

ANALYSING THE PERCEPTIONS OF SELECTED TOURISM STAKEHOLDERS ON RURAL TOURISM DEVELOPMENT IN THE VHEMBE DISTRICT

**Dissertation submitted in fulfilment of the requirements for the degree Magister
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B-Tech Tourism Management



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DECLARATIONS

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ABSTRACT

Tourism is one of the fastest growing and largest service industries in the world that occupies the centre of the stage in the socio-economic, environmental and political fields. In South Africa the case is no different where the tourism industry makes a substantial contribution to the country's economic growth and almost all nations are in recent times recognizing the importance of tourism and embracing it. Both praised and despised as a development option, rural tourism is increasingly viewed as a remedy, increasing the economic viability of marginalised areas, stimulating social regeneration and improving the living conditions of rural communities. Tourism in the rural areas of developing countries is expanding at a rapid pace and is often a primary means of income in these areas. In many cases, destinations take reasonable advantage of this dynamic industry as a major income, employment, private sector growth and infrastructure development. However, some research endeavours indicate that tourism will never come to dominate all rural areas, particularly in the developing world – there are vast swathes of rural areas for which tourism is not relevant for the foreseeable future. These necessitate the need for the industry to be sustainable.

Sustainable tourism development should aim at improving the residents' quality of life by optimising local economic benefits, protecting the natural and built environment and providing a high-quality experience for visitors. This should also provide a long-term economic linkage between destination communities and industries. It should aim to minimise the negative effects of tourism on the natural environment and improve the socio-cultural well-being of the destination communities. This notion serves as a motivation for this study which aim is to analyse the perceptions of selected tourism stakeholders in the Vhembe district with reference to the community, tourism business owners and local government concerning rural tourism development in this region. Attention was given to the economic, social and environmental influences of tourism by focusing on both positive and negative aspects as well as aspects related to tourism development. The secondary objectives of this study were: (i) to describe different roles, relationships, responsibilities and expectations of stakeholders in tourism by means of an in-depth literature review; (ii) to analyse rural tourism with reference to community involvement in tourism, business contribution, local government support and identify types of

resources integral to tourism in the rural areas by means of a literature review; (iii) to empirically analyse the perceptions of selected tourism stakeholders by assessing economic, environmental and social aspects as well as their level of participation, success factors and challenges; and (iv) to draw conclusions and make recommendations on mechanisms that might contribute towards the sustainable development of rural tourism with the focus on relevant stakeholders.

To achieve the objectives, this study followed a mixed-method approach where both surveys (quantitative research) and interviews (qualitative research) were conducted. Two surveys were done; one in the community and the second one at tourism businesses in the Vhembe region. It was clear from the results that residents are fairly positive towards the tourism industry and acknowledge the contributions (both economically and socially) to the community and area. There is however room for improving the rural tourism product in order to attract higher numbers of tourists. Government is contributing to the development of the industry but it seems that a lack of skills and marketing campaigns are huge challenges. The business owners are interested in the economic gains from this industry but there is a need for training and mentoring so that the business can grow to such an extent that it becomes an employer to a number of residents. The natural and cultural uniqueness of this area was evident as well as the potential as a tourism attraction. The selected stakeholders however emphasise the importance of cooperation and integrated planning to grow the tourism industry.

Keywords: Tourism Industry, Sustainable Tourism, Sustainable Development, Rural Tourism, Community and Tourism impacts

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LIST OF ABBREVIATIONS and ACRONYMS

ABET	– Adult Basic Education and Training
ANOVAs	– One-Way-Analysis of Variances
B&B	– Bed and Breakfast
CBD	– Central Business District
DEAT	– Department of Environmental Affairs and Tourism
EU	– European Union
FET	– Further Education and Training
FIFA	– Federation of International Football Association
GDP	– Gross Domestic Product
GHG	– Greenhouse Gas
HIV/AIDS	– Human Immunodeficiency Virus / Acquired Immunodeficiency Syndrome
IDP	– Integrated Development Plan
KMO	– Kaiser-Meyer-Olkin
LDCs	– Least Developing Countries
LED	– Local Economic Development
LEDA	– Limpopo Enterprise Development Agency
LEDET	– Limpopo Economic Development Environment and Tourism
LTAs	– Local Tourism Associations
LUMS	– Land Use Management System
MESE	– Meetings Exhibitions and Special Events
NDT	– National Department of Tourism
NGOs	– Non Government Organisations
NP	– National Park
NYDA	– National Youth Development Agency
PDAs	– Previously Disadvantaged Individuals
PDIs	– Previously Disadvantaged Individuals
RETOSA	– Regional Tourism of Southern Africa
SA	– South Africa

