%
	4 – No effect	15%
	5	19%
	6	30%

	7 – Very positive	22%
Effect of tourism on the individual	1 – Very negative	2%
	2	5%
	3	3%
	4 – No effect	18%
	5	37%
	6	26%
	7 – Very positive	9%

Number of years lived in the area

As depicted in Table 5.2, 31% of the respondents have been living in the Parys area for twenty-one to thirty years, 22% having been living in the area for eleven to twenty years with 22% having lived in the area between thirty-one and forty years, then follows those who have stayed in the area for five to ten years, forty-one to fifty years and above fifty years (each 7% respectively) and lastly 4% have been staying in the area for less than five years. With the majority of respondents having lived there for longer than 10 years, it is clear that they must have been exposed to tourists and tourist activity thus putting them in a position to provide an opinion on this issue. On average respondents have been living in Parys for 28 years.

Effect of tourists on the community in general

As displayed in Table 5.2 the overall effect of tourists/visitors on the community of Parys has been found to be good with 22% of respondents rating it as positive, 30% very positive and with a mere 2% of the total respondents saying it has a very negative effect on the community.

Effect of tourists on the individual

The overall effect of tourists/visitors visiting Parys has been found to be affecting the individual community members in a positive way with statistics in Table 5.2 recording 37% of respondents indicating a fairly positive effect and 26% rating it as positive. Only 2% respondents stating they were very negatively affected by visitors to Parys.

5.2.3 Descriptive statistics on the social impacts of tourism in Parys

5.2.3.1 Describing the social impacts of tourism in Parys

From Table 5.3 respondents moderately agreed that because of tourism development:

- Prices of some goods and services have increased (44%)

Table 5.3: The social impacts of tourism

BECAUSE OF TOURISM DEVELOPMENT IN THE AREA	STRONGLY DISAGREE	MODERATELY DISAGREE	SOMEWHAT DISAGREE	SOMEWHAT AGREE	MODERATELY AGREE	STRONGLY AGREE	MEAN VALUES	STANDARD DEVIATION
employment opportunities in the area have increased	9%	5%	18%	32%	21%	15%	4.01	1.414
entertainment opportunities have increased	3%	6%	14%	36%	26%	15%	4.20	1.215
residents have more pride in their community	3%	8%	14%	31%	29%	15%	4.20	1.258
litter in the area has decreased	4%	7%	20%	31%	21%	17%	4.07	1.318
opportunities for local businesses have increased	2%	4%	19%	34%	32%	9%	4.17	1.085
public funding for community activities has increased	4%	6%	15%	45%	25%	5%	3.97	1.091
the rights of local residents have increased	1%	6%	23%	34%	31%	5%	4.04	1.006
the overall cost of living has increased	2%	11%	9%	24%	43%	11%	4.29	1.224
disruptive behaviour has increased	10%	12%	32%	27%	15%	4%	3.36	1.273
damage to the environment has increased	12%	14%	29%	20%	19%	6%	3.34	1.393
excessive drinking and/or drug use has increased	8%	17%	32%	15%	13%	15%	3.53	1.493
incidents of crime have increased	10%	16%	30%	21%	14%	9%	3.40	1.405
prices of some goods and services have increased	0%	8%	13%	20%	44%	15%	4.46	1.143
noise levels in the area have increased	9%	13%	29%	17%	22%	10%	3.62	1.431
interactions between locals and visitors have increased	3%	6%	15%	35%	31%	10%	4.15	1.176
parking availability in the area has increased	3%	6%	13%	35%	30%	13%	4.20	1.188
the turnover for local businesses has increased	2%	9%	19%	36%	28%	6%	3.96	1.113
traffic congestion in the area has increased	5%	10%	10%	34%	33%	8%	4.09	1.224
opportunities for shopping have increased	2%	8%	14%	32%	36%	8%	4.16	1.156
infrastructure in the area has improved	2%	7%	14%	27%	40%	10%	4.28	1.162
trading in the area has increased	2%	6%	15%	32%	32%	13%	4.26	1.135
more tourists visit this area	3%	7%	12%	26%	39%	15%	4.38	1.201
the image of the city/town has improved	1%	9%	13%	23%	41%	13%	4.32	1.199
the living standards of locals have improved	2%	8%	17%	29%	35%	9%	4.11	1.171
the economy of the area has improved	1%	11%	18%	27%	37%	6%	4.09	1.132

the maintenance of public facilities has improved	2%	10%	12%	32%	29%	15%	4.19	1.251
the overall appearance of the area has improved	2%	9%	13%	27%	31%	18%	4.30	1.245
there are opportunities for people to have fun	2%	9%	9%	26%	38%	16%	4.39	1.213
more people are aware of Parys as a destination	3%	11%	16%	22%	34%	14%	4.16	1.316
there are more opportunities for entrepreneurs	2%	9%	10%	29%	36%	14%	4.29	1.240
residents get irritated with the number of people attending	18%	18%	26%	11%	11%	16%	3.27	1.676

From Table 5.3 respondents somewhat agreed that because of tourism development:

- The image of the city/town has improved (41%)
- Infrastructure in the area has improved (40%)
- More tourists visit this area (39%)
- There are opportunities for people to have fun (38%)

From Table 5.3 respondents somewhat disagreed that because of tourism development:

- Traffic congestion in the area has increased (34%)
- Disruptive behaviour has increased (32%)
- Excessive drinking and/or drug use has increased (32%)
- Incidents of crime have increased (30%)
- Damage to the environment has increased (29%)
- Noise levels in the area have increased (29%)

The highest mean values were obtained for the following social impacts statements:

- Prices of some goods and services have increased (\bar{x} = 4.46)
- There are opportunities for people to have fun (\bar{x} = 4.39)
- More tourists visit this area (\bar{x} = 4.38)
- The image of the city/town has improved (\bar{x} = 4.32)
- The overall appearance of the area has improved (\bar{x} = 4.30)

The lowest mean values were obtained for the following social impacts statements:

- residents get irritated with the number of people attending (\bar{x} = 3.27)
- damage to the environment has increased (\bar{x} = 3.34)
- disruptive behaviour has increased (\bar{x} = 3.36)
- incidents of crime have increased (\bar{x} = 3.40)

- excessive drinking and/or drug use has increased ($\bar{x}= 3.53$)

It is thus clear from the above that residents hold both positive and negative opinions with regard to the social effects of tourism. They do agree that tourism leads to more opportunities to have fun and that the image and overall appearance of the town is improving due to tourism. However, on a negative note the increase in tourists lead to people becoming irritated, the environment being damaged and an increase in crime, disruptive behaviour and excessive drinking and drug use being experienced.