SADC – Southern African Developing Communities
SANRAL – South African National Roads Agency Limited
SAPS – South African Police Service
SAT – South African Tourism
SEDA – Small Enterprise Development Agency
SMMEs – Small Medium and Macro Enterprises
SPSS – Statistical Package for Social Sciences
Stats SA – Statistic South Africa
TBCSA – Tourism Business Council of South Africa
TEP – Tourism Enterprise Partnership
TGCSA – Tourism Grading Council of South Africa
TOMSA – Tourism Marketing Levy South Africa
UNCTAD – United Nations Conference on Trade and Development
VFRs – Visiting Friends and Relatives
WHS – World Heritage Site
WTO – World Tourism Organisation
WTTC – World Travel and Tourism Council

CHAPTER 1: Background to the Study

1.1 INTRODUCTION

Tourism is one of the fastest growing and largest service industries in the world that takes centre stage in the socio-economic, environmental and political fields. After World War II, tourism was introduced and used as a catalyst for rural emancipation and currently travel and tourism creates jobs, generates prosperity across the world and drives exports (Bahrami & Noori 2013:1074; World Travel and Tourism Council 2018). This industry contributes significantly towards the Gross Domestic Product (GDP), more specifically the contribution was 10.4% with 313 million jobs (9% of total employment) in 2017 (WTTC 2018). In South Africa the case is no different where the tourism industry makes a substantial contribution to the country's economic growth, more specifically the direct global contribution of this industry to the GDP was 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 2.4% to 10.3 million in 2017, with an R80.7 billion foreign direct spend, while domestic tourists contributed R22.1 billion from 17.2 million domestic trips (South African Tourism 2017).

Patterns of significant tourism growth and tourist numbers are however more evident in developed countries than in developing countries and more evident in urban areas than in rural areas. However rural tourism developed due to changing trends whereas the traditional sun- and beach tourism experiences have stagnated. The success of rural tourism experiences lies in authenticity, customisation and more individualised experiences (Campón-Cerro, Hernández-Mogollón & Alves 2017). Growing tourism in South Africa holds challenges and tourism product owners and managers experience challenges in spreading tourists across the country. Rural tourism can however contribute to a better spatial distribution of tourists (South African Tourism, 2017; Campón-Cerro *et al.* 2017). Tourism success is dependent on a number of stakeholders with inclusion of the public sector, private sector, residents and tourists (Scholtz & Slabbert 2018). However in rural settings residents are often not familiar with tourism activities and there might be a lack of tourism products and limited knowledge on how to grow tourism. In the same vain there might be authentic products and experiences that merely need to be developed in a sustainable manner which will contribute to the social and economic wellbeing of role-players. The Vhembe district in Limpopo province is one such area which holds tourism potential that needs to be developed in an integrated manner.

1.2 BACKGROUND TO THE RESEARCH

It is already evident from the information above that the tourism industry is seen as key to contribute to the government's job creation drive and also to contribute to the GDP (Van Schalkwyk 2013:1). This implies the development of rural areas and the culture industries. In previous years, South Africa has seen an exceptional 15,1% increase in tourist arrivals to the country (National Department of Tourism 2018: i). The South African tourism industry received 8.1-million foreign tourists with the successful hosting of the FIFA World Cup in 2010. Despite tough global economic circumstances, tourism grew in 2017 to 10.3 million international tourists visiting the country (South African Tourism 2017).