5.2.3.2 Factor analysis of the social effects of tourism

Table 5.4: Factor analysis of the social effects

Factor variables	Business and community effects	Negative social effects	Opportunities for residents	Environmental effects	Cost of living effects
The turnover for local businesses has increased	0.800				
The image of the city/town has increased	0.693				
Infrastructure in the area has improved	0.693				
Trading in the area has improved	0.662				
More tourists visit this area	0.615				
Opportunities for shopping have increased	0.573				
The living standards of locals have improved	0.555				
Opportunities for local businesses have increased	0.509				
Interactions between locals and visitors have increased	0.447				
Public funding for community activities has increased	0.330				
Excessive drinking and/or drug use has increased		0.839			
Disruptive behaviour has increased		0.808			
Incidents of crime have increased		0.798			
Damage to the environment has increased		0.753			

Noise levels in the area have increased		0.698			
Residents get irritated with the number of people		0.605			
The rights of local residents have increased			-0.745		
Entertainment opportunities have increased			-0.499		
Traffic congestion in the area has increased			-0.454		
More people are aware of Parys as a destination				-0.822	
There are more opportunities for entrepreneurs				-0.715	
The overall appearance of the area has improved				-0.535	
There are opportunities for people to have fun				-0.532	
The maintenance of public facilities has improved				-0.492	
The economy of the area has improved				-0.424	
Parking availability in the area has increased				-0.322	
Prices of some goods and services have increased					0.673
The overall cost of living has increased					0.657
Employment opportunities in the area have increased					0.586
Residents have more pride in their community					0.538
Cronbach's reliability coefficient	0.885	0.846	0.577	0.867	0.744
Inter-item correlations	0.435	0.489	0.322	0.481	0.421
Mean value (standard deviation)	4.17 (±0.81)	3.41 (±1.09)	4.10 (±0.85)	4.23 (±0.92)	4.23 (±0.95)

The social effects of tourism on the residents of Parys were subjected to a Principal Component Analysis (PCA). Prior to performing the PCA, the suitability of the data for factor analysis was assessed. Inspection of the correlation matrix revealed the presence of many coefficients of 0.3 and above. The Kaiser-Meyer-Olkin value was 0.882, exceeding the recommended value of 0.6 (Field 2005) and Bartlett's Test of Sphericity ($p < 0.000$) reached statistical significance, supporting the factorability of the correlation matrix. In four of the five

factors the Cronbach Alpha values were above 0.7 which indicates high internal consistence (Pallant 2010). Factor three revealed a Cronbach Alpha value of 0.577 which should be investigated and improved in future research.

The principal component analysis revealed the presence of five factors with eigenvalues, exceeding 1, explaining 58% of the variance. To aid in the interpretation of the five factors, Oblimin rotation was performed. Factor one was labelled *Business and Community effects* including variables related to the economic effect of tourism on the community as well as opportunities to develop. A mean value of 4.17 shows the importance of this factor for residents. Factor two referred to the possible *Negative effects* of tourism on the community of Parys. It is important for residents to not feel that tourists increase the negative impacts as that might influence their attitudes towards these visitors. It is notable that this factor revealed the lowest mean value of 3.42 which shows that residents do not consider tourism to create or contribute to significant negative effects.

Opportunities for residents were Factor three and refer to the rights of residents and opportunities for them to be entertained. This factor received a mean value of 4.10 and thus not considered that important to residents. Factor 4 refers to *Environmental effects* where the variables include aspects such as an increase of awareness, more opportunities for entrepreneurs, improvement of the appearance of the area and the maintenance of the public facilities. *Cost of living* refers to Factor five and include items such as an increase in the prices of goods, an increase in the overall cost of living and an increase in employment opportunities. Factors 4 and 5 revealed the highest mean values showing the importance of these elements to residents. Thus although tourism leads to a number of positive effects it does hold negative implications which should be addressed and managed. One cannot lose the support of the residents with regard to the development of tourism.

5.2.4 The image of Parys as a tourist destination

Section D of the questionnaire focused on the image of Parys as a tourist destination with reference to the cognitive and affective image. Descriptive statistics were used to analyse and deduct respondents' perceptions regarding the image of Parys as a tourist destination. The results are reported in the tables below.

5.2.4.1 Cognitive image of Parys

5.2.4.1.1 Descriptive analysis of the cognitive image elements

Table 5.5: Descriptive statistics of the cognitive image of Parys as a tourist destination

	DO NOT AGREE AT ALL	DO NOT AGREE	NEUTRAL	AGREE	TOTALLY AGREE	MEAN VALUE	STANDARD DEVIATION
PARYS:							
1. offers a variety of fauna and flora	5%	10%	39%	28%	18%	3.44	1.086
2. offers various historical and cultural attractions	2%	10%	39%	39%	10%	3.46	.880
3. has beautiful landscapes	4%	8%	28%	34%	26%	3.71	1.058
4. offers interesting cultural activities	1%	11%	45%	29%	14%	3.44	.900
5. has good shopping facilities	2%	10%	31%	37%	20%	3.66	.941
6. offers great nightlife activities	2%	6%	29%	41%	22%	3.73	.942
7. offers good restaurants	4%	7%	20%	42%	27%	3.80	1.029
8. offers good sport facilities	3%	12%	27%	37%	21%	3.61	1.031
9. has well-developed general infrastructure	2%	8%	24%	44%	22%	3.75	.960
10. can be seen as a 'luxury' destination	2%	13%	28%	34%	23%	3.61	1.042
11. can be seen as fashionable to visit	3%	15%	40%	26%	15%	3.34	.991
12. has a good name and reputation	3%	7%	23%	40%	27%	3.81	1.004
13. offers a good quality of life	0%	11%	28%	37%	24%	3.72	.968
14. is a safe tourism destination	3%	8%	21%	40%	28%	3.81	1.026
15. is clean	2%	9%	20%	38%	30%	3.88	1.002
16. has friendly residents	4%	8%	22%	35%	31%	3.82	1.081
17. has good tourism infrastructure	1%	10%	18%	31%	40%	4.01	1.024
18. is tourism friendly	3%	5%	15%	31%	46%	4.13	1.036

As it shown in Table 5.5 respondents agreed with the following statements regarding the image of Parys:

- has well-developed general infrastructure (44%)
- offers good restaurants (42%)
- offers great nightlife activities (41%)
- has a good name and reputation (40%)
- is a safe tourism destination (40%)

Table 5.5 shows that respondents were neutral when considering the following image statements of Parys:

- offers interesting cultural activities (45%)
- can be seen as fashionable to visit (40%)
- offers a variety of fauna and flora (39%)
- offers various historical and cultural attractions (39%)

In Table 5.5 the highest mean values were obtained for the following Parys image statements: Parys

- is tourism-friendly (\bar{x} = 4.13)
- has good tourism infrastructure (\bar{x} = 4.01)
- is clean (\bar{x} = 3.88)
- has friendly residents (\bar{x} = 3.82)

The lowest mean values were obtained for the following image statements:

- Can be seen as fashionable to visit (\bar{x} = 3.34)
- Offers a variety of fauna and flora (\bar{x} = 3.44)
- Offers interesting cultural activities (\bar{x} = 3.44)
- Offers various historical and cultural attractions (\bar{x} = 3.46)

It is thus clear from the above that residents consider the town to be tourist-friendly and that they are able to accommodate tourists since Parys is clear and residents consider themselves friendly.