South Africa's fast-growing tourism industry is in line with worldwide trends towards alternative tourism, such as rural tourism. This type of tourism signalled a breakaway from the perception of coastal tourism as an ideal tourist experience and it also affords an opportunity for tourism development in rural areas (Viljoen & Tlabela 2007:2). The industry also presents opportunities for self-employment, contributing to rural development and foreign exchange earnings (South Africa Yearbook 2012/3:574). Tourists visit South Africa to experience the country's natural and cultural resources mostly found in rural areas (South African Tourism 2017). This makes tourism initiatives to become more important and community-based since tourists are willing to experience a true reflection of a rural communal life (Sustainable Tourism in South Africa and Regional Travel 2007:84). It is also believed that the cultural heritage which forms part of the core of tourism activity in rural areas, drives the industry. However, large crowds of visitors can threaten the conservation of these sites (United Nations 2013:20) and the sustainable development and management thereof is important.

Rural tourism is seen to be a valuable (Kusat 2016:12) and growing sector of the tourism industry which represents an important source of income in rural economies (Zhou 2014:228; Sharpley 2002:234). With fundamental and proper planning, it can continue to be effective in growing the entire economy (Bahrami & Noori 2013:1074). 'South Africa is a beautiful country with a rich cultural and natural diversity offering many activities and attractions to tourists from all over the world' (Sustainable Tourism in SA and Regional Travel 2007:2). The significant increase in international tourism demand has shaped the development of niche tourism types and promised to provide positive spin-offs for rural tourism (Viljoen & Tlabela 2007:7).

Most visited tourism destinations, particularly in developing countries, include natural resources (that range from national parks, wilderness areas, mountains and lakes), man-

made sites such as dams and also cultural sites such as sacred forests which are mostly found in rural areas. These have proved tourism to be the cornerstone of socio-economic development in the rural areas. In most instances, most poor rural communities have tourism potential with a dire need for socio-economic upliftment (Okech, Haghiri & George 2012:37).

Approximately 3.3 billion people (nearly half of the world's population) live in rural areas of which 90% live in developing countries. These communities are dependent on agriculture and natural resources but they are also known for high levels of poverty, isolation, marginality and lower human development. However, newer forms of land-use such as tourism and recreational activities can contribute to the economic development of these rural areas (Dasgupta, Morton, Dodman, Karapinar, Meza, Rivera-Ferre, Toure Sarr & Vincent 2014). The rural location of tourist attractions provides rural residents with an opportunity to participate in and share the benefits of tourism development (Okech *et al.*, 2012:37). In some cases peripheral and rural areas have considered tourism as a tool for promoting local jobs and raising the level of economic welfare (Rogerson & Visser 2011:251; Fleischer & Felstein 2000:1007) but tourism is also blamed for providing low wages, seasonal employment and other challenges.

When supporters claim that tourism is environmentally friendly, the opponents argue that it depletes resources of value. The argument that it generates new demand in the local economy is challenged by the assertion that it displaces existing demand. Furthermore the position that it generates new revenue sources for rural authorities is often challenged by the assertion that is contrary to say, tourism development is a fiscal burden for many small, rural governments, exerting a disproportionate drain on the local service base (Fleischer & Felstein 2000:1008). Rural tourism utilises both public and privately owned resources as well as available infrastructure and other services to exist and create an offering for tourists. There is also a wide range of role-players with multi-interrelationships that should support the industry. These can include tourists, tour operators, business owners, residents and various other organisations (Cawley & Gillmor 2008:317).

The participation of communities in the ownership or planning of a tourism project do not guaranteed economic gains for the community. It might however ensure greater appreciation and understanding of the people, their needs and culture and associations with the delivery of benefits. Local employment and other benefits associated with tourism are at times secured at the expense of local initiation and control (Simpson 2008:3). The most important aim of tourism is to maximise the net benefits to communities and also increase their participation in managing tourism resources in their own respective areas (Scholtz & Slabbert 2018). However, developing tourism in these areas has its own challenges.