5.2.4.1.2 Factor analysis of the cognitive image of Parys

Table 5.6: Factor analysis of the cognitive image of Parys

Factor label		Infra- and suprastructure	Nature and cultural attractions	Hospitality
D2_7	Offers good restaurants	0.839		
D2_6	Offers great nightlife activities	0.792		
D2_8	Offers good sport facilities	0.791		
D2_14	Is a safe tourism destination	0.674		
D2_5	Has good shopping facilities	0.637		
D2_10	Can be seen as a 'luxury' destination	0.589		
D2_15	Is clean	0.575		
D2_12	Has a good name and reputation	0.555		
D2_9	Has well-developed general	0.547		

	infrastructure			
D2_3	Has beautiful landscapes	0.528		
D2_17	Has good tourism infrastructure	0.470		
D2_13	Offers a good quality of life	0.439		
D2_2	Offers various historical and cultural attractions		0.792	
D2_1	Offers a variety of fauna and flora		0.709	
D2_4	Offers interesting cultural activities		0.581	
D2_18	Is tourism-friendly			0.753
D2_11	Can be seen as fashionable to visit			0.654
D2_16	Has friendly residents			0.572
Cronbach's reliability coefficient		0.907	0.577	0.666
Inter-item correlations		0.450	0.319	0.397
Mean value and standard deviation		3.76 (± 0.71)	3.44 (± 0.71)	3.76 (± 0.80)

The cognitive image of Parys was subjected to a Principal Component (PCA). Prior to performing the PCA, the suitability of the data for factor analysis was assessed. Inspection of the correlation matrix revealed the presence of many coefficients of 0.4 and above. The Kaiser-Meyer-Olkin value was 0.890, exceeding the recommended value of 0.6 (Field 2005) and Bartlett's Test of Sphericity ($p < 0.000$) reached statistical significance, supporting the factorability of the correlation matrix. The Cronbach Alpha values differed although all these values were reliable when considering that it is explanatory research.

The principal component analysis revealed the presence of three factors with eigenvalues, exceeding 1, explaining 62% of the variance. To aid in the interpretation of the three factors, Oblimin rotation was performed. Factor one was labelled *Infra- and suprastructure* and included variables such as restaurants, nightlife, sport, safety etcetera. This factor received a mean value of 3.76 indicated in the importance of infra- and suprastructure in building the cognitive image of Parys. Factor two was labelled *Nature and Cultural Attractions* and included three variables related to this theme with a mean value of 3.44. *Hospitality* was the third factor which includes Parys being tourist-friendly, they have friendly residents and it is seen as fashionable to visit this area. The mean value for hospitality was the same as the first factor and it is clear that residents consider themselves and their town to be tourist-friendly. This also demonstrates their support in building the tourism industry in Parys.

5.2.4.2 Affective image of Parys

Table 5.7: Affective image of Parys

VARIABLE	CATEGORY	PERCENTAGE
Parys is a	1 – very boring place	2%
	2 – fairly boring place	4%
	3 – boring place	8%
	4 - neutral	20%
	5 – exciting place	20%
	6 – fairly exciting place	23%
	7 – very exciting place	23%
Parys is a	1 – very unpleasant place	3%
	2 – fairly unpleasant place	4%
	3 – unpleasant place	4%
	4 – neutral	18%
	5 – pleasant place	22%
	6 – fairly pleasant place	24%
	7 – very pleasant place	25%

As shown in Table 5.7 above representing the affective image of Parys, the area has been found to be a fairly (23%) to very (23%) exciting place. A small percentage of residents feel that their town is a boring place.

Residents indicated that Parys is a fairly (24%) to very (25%) pleasant place. Again very few residents indicated that Parys is an unpleasant place. The feelings towards Parys thus are very positive.

5.2.5 Motivations for visiting Parys

5.2.5.1 Descriptive analysis of reasons for visiting Parys

Residents were asked why they think tourists visit Parys with a view to determine what they see as the main attractions of the town. Section D of the questionnaire focused on this issue and descriptive statistics were used to analyse the perceptions of respondents regarding the motivation for visiting Parys. The results are reported in Table 5.8 below.

Table 5.8: Descriptive statistics on motivations for visiting Parys

Tourists visit Parys:	Not at all important	Less important	Important	Very important	Extremely important	Mean values	Standard deviation
1. to get away from their normal routine	5%	10%	39%	28%	18%	3.40	1.112
2. to relax	3%	5%	28%	24%	40%	3.95	1.061
3. to spend time with family	3%	10%	25%	34%	28%	3.76	1.055

4. to spend time with friends	4%	9%	27%	40%	20%	3.66	1.032
5. to discover new cultures	3%	16%	40%	32%	9%	3.29	.950
6. to gather knowledge	2%	12%	36%	37%	13%	3.45	.953
7. to discover new places	2%	9%	33%	36%	20%	3.64	.972
8. to attend cultural events	5%	15%	33%	36%	11%	3.34	1.033
9. to relieve stress and tension	2%	13%	33%	34%	18%	3.52	.990
10. to seek adventure and pleasure	1%	6%	24%	42%	27%	3.87	.917
11. to seek recreation and entertainment	1%	13%	22%	34%	30%	3.82	1.023
12. for business purposes	3%	9%	23%	45%	20%	3.72	.971
13. because Parys is easily accessible	2%	7%	21%	37%	33%	3.90	1.015

As reflected in Table 5.8 the respondents considered the following motivation statements as being extremely important for visiting Parys:

- To relax (40%)

It is also clear that respondents considered the following motivation statements as being very important for visiting Parys:

- For business purposes (45%)
- To seek adventure and pleasure (42%)
- To spend time with friends (40%)
- To gather knowledge (37%)
- Parys is easily accessible (37%)

The following serve as important motivations for visiting Parys:

- To discover new cultures (40%)
- To get away from their normal routine (39%)

In Table 5.8 the highest mean value was obtained for the following motivation statements:

- To relax (\bar{x} = 3.95)
- Parys is easily accessible (\bar{x} = 3.90)
- To seek adventure and pleasure (\bar{x} = 3.87)
- To seek recreation and entertainment (\bar{x} = 3.82)

As depicted in Table 5.8 the lowest mean value obtained for the motivations were for the following statements:

- To discover new cultures (\bar{x} = 3.29)
- To attend cultural events (\bar{x} = 3.34)
- To get away from their normal routine (\bar{x} = 3.40)
- To gather knowledge (\bar{x} = 3.45)

It is thus clear from the above that residents feel that tourists visit this area to relax and because the accessibility of Parys attracts people. They consider Parys to provide opportunities for adventure and pleasure as well as recreation and entertainment.

5.2.5.2 Factor analysis for reasons for visiting Parys

Table 5.9: Factor analysis for reasons for visiting Parys

Factor label	To relax	Exploring culture	Business and leisure
To spend time with family	0.879		
To relax	0.735		
To spend time with friends	0.659		
To seek adventure and pleasure	0.505		
To get away from their normal routine	0.461		
To discover new culture		0.855	
To attend cultural events		0.685	
To gather knowledge		0.618	
To discover new places		0.439	
To seek recreation and entertainment			0.783
For business purpose			0.717
Parys is easily accessible			0.597
Cronbach's reliability coefficient	0.763	0.673	0.628
Inter-item correlations	0.393	0.341	0.362
Mean value (standard deviation)	3.73 (\pm 0.74)	3.43 (\pm 0.69)	3.81 (\pm 0.76)

The reasons for visiting Parys from the perspective of the residents were subjected to a Principal Component Analysis (PCA). Prior to performing the PCA, the suitability of the data for factor analysis was assessed. Inspection of the correlation matrix revealed the presence of many coefficients of 0.4 and above. The Kaiser-Meyer-Olkin value was 0.820, exceeding the recommended value of 0.6 (Field 2005) and Bartlett's Test of Sphericity ($p < 0.000$) reached statistical significance, supporting the factorability of the correlation matrix. The Cronbach Alpha values revealed average internal consistency which should be addressed in future studies.

The principal component analysis revealed the presence of three factors with eigenvalues, exceeding 1, explaining 53% of the variance. To aid in the interpretation of the three factors, Oblimin rotation was performed. Factor one was labelled *To relax* and included variables such as spending time with family, to relax and to spend time with friends. This factor revealed the second most important reasons for visiting Parys. Factor two was labelled *Explore culture* and included four variables related to this theme with reference to discovering new culture, to attend cultural events etcetera. This factor has the lowest mean of the three factors, namely 3.43. *Business and Leisure* was the third factor with the highest mean value of 3.81.

5.3 INFERENCE RESULTS

5.3.1 Aspects influencing the social effects of tourism

It is not only important to understand the social effects of tourism but to also determine possible aspects that can influence these effects in order to improve the management thereof. In the case of this research the influence of gender, language, level of education, age and number of years living in Parys were assessed as possible aspects to influence social effects. Added to this the correlations between the social effects and also between the social effects and the cognitive image of Parys revealed interesting results to be reported in the next section.

5.3.1.1 Comparison of social effects by gender

The *t*-test was used to compare the social effects by gender. The results are presented in Table 5.10.

Table 5.10: *t*-test for social effects by gender

Gender	Male Mean & Std dev	Female Mean & Std dev	p-value	F-value	Effect size
Business and community effects	4.14 (±0.85)	4.21 (±0.76)	0.465	3.315	0.07
Negative social effects	3.43 (±1.11)	3.41 (±1.07)	0.910	0.819	0.01
Opportunities for residents	3.92 (±0.80)	4.28 (±0.85)	0.000	0.093	0.43
Environmental effects	4.20 (±0.89)	4.26 (±0.94)	0.474	0.601	0.07
Cost of living effects	4.18 (±0.96)	4.30 (±0.94)	0.227	0.022	0.12

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2010)

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater than 0.8)

Table 5.10 shows that a *t*-test on gender was conducted to compare the statistical differences ($p < 0.05$) on the social effects of tourism between males and females and one significant difference was found between the two groups since based on the *p*-values ($p = 0.000$). Females ($\bar{x} = 4.28$) agreed more than males ($\bar{x} = 3.92$) that because of tourism development the opportunities for residents have also increased. A small effect size is evident (0.43).

5.3.1.2 Comparison of social effects by language

Table 5.11 reflects the ANOVA for social effects by language. It shows significant differences for all the social effects of tourism with *p*-values smaller than 0.000. In terms of Business and community effects Afrikaans-speaking (4.27) residents considered it more important than residents speaking other languages ($\bar{x} = 3.85$). A small effect size is evident in this case. This result was the same for English-speaking residents ($\bar{x} = 4.39$) when compared with residents speaking other languages ($\bar{x} = 3.85$). A medium effect size is evident in this case.

Table 5.11: ANOVA for social effects by language

	Afrikaans (1)	English (2)	Other (3)	p-value	Effect sizes		
					1 with 2	1 with 3	3 & 2
Business and community effects	4.27 (±0.70)	4.39 (±0.63)	3.85 (±0.96)	0.000	0.18	0.43	0.57
Negative social effects	3.45 (±0.98)	3.57 (±1.05)	3.22 (±1.20)	0.030	0.11	0.20	0.30
Opportunities for residents	4.11 (±0.93)	4.34 (±0.64)	3.85 (±0.89)	0.000	0.25	0.29	0.56
Environmental effects	4.34 (±0.90)	4.39 (±0.67)	3.95 (±1.08)	0.000	0.06	0.36	0.41
Cost of living effects	4.30 (±1.01)	4.42 (±0.79)	3.98 (±1.00)	0.001	0.12	0.31	0.43

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2010)

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater than 0.8)

In the case of Opportunities for residents, Environmental effects, and Cost of living effects the English-speaking residents considered these a more important social effect of tourism than those speaking other languages. Small and medium effect sizes were evident.

5.3.1.3 Comparison of social effects by education

Table 5.12 shows the ANOVA for social effects by level of education. It shows significant differences for all the social effects of tourism with p-values smaller than 0.000. In terms of Business and community effects Afrikaans-speaking (4.27) residents considered it more important than residents speaking other languages (\bar{x} =3.85). A small effect size is evident in this case. This result was the same for English-speaking residents (\bar{x} =4.39) when compared with residents speaking other languages (\bar{x} =3.85). A medium effect size is evident in this case.