In the study conducted by Bahrami and Noori (2013:1074) the most common negative consequences that are brought by tourism activities in rural areas were found to be damage to the vegetation, significant increases in pricing of land and housing, loss of traditional culture and social conflict between residents and tourists. It is thus evident that tourism development in rural areas might be challenged by management of resources, residents' attitudes towards tourism, lack of tourism-related knowledge and lack of support by government, to name only a few.

However if tourism can be developed in rural areas, especially in ways that allow for high local participation in decision-making, it is likely that the poverty impacts can possibly be manageable. It is also believed that tourism on its own can bring the socio-economic benefits such as employment, revenue generation, promotion of cultural identity and enterprise opportunities to the host community (Okech *et al.* 2012:37). This, however, has not been the case in various communities such as the Vhembe district; hence it is important to analyse ways in which the development of tourism in rural areas can be improved to benefit not only the communities in this district but also others.

1.3 RATIONALE AND MOTIVATION

Tourism is widely considered a tool for enhancing local economies but previous research has indicated that it is not always a panacea (Scholtz & Slabbert 2018). The growth of the tourism industry also attracts the interest of various types of residents (women, youths for example) in rural areas and affords them the opportunity of contributing to the socio-economic development of their area. Women play a particularly important role in the development of responsible tourism, especially in rural communities (Sustainable Tourism in SA and Regional Travel, 2007:95). Tourism can be used as one of the tools to bridge the gap which is evident in the community status quo of the rural workforce (Huang, Beeco, Hallo & Norman 2016:1387). Rural tourism faces some (or all) of the following challenges: lack of investment, difficulty of local residents to adapt to a service role, difficulty integrating all stakeholders, a differentiation between what is expected by the tourists and what is delivered by the tourism suppliers and a lack of skills to do effective marketing, to name but a few (Kim & Jamal 2015:1364). In most rural communities, however, tourism is regarded as a way to diversify the economic activity (Johnson 2010:150) even if there is a struggle to implement it effectively.

The involvement of residents working together with other tourism stakeholders in tourism development therefore is crucial and will ensure success and cooperation (Johnson 2010:153). In areas with low economic activity and inadequate tourism development there

are high expectations from tourism (Sillignakis 2001:8). The socio-economic impacts of rural tourism has been a successful area for research among a range of social scientists that emphasise and challenge the role of tourism as a catalyst for the socio-economic ills in the countryside (Dinu, Cioacă, Ratiu & Pascut, 2011:11). However, tourism in rural areas is not the paramount remedy for rural empowerment, due to its impact on social aspects of the area. Tourism allows for interaction of people from different values, cultures, income levels and lifestyles with each other. This exchange can be either valuable and destructive leading to resistance or threatening of established values and cultures in communities. Some observers argue that rural tourism may lead to cultural degradation or disruption for communities, in particular women and vulnerable indigenous people, in the destination place, as well as conflicts between tourists and the host communities (United Nations 2013:14) if they are excluded from local tourism. These adverse impacts on the community cannot be ignored.

The perception of the community towards rural tourism might be influenced by the negative or positive tourism impacts of which some are tangible and intangible in their own form (Scholtz & Slabbert 2018). However, the success of tourism development, be it pro-poor or not, depends on commercial, economic and logistical issues such as the quality of the product, accessibility of the destination, availability of skills and interest of investors. Urbanised areas therefore hold an advantage in this regard compared to rural areas (Viljoen & Tlabela 2007:2).

Using tourism as a tool for community development necessitates the joint efforts of all stakeholders in tourism, which includes members of the community, businesses and other tourism role-players such as intermediary agencies, whether publicly or privately owned. Limited involvement of residents in tourism planning can lead to a negative perception of tourism. Residents' involvement in local decision-making regarding tourism favourably influences their perceptions of impacts and level of support for industry (Stylidis 2012:3). It is thus important to gather the opinions of different role-players in the development of rural tourism so as to enhance the positive effects and minimise the negative effects of tourism development.