Table 5.12: ANOVA for social effects by level of education

	No School (1)	Grade 12 (2)	Diploma, Degree (3)	Post-graduate (4)	Professional (5)	p-value
	Mean & Std dev	Mean & Std dev	Mean & Std dev			
Business and community effects	3.92 (±0.67)	3.96 (±1.00)	4.29 (±0.65)	4.33 (±0.72)	4.45 (±0.70)	0.000*
Negative social effects	3.53 (±0.74)	3.46 (±1.16)	3.45 (±1.09)	3.08 (±0.98)	3.71 (±1.10)	0.14
Opportunities for residents	3.92 (±0.60)	4.10 (±0.94)	4.05 (±0.81)	4.23 (±0.80)	4.50 (±0.81)	0.10
Environmental effects	4.28 (±0.50)	4.11 (±1.07)	4.20 (±0.83)	4.27 (±0.89)	4.79 (±0.87)	0.03*
Cost of living effects	3.88 (±1.02)	4.01 (±1.08)	4.38 (±0.79)	4.41 (±0.87)	4.59 (±1.07)	0.00*

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2010)

In the case of Business and Community Effects, Environmental effects and Cost of living effects, significant differences were found. In terms of Business and Community Effects the Tukey test indicated that residents with no schooling (\bar{x} =3.92) differed from those with a professional qualification (\bar{x} =4.45) who agreed more with these social effects. Added to this those residents with a grade 12 qualification (\bar{x} =3.96) differed from those with a professional qualification (\bar{x} =4.45) who rated the Business and Community Effects higher.

Differences also exist between those with no schooling ($\bar{x}=3.92$) and those in professional qualifications ($\bar{x}=4.50$) with regard to Opportunities for residents. Those with the higher qualifications considered Opportunities to be more. With regard to the Environmental effects it was evident that those with no schooling ($\bar{x}=4.28$), those with Grade 12 ($\bar{x}=4.11$), those with a diploma, or a degree ($\bar{x}=4.20$) and those with a post-graduate qualification ($\bar{x}=4.27$) differed significantly from those with a professional qualification ($\bar{x}=4.79$) who agree to a larger extent with these social effects.

Lastly significant differences were also determined for Cost of living effects where those with no schooling ($\bar{x}=3.88$) and Grade 12 ($\bar{x}=4.01$) differed from those with professional qualifications ($\bar{x}=4.59$). From the results it is evident that educational level directly influences the ways residents assess the effect of tourism on the community.

Table 5.13: Effect sizes for the ANOVA for social effects by level of education

		No School with	Grade 12 with	Diploma & Degree with	Post graduate with
Business and community effects	No School				
	Grade 12	0.04			
	Diploma & Degree	0.55	0.32		
	Post-graduate	0.57	0.36	0.05	
	Professional	0.75	0.48	0.22	0.17
Negative social effects	No School				
	Grade 12	0.06			
	Diploma & Degree	0.07	0.01		
	Post-graduate	0.46	0.33	0.34	
	Professional	0.17	0.22	0.24	0.58
Opportunities for residents	No School				
	Grade 12	0.19			
	Diploma & Degree	0.16	0.05		
	Post-graduate	0.39	0.14	0.23	
	Professional	0.71	0.43	0.55	0.33
Environmental effects	No School				
	Grade 12	0.16			
	Diploma & Degree	0.09	0.08		
	Post-graduate	0.01	0.15	0.08	
	Professional	0.59	0.64	0.68	0.59
Cost of living effects	No School				
	Grade 12	0.13			

	Diploma & Degree	0.49	0.34		
	Post-graduate	0.52	0.37	0.03	
	Professional	0.66	0.54	0.20	0.17

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater than 0.8)

From Table 5.13 a significant number of medium effects sizes are evident which makes this research relevant to the industry. Education plays an important role in how residents experience tourism and the social effects thereof.

5.3.1.4 Comparison of social effects by age and number of years living in the area

Table 5.14: Spearman's rho correlation for the social effects by age

Social effects	Correlation Coefficient	Sig.(2. tailed)
Business and community effects	0.169*	0.000
Negative social effects	-0.06	0.28
Opportunities for residents	0.07	0.16
Environmental effects	0.144*	0.01
Cost of living effects	0.127*	0.01

*small $r_s = .0-.29$; ** medium $r_s = .30-.49$; *** large $r_s = .50-1.0$

It is clear from Table 5.14 that three significant but small correlations were evident between age and Business and Community effects ($r_s=0.169$); between age and Environmental effects ($r_s=0.144$) and between age and Cost of living effects ($r_s=0.127$). These were all positive correlations; thus, as respondents grow older they tend to rate the social effects of tourism higher.

Table 5.15: Spearman's rho correlation for the social effects by number of years living in the area

Social effects	Correlation Coefficient	Sig.(2. tailed)
Business and community effects	0.113*	0.03
Negative social effects	0.10	0.06
Opportunities for residents	0.09	0.07
Environmental effects	0.140*	0.01

Cost of living effects	0.09	0.09
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*small $r_s = .0-.29$; ** medium $r_s = .30-.49$; *** large $r_s = .50-1.0$

It is clear from Table 5.15 that two significant but small correlations were evident between number of years living in the area and Business and Community effects ($r_s=0.113$) and between number of years living in the area and Environmental Effects ($r_s=0.140$). These were all positive correlations thus the longer residents have been living in the area the higher they tend to rate the social effects of tourism.

5.3.1.5 Inter-correlations between the social effects

Table 5.16: Spearman's rho correlations between social effects

Social effects		Business and community effects	Negative social effects	Opportunities for residents	Environmental effects	Cost of living effects
Business and community effects	Correlation Coefficient	1.000	0.00	.423**	.669***	.578***
	Sig. (2-tailed)		0.99	0.000	0.000	0.000
Negative social effects	Correlation Coefficient	-0.001	1.00	.174*	0.028	-0.024
	Sig. (2-tailed)	0.987		0.001	0.590	0.647
Opportunities for residents	Correlation Coefficient	.423**	.174*	1.000	.464**	.444**
	Sig. (2-tailed)	0.000	0.00		0.000	0.000
Environmental effects	Correlation Coefficient	.669***	0.03	.464**	1.000	.488**
	Sig. (2-tailed)	0.000	0.59	0.000		0.000
Cost of living effects	Correlation Coefficient	.578***	-0.02	.444**	.488**	1.000
	Sig. (2-tailed)	0.000	0.65	0.000	0.000	

*small $r_s = .0-.29$; ** medium $r_s = .30-.49$; *** large $r_s = .50-1.0$

It is evident from Table 5.16 that the social effects are dependent on one another. Thus the social effects of tourism cannot be isolated, since an event forming part of the environmental effects will influence Business and leisure opportunities interchangeably. It is also important to take note of that finding that if the Business and community effects increase other variables such as Environmental and Cost of living effects will also increase.

5.3.1.6 Inter-correlations between the social effects and the image of Parys

It is again evident from Table 5.17 that as residents' perceptions of the social effects change so will the image of Parys change as well. Decisions around development should not be made in isolation but in collaboration with trusted stakeholders.

Table 5.17: Spearman's rho correlations between social effects and the image of Parys

		Business and community effects	Negative social effects	Opportunities for residents	Environmental effects	Cost of living effects
Infra- and suprastructures	Correlation Coefficient	.599**	-.246**	.340**	.584**	.448**
	Sig. (2-tailed)	0.000	0.00	0.000	0.000	0.000
Nature and cultural attractions	Correlation Coefficient	.407**	0.01	.265**	.334**	.309**
	Sig. (2-tailed)	0.000	0.87	0.000	0.000	0.000
Hospitality	Correlation Coefficient	.421**	-.123	.280**	.429**	.328**
	Sig. (2-tailed)	0.000	0.02	0.000	0.000	0.000

*small $r_s = .0-.29$; ** medium $r_s = .30-.49$; *** large $r_s = .50-1.0$

5.4 CONCLUSIONS

It was the purpose of this chapter to report on the collected data that were analysed to achieve the aim of the research and to attempt to clarify issues that have been discussed throughout the study. From a demographic point of view respondents were fairly evenly spread between males and females, either Afrikaans, English-speaking with 33% speaking other languages. These respondents hold a degree or a diploma and are mostly in self-employed or educational positions.

The respondents are loyal to this area and have been living in Parys between 21 and 30 years. They consider the effect of tourism on the community and themselves as individual as positive. In terms of the social effects residents felt that because of tourism prices of goods and services have increased, but also that the image of the city and infrastructure has improved. One can see that they are positive towards tourism development at this stage and consider Parys a friendly city to visit. The factor analysis for social effects revealed five factors with high levels of internal consistency. In terms of the image of Parys with reference to the cognitive image it was revealed that residents consider this town to have well-developed infrastructure, to offer good restaurants and great nightlife activities. The factor analysis resulted in three factors with reference to Infra- and suprastructure, Nature and cultural attractions and Hospitality. Residents believe that tourists visit this town and area to relax, for business purposes and to seek adventure and pleasure.

The social effects of tourism are influenced by gender (to a small extent); language (to a greater extent); by level of education (to a great extent) as well as age and number of years living in the area. The conclusions are drawn and recommendations made are discussed in the next chapter, namely Chapter six.

CHAPTER 6

CONCLUSIONS AND RECOMMENDATIONS



6.1 INTRODUCTION

This chapter is the concluding chapter of this study. The purpose of chapter is to discuss the results of this study in accordance with the aims and objectives of the dissertation. The primary objective of this study was to analyse the social effects of tourism on the residents and determine the factors influencing these effects on the residents of Parys, South Africa. In order to achieve this primary objective, various secondary objectives were formulated and achieved in the proceeding chapters.

- The first objective was to conduct an in-depth literature review on the social impacts (effects) of tourism and community involvement. The social effects were discussed in Chapter 2 with reference to theories, types of effects and how this can change the behaviour and attitudes of residents. For the purpose of this study the social exchange theory served as theoretical framework which highlights an exchange process which should be focused on positive outcomes. The second part of the first objective was achieved in Chapter 3 where the importance of community involvement was analysed. The focus was on involvement and participation as part of the social exchange process. It was evident that the local community should be involved in tourism efforts for it to succeed but that it is not easily achieved and not the same for all communities. The relevance and roles of the different stakeholders were analysed and the importance of an integrated effort was highlighted.
- The second objective was to determine the social effects with reference to the positive and negative impacts as well as the sustainability indicators as it is relevant to the residents of Parys. It is important to analyse the unique situation of Parys which has developed as a popular tourism destination for short-breaks and has become more popular as a tourist destination over the last few years. This was achieved in Chapter 5.

The final objective of this study is to draw conclusions and make recommendations on the social effects of tourism on the community of Parys. This will guide the development of tourism products and the tourism industry and lead to an improved understanding of the attitudes of residents pertaining to the tourism industry.

The purpose of this chapter is thus to achieve the final objective of this study and this will be done by summarizing the dissertation chapters, drawing conclusions in accordance with the objectives, and making recommendations for the study and for future studies. Attention is also given to the limitations of the study.

6.2 SUMMARY OF THE DISSERTATION CHAPTERS

The dissertation of the study was divided into six different chapters, each serving a separate purpose. The first chapter, which is the foundation and base of the study, gave the roadmap of the study showing how the objectives will be achieved. It also highlights the problem statement of the study showing the importance of understanding the attitudes of the residents and how to deal with it. The main goal of this study was set in chapter 1 which was to analyse the social effects of tourism and determine the influence of tourism on the local community of Parys, located in the province of Free State, with reference to the positive and negative impacts, as well as sustainable indicators for community involvement and sustainable tourism development.

In the second chapter the focus is on extensively analysing the dynamics of the social impacts (effects) of tourism. The term *social impact* and the models that explain how and why social impacts occur were examined, as well as different theories underpinning the social impacts and the categorisation of social impacts of tourism according to the positive and negative impacts. This assisted in understanding the factors influencing the social impacts of tourism in both a positive and negative manner. It was clear from this chapter that it is important to understand the social effects since it can influence the development of the industry. The support of the community is important and this can be achieved by understanding residents' feelings towards the tourism industry and their perceptions of tourism in general. This information was captured in the first literature review (Chapter 2). From this chapter the various positive and negative impacts were identified and included in the questionnaire of the current study.

The third chapter of the study was dedicated to the analysis of literature focusing on community participation in tourism and the relationship between tourism and communities.

The different roles of the various stakeholders were described and it was found that creating a participative culture amongst these stakeholders is not easy. However, it is necessary and should be developed. It was clear that residents play a critical role and should be acknowledged in current and future tourism developments. Barriers that prevent community participation in the industry were identified and recommendations were made to assist in overcoming the barriers. This was thoroughly analysed in the second literature review (Chapter 3). From this chapter the importance of participation and the views of the residents concerning selected indicators were identified and included in the questionnaire of the current study.

The fourth chapter focused on the research methodology and design of the study. This is an important chapter that explained the choices made in terms of methodology. Aspects related to this were discussions of the target population, sampling frame, sampling size and measurement instruments as well as ethical considerations of the study. The absence of a list of residents was a challenge but was solved with the sampling method chosen.