1.4 PROBLEM STATEMENT

Rural tourism is increasingly becoming more important in South Africa due to the type of products offered and what tourists seek in their leisure experiences. However, the development thereof has not been highly successful due to the following reasons. Firstly, most rural communities throughout South Africa depend on subsistence farming or on their families or government grants to sustain a living (Gopaul 2006:2). According to the Vhembe

District Municipality profile (Department of Corporate Governance and Traditional affairs 2011) this area consists mainly of commercial farms, tourism hot spots and small-scale mining activities. Hence there is a need for these communities to expand their sources of income and improve their economic and social levels.

Secondly, knowledge of and skills related to the tourism industry in rural communities is lacking, which hampers the development thereof. It was stated in the municipality profile that the district has potential of becoming a tourist destination but more effort from the district is required to promote tourism in the area (Department of Corporate Governance and Traditional affairs 2011). Residents in these communities need to upgrade their skills and use all available resources in their area for the improvement of their lives. Rural development can be optimised by encouraging participation, empowering the residents and utilising resources in a sustainable manner.

Thirdly, Daniloska and Hadzi Naumova-Mihajlovska (2015:307) argues that research studies conducted on rural tourism found that not all rural tourism is equally attractive to tourists, and that solely providing tourism services does not guarantee demand. The development of this niche-tourism type needs to be explored, planned, negotiated and marketed by means of an integrated effort to attract tourists to a specific location. It was stated in the municipal plan that it is of paramount importance that the government and private sector co-operate in developing these sites (Department of Corporate Governance and Traditional Affairs 2011). The exclusion of the community might have negative effects; consequently their participation is very important. Tshitereke Matibe (executive mayor of the Vhembe district) stated that 'despite its many attractions, the Vhembe district still battles to attract tourists' (Ntlemo, 2012). The business community in the Vhembe district is largely rural and the number of tourism businesses are unknown and not all are registered as businesses. There is thus a need for a better structured approach to address the tourism challenges in this region.

Previous scientific tourism research studies of the Vhembe region include the analyses of residents travel patterns (Nengovhela, Tshipala & Nyikana 2017) and religious travel motivations (Dafuleya, Gyekye, Oseifuah, Nethengwe & Sumbana 2017; Saayman, Saayman & Gyekye 2014). To the knowledge of the researcher no previous study has examined the three role-players in this area as part of one research study with reference to the residents, public sector (municipality) and private sector (tourism businesses) even though the integration of the role-players in the success of rural tourism was evident. Considering the abundance of tourism resources in the Vhembe district, so far, little has been done to develop rural tourism within the Vhembe district as a way of spreading the benefits of tourism among local members of the communities. Therefore the question may

be posed: What are the perceptions of community, business owners and local municipalities of rural tourism development in the Vhembe district?

1.5 AIM AND OBJECTIVES OF THE STUDY

The primary aim of this study is to analyse the perceptions of selected tourism stakeholders in the Vhembe district with reference to the community, tourism business owners and local government concerning rural tourism development in this region. Attention will be given to the economic, social and environmental influences of tourism by focusing on both positive and negative aspects as well as on aspects related to tourism development.

The study seeks to address the following objectives:

- to describe different responsibilities, roles, relationships, and expectations of stakeholders in tourism by means of an in-depth literature review.
- to analyse rural tourism with reference to community involvement in tourism, business contribution, local government support and identify types of resources integral to tourism in the rural areas by means of a literature review.
- to empirically analyse the perceptions of selected tourism stakeholders by assessing economic, environmental and social aspects as well as assessing their level of participation, success factors and challenges.
- to draw conclusions and make recommendations on mechanisms that might contribute towards the sustainable development of rural tourism with the focus on relevant stakeholders.

1.6 THE IMPORTANCE OF THE STUDY

The study is important with reference to the following aspects:

- The outcomes of the study will contribute to the body of knowledge on the rural tourism and socio-economic impacts of tourism development in rural communities.
- It will assist in understanding the residents' perceptions of tourism in a rural context.
- It will assist tourism business owners and local government (municipalities) in improving the quality of life of the residents in the community where tourism events are taking place.
- Recommendations of the study might contribute to the sustainable tourism development of rural areas.

1.7 RESEARCH METHODOLOGY

This study is based on a mixed methodology, namely qualitative and quantitative research methods.