The fifth chapter of this dissertation directed attention to the analysis of data by clearly giving the empirical results as well as the interpretation of the findings. As part of the results of the dissertation the demographic profile of the residents was analysed and it was clear that most of them have been living in Parys for some time and were well-presented in terms of gender. In this chapter the data was analysed by means of frequency tables, factor analysis, *t*-tests, ANOVAs and correlation analyses. Overall the residents were positive about tourism in Parys and it was clear that they support the development of the industry. A number of positive as well as negative effects were identified of which the improvement of the image of Parys was the most positive effect and the increase in prices of goods and services was the most negative effect. Respondents feel that the town is well-developed for the purpose of tourism, be it day or overnight visitors, with good infra- and suprastructure. The respondents highlighted the tourism-friendliness of the town and its people. Finally, in the last chapter which is the sixth, conclusions are drawn, recommendations are made and limitations of the study are acknowledged and implications for future/further research discussed.

6.3 CONCLUSIONS

This section discusses conclusions based on the objectives of the study.

6.3.1 Conclusions based on the literature review of the social impacts (effects) of tourism and community involvement

- Impacts of tourism (economic, social and environmental) are prominent topics in tourism research, but social impacts are still researched to a lesser extent than economic impacts. However, residents' friendliness and support are very important for the sustainability of the tourism industry, thus more emphasis should be placed on social impact studies in different contexts (c.f. 2.1).
- A range of research studies mostly emphasise job creation and the income-generating potential of this industry which is economical, while placing much less emphasis on the social impact (c.f. 3.8.1). Therefore it becomes clear that there is a gap in literature pertaining to the social impacts, especially in terms of the identification, classification and application of these impacts.
- A number of definitions have been developed for the social impacts of tourism and it was evident that no standardized definition exists. However, for the purpose of this study it is seen as ways in which tourism is contributing to changes on the quality of life of local communities; these changes/impacts may either be positive or negative (c.f. 2.2).
- In order to better understand social impacts as well as how they influence communities, it was important to analyse the origin of a community structure by examining the social impacts theories as well as how they developed. Again there is no preferred theory for this type of study (c.f. 2.2).
- To acquire adequate background of the social impacts various theoretical models and frameworks have been developed that assist one in understanding social impacts which can enable one to manage them. The social exchange theory (SET) (c.f. 2.2.1), social representation theory (SRT) (c.f. 2.2.2), Butler's theory (c.f. 2.2.3) and Doxey's irridex (c.f. 2.2.4) provided a framework for analysing and understanding the social impacts and community perceptions of tourism development. The collective of these models have their place in describing and creating an understanding pertaining to the social impacts of tourism. However, the social exchange theory creates a more basic understanding of how host communities will react to tourism around the simple understanding of give and take (c.f. 3.1). If tourism takes away from the community, they will not lend their support to the industry (c.f.

3.2.2). In contrast, if tourism provides benefits, the host-community will be less reluctant not to support it (c.f. 2.2).

- There are similarities but also differences between these different models and frameworks and it is thus important to choose the most appropriate one for the case study at hand. In the case of Parys the social exchange theory forms the theoretical framework of the study (c.f. 2.5).
- Social impact is the changes in a society, referring to its norms as well as values and structures of a host community as a result of other cultures coming into contact with them and influencing them positively or negatively (c.f. 2.4). These influences should be managed so as to maximise the positive impacts and minimise the negative impacts (c.f. 2.5). This demands knowledge of these impacts which is seldom available, being up to date and having a representative view of a particular community.
- There are various factors that influence the social impacts occurrence in different communities where tourism is taking place. These factors can include the characteristics of the host community as well as the characteristics of the tourists (c.f. 2.5) which triggers questions concerning general guidelines and models. Page and Dowling's (2002:27) ecotourism paradigm shows the dynamics among people, resources and tourism in successful tourism: each makes a positive contribution to the others (c.f. 2.4.1.3).
- Characteristics of the community can include the community's growth rate, the community's dependency on the economic contributions of tourism, the homogeneity of the host society as well as the residents' involvement in the tourism industry, for instance (c.f. 2.5.1). This type of knowledge requires up to date information which supports this study – in actual fact this type of research should be conducted every alternative year at fast-developing destinations.
- Characteristics of the tourists that influence the social impacts in community include: the tourist types and numbers, the activities of the tourists as well as their length of stay, for instance (c.f. 2.5.2). Most of the time residents do not have control over these numbers but developing agencies should take into consideration the infrastructure and suprastructure of a destination to determine whether or not it will be able to carry high numbers of visitors.
- The concept *community* is widely discussed with interpretations that do not agree with one another, which is caused by the differing perspectives of individuals. Community connects to any of the following features: a) A small society; b) A sense of same identities and features; and c) Qualities of possessing similarities. A

community includes all residents of a town or city where tourism activities take place (c.f. 3.2.3). For the purpose of this study geographic location was used as identifier of the community of Parys.

- Community members form a vital part of the tourism industry as they provide services and facilities and contribute to the overall experience of visitors (c.f. 3.3) and for this reason it is important that they participate in the industry, seeing that it is their living area and they should have a say in it (c.f. 3.2.2). It can however be concluded that there is not a one-size-fits-all approach to deal with residents – a tailor-made strategy should be developed based on the needs of the host community.
- There are however models that assist developers in understanding to what degree residents participate in tourism developments (c.f. 2.4.2), namely Arnstein's Ladder of Citizen Participation as well as Pretty's typology of participation (c.f. 3.4.2). Both these models measure different levels of community participation, with the lowest number indicating that they do not support the industry at all, while the highest indicates that they own local tourism businesses.
- The ideal situation for a tourism destination is thus that residents should own these businesses or play a significant role in the planning and development of this industry in their area (c.f. 3.5).
- However, various barriers exist that may hinder community participation (c.f. 3.8.1). This can include, amongst others, residents who do not understand the decision-making process or tourism planners and in that case the process becomes costly and timely.
- Various guidelines for tourism planning and development were developed (c.f. 3.7.2), but adhering to these guidelines will not necessarily guarantee tourism sustainability as social impacts also play an important role.
- From the two literature review chapters it becomes clear that it is important to be aware of social impacts and one should be able to manage these impacts. If these are properly managed, the tourism industry in the community of Parys might experience greater economic growth than expected. For the tourism industry to prosper communities are the major role-players and should be involved in every step. If communities are not involved and benefits of tourism are not infiltrating to them this could cause problems for Parys as a developing tourist attraction/destination. The economic and social benefits of tourism are key to encouraging and discouraging community participation and support if they are well-managed. To ensure local residents' support for the tourism industry it is important to determine what the social impacts of tourism in Parys are as well as how the positive impacts might be

maximised. As a result, the researcher furthermore had to critically analyse the social impacts as well as how they affect local communities.

6.3.2 Conclusions based on the empirical analysis of the data

This section discusses conclusions based on the empirical analysis of collected data.

6.3.2.1 Conclusions with regard to the demographic profile of respondents

- From a demographic profile perspective respondents were females (52.2%), mainly between the ages of 25 to 35 years, English-speaking (35%), holding diplomas and degrees (40%) as their highest level of education and were self-employed (14%). Thus respondents had the ability to understand the questions and complete the questionnaire.

6.3.2.2 Conclusions with regard to the social effects of tourism

Positive social effects

- The perception of the benefits of the social impacts of tourism is stronger at community level than at individual level and furthermore residents feel positive towards the tourism industry even if others are still negative towards the industry. Tourism is playing a vital role in the lives of local residents as far as the economic upliftment of the community is concerned. Tourism is contributing to the economic development of the community through increased employment opportunities as well as entrepreneurial opportunities for local businesses and the community.
- The standard of living continues to increase, while residents benefit from economic opportunities brought by tourism. It is therefore clear that positive social impacts play a vital role in fostering community support for the tourism industry. This already reveals the importance of the positive social impacts of tourism in that local residents do reap benefits from the industry.
- The positive social impact pertaining to community upliftment and pride was perceived as the most important with more entertainment and infrastructure improvements to the image of the Parys as a tourist destination.
- The positive effects outweigh the negative effects. This is a good finding for the future development of tourism in Parys.
- Residents consider Parys to be tourist-friendly with good infrastructure and facilities. The uniqueness of Parys lies in its history and cultural attractions, cultural activities and fauna and flora.

Negative social effects

- The development of tourism in the communities does not only result in positive effects, it also carries with it negative social effects to the communities, as a result in Parys prices of some goods and services increased which results in a financial strain to some members of the community.
- With increased entertainment and image of Parys as a tourist destination some communities felt that this has resulted in increased traffic congestion with people coming to visit the area for different reasons.
- From the above research, one can see that social impacts of tourism affect communities in different ways but with proper planning and community involvement, the positives outweigh the negatives and play a very significant role in community upliftment. This means that research should be done on other communities in South Africa in order to ensure the growth and sustainability of tourism at the national level as a major generator of income for residents and the country.
- Residents are aware of negative effects but these play a small role in the assessment of the effects. Given the fact that Parys is a small town effective planning is needed to manage price increases, traffic congestions etcetera.

In general:

- Residents felt that most tourists visit Parys for business reasons which indicates the opportunity to market it as the place to relax.
- The social effects are influenced by gender, language, level of education, age and number of years living in the area which creates difficulties in managing these effects.
- Residents speaking other languages are less aware of what tourism means to Parys; it might also be that they are less involved than Afrikaans/English-speaking residents.
- Level of education makes a difference in the assessment of the social effects. Residents with higher levels of education seem to understand the industry better.
- Older respondents and those that have been staying in Parys for a longer period rated the social effects higher – they have been exposed to the growth of the tourism industry in Parys and therefore might view it differently.
- It can be concluded that the social effects of tourism do not take place or develop in isolation; the one effect is directly linked to the next. As one social effect, for example Business and Community effects, increases, the next social effect, for example Cost of living, will also increase.

6.4 RECOMMENDATIONS

Recommendations are provided for the study and for further research

6.4.1 Recommendations with regard to the study

- The positive social effects of tourism play a strong role in fostering community support for tourism. It is therefore recommended to continuously remind residents of the importance of the tourism industry, how important their role in it is and how they can benefit from it. This will help grow their pride in their community as well as their support for the tourism industry.
- Tourism developers and planners should place more emphasis on the positive social impacts such as opportunities for entrepreneurs, fostering community upliftment and opportunities for local businesses as this factor was revealed to be the most important and influential for residents. This can be done by providing residents with a platform to practice their traditional ways by for example employing them at restaurants to prepare traditional dishes to foster community upliftment and participation.
- Community members should be educated (workshops on tourism; establishing a tourism business, marketing for tourism businesses) on the importance of tourism for their community as well as the possible positive and negative impacts that it might bring. It will help them prepare for a possible shock when the social effects become apparent and they will know how to react to tourists, thus building cross-cultural relations.
- Tourism planning should closely involve the government, the private sector and the community. Leaving any of these important stakeholders out of the planning could result in problems with support, success and sustainability. The community should be included in the planning of tourism development.
- Ensure that there is always open, honest communication between the community, the tourism developers and the local government. Residents will appreciate the honesty and be more lenient towards future tourism development.
- Assist in solving current problems in a community before continuing with tourism developments. This includes traffic congestion, parking availability in the area, degraded infrastructure as well as other community issues. If a community is having problems with traffic for instance, one should first address this before bringing tourists who are going to aggravate the situation.
- The improvements to the community as a result of tourism should be marketed to the local residents. This can include tangible aspects such as, new recreational facilities or natural areas, infrastructure such as new roads or intangible social impacts such as

public funding for community activities, community pride or employment opportunities. This can be marketed on local radio stations.

- It was clear that residents are positive and this should be utilised in the marketing campaigns of Parys.
- This study provides useful insights for tourism developers, government and municipalities to take a different meaningful approach in their planning as far as tourism is concerned. The findings of this study on the social effects of tourism in communities provide a solution to high employment and job creation opportunities.

6.4.2 Recommendations with regard to future research

- The distribution of questionnaires to residents through fieldworkers is a time consuming process. In future research, one should attempt to obtain population lists from the local municipality and consider distribution through an email system.
- Future studies may be conducted by using data from other different towns and provinces where tourism development is taking place with the same or revised questionnaire.
- A comparative analysis of this study subject between or among countries with different levels of development or cultures can present added insights and greatly contribute new knowledge to the existing body of social impacts of tourism.
- A future study can address the cultural differences in how tourism is seen and the activities interpreted. Clear differences were evident in terms of language which might lead to more in-depth insights.

6.5 LIMITATIONS OF THE STUDY

The following limitations were evident:

- Although it might be considered as a limitation that the survey was only run in Parys, the significant nature of this town and the unique application of social effects motivated this approach.
- Even though random sampling was possible by means of the different areas selected in Parys and surrounding townships, population lists for the sampled communities proved difficult to obtain. This might limit the generalisation of the data.
- It was difficult to sample communities on weekends seeing that community members are busy which made it more difficult to retrieve distributed questionnaires. One should try to allocate a longer period for data collection.
- Some community members have a lower level of education, which made it difficult for them to understand certain terms and complete the questionnaire by themselves. It took

time to explain certain terms to these residents, because of language barrier, research assistants would help.

- Community members are made up of various cultures from various backgrounds and as a result, some residents' views differ significantly. This could have influenced the data collection. For future research one might have distinguish between culture groups (not necessarily racial groups). This would furthermore make for interesting additional research.
- Access to homes is a challenge and one may need a different strategy in the future to increase the number of questionnaires.

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APPENDIX 1: COVER LETTER AND RESEARCH QUESTIONNAIRE