1.7.1 Literature review

An in-depth literature study of the perceptions of the stakeholders of tourism development was undertaken. Textbooks, journals, newspapers, search-engines (Google scholar, Science direct; Emerald; Hospitality Index) and the Internet were used as sources for obtaining this information. The purpose of the literature review was to assess and analyse previous research studies performed on the communities' perceptions of rural tourism development as well as the importance and forms of rural tourism. Keywords that assisted in the gathering of relevant information included: *rural tourism*, *tourism development*, *tourism impacts*, *responsible tourism*, *tourism industry*, *rural areas*, *residents/communities*, *business owners*, *government* and *communities*. This section will analyse the theoretical framework for this study captured in Chapters 2 and 3.

1.7.2 Empirical study

The empirical study focused on the analyses of perceptions for municipality employees, residents and tourism businesses by means of a mixed-method approach in two phases.

1.7.2.1 Phase A: Qualitative research

The study applied qualitative research for analysing the perceptions of municipality employees. This method was the first one to be applied to due to the fact that it allowed for in-depth discussions and analyses and used systematic procedures to discover non-quantifiable relationships between variables; in this case between tourism development and social impacts. Secondly, it allowed for a critical analysis and interpretation of the literature on rural tourism models.

1.7.2.1.1 Population

Bryman and Bell (2017) point out that population refers to the universe of units, like people, nations, cities from which the sample is to be selected. In this part of the study the target population was local government employees in different municipalities (Vhembe District Municipality, Makhado Local Municipality, Musina Local Municipality, Mutale Local Municipality and Thulamela Local Municipality) which all form part of the Vhembe district in the Limpopo Province of South Africa.

According to Local government (2012/13), there are 524 employees working at Thulamela, 829 employees in Makhado, 357 employees in Musina, 168 employees in Mutale and there is a 2 051 staff complement working in Vhembe district municipality. The total number of municipal employees in the entire region is 3 929. The population was deemed suitable for

the study for statistical purposes and it was expected that respondents yield accurate information to contribute towards solving the problem and support the purpose of this study.

1.7.2.1.2 Sampling and description of sampling

In the implementation of non-probability sampling samples are gathered according to a process that does not give all the individuals in the population equal chances of being selected (Bryman & Bell 2017). For this study, purposive sampling was chosen since respondents were chosen with a specific purpose in mind. With purposive sampling, the researcher believes that selected people can better contribute to the research compared to other individuals. This is the reason why they are purposively chosen as subjects (Bryman & Bell 2017). Therefore only employees working in the Department of Planning and Development and those in the Offices of the Municipal Managers were chosen. The reason for choosing these employees is that these are departments within the municipality that drive matters that relate to the municipality's Integrated Development Plan (IDP) and Local Economic Development (LED) cluster which incorporates tourism, business and agriculture.

Interviews were thus conducted among 30 employees spread across five municipalities in the region (Vhembe District Municipality, Musina Local Municipality, Mutale Local Municipality, Makhado Local Municipality and Thulamela Local Municipality) in order to use systematic procedures to discover non-quantifiable relations between the existing variables which are sustainable tourism development and tourism impacts. These interviews were conducted by the researcher and each one lasted 60 minutes. It was conducted at the different offices of the municipal employees. Six interviews were conducted at each municipality during the week days (Monday – Friday) from March 2016 to September 2016.

1.7.2.1.3 Data collection method

The data was collected by means of semi-structured interviews. In this case the interviewer has a general interview guide with questions related to selected topics. The questioning style is usually informal and the phrasing and sequencing of questions might vary from interview to interview (Bryman & Bell 2017). In these interviews both closed-ended and open-ended questions were posed with a view to accumulate information that relates to the following:

- Demographic information (gender, age, level of education, place of residence, experience in the tourism field);
- management practice perceived as contributing to the improvement of rural tourism;
- employees' view on the role of tourism development in the area;
- involvement of members of the community in tourism development;
- tourism-related programmes aimed at benefiting members' local community in the tourism industry; and

- the ways in which communities are benefiting economically from tourism programmes (see Appendix 1 for the interview schedule).

1.7.2.1.4 Data analyses

Data was organised according to the sequence of the questions so that it is easy to follow, and it allowed the systematic identification of concepts and themes. The data was analysed by reading the transcripts of interview questions, key words were highlighted and clustered enabling the thematic approach. A systematic method was followed by:

- coding techniques for identifying the underlying ideas in the data;
- grouping together similar types of information into categories;
- linking different ideas and themes to one another;
- finding and organising ideas and concepts by looking at frequently used words/phrases, finding meaning in language usage, watching for the unexpected;
- building over-arching themes in the data;
- ensuring reliability and validity in the data analysis and in the finding through triangulation methods; and
- finding possible and plausible explanations for the findings.

1.7.2.2 Phase B: Quantitative research

Quantitative research entails the collection of statistical data to turn it into information that elaborates a specific fact. Since it is grounded on larger sample sizes, to produce outcomes, it can be generalised to a broader population (Saunders, Lewis & Thornhill 2009:151). As the study adopted a research strategy that emphasises quantification in the data collection and analysis process, the quantitative research approach, based on the positive pattern, was deemed appropriate for the second part of this study (Stylidis 2012:116) more particularly for residents and tourism establishments.

1.7.2.2.1 Population

Residents:

In this part of the study the target population were the residents and tourism businesses of the Vhembe District Municipalities in the Limpopo Province of South Africa. According to the Vhembe District Municipality's IDP Review (2013/14:22), the district covers 21 407 square kilometres of land with a total population of 1 294 722 million people (Statistics South Africa 2011). According to the Vhembe District Municipality IDP Plan Review (2013/14:12), population as per each local municipality stands as follows: Musina – N = 68 359 (Musina Local Municipality), Mutale – N = 91 870 (Mutale Local Municipality), Thulamela – N = 618 462 (Thulamela Local Municipality) and Makhado – N = 516 031 (Makhado Local Municipality). The population was appropriate for the study for accuracy and statistical

purposes and supports the purposes of this study. Residential areas in the vicinity of tourism attractions were selected based on the notion that residents living around them are more familiar with tourists, their activities and effects of these visitors.

Tourism businesses:

Based on the same notion business units situated next to the main tourist attractions were the second group to be researched in the quantitative phase. The number of businesses was unknown and thus a database had to be developed for this purpose.

1.7.2.2.2 Sampling and description of sampling

Residents:

The sampling of residents of the Vhembe district followed a two-pronged approach. Stratification sampling was chosen based on the different municipal areas, namely Musina Local Municipality, Mutale Local Municipality, Thulamela Local Municipality and Makhado Local Municipality.

Large samples enable researchers to draw more accurate conclusions and make more accurate predictions (Schaller 1992:66). From a statistical point of view, based on the 1 294 722 population of Vhembe, 380 questionnaires were considered adequate for purposes of this research. Krecjie and Morgan (1970:610) indicate that as the population increases at a diminishing rate (plateau) and eventually remains constant at slightly more than 380 cases. It is thus not scientifically necessary to sample beyond about 380 cases. However, 520 questionnaires were distributed to ensure adequate data. The larger the size of the populations in the municipality the larger the number of questionnaires used. One hundred and seventy questionnaires were distributed in Thulamela area, 140 questionnaires in Makhado area, 110 questionnaires in Mutale area and 100 questionnaires in Musina.

In each of the municipal areas, neighbourhoods close to tourism attractions were included in the study. Random sampling was implemented in the different neighbourhoods. 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. Data was collected over a period of three months by fieldworkers trained for the purpose of this study.

Tourism businesses:

Since the number of tourism businesses is unknown, a convenience sampling was applied due to the fact that this sampling refers to the situations where population elements are selected based on the fact that they are easily and conveniently available (Maree.

2016:197). So those available and willing to participate in the survey were targeted. The stratification of the sample was also based on the proximity of the businesses (e.g. accommodation, transport, hospitality, attraction, entertainment, and arts and culture) to main tourism attractions in the Vhembe district. Consultation with the Local Tourism Associations (LTAs) and municipalities in the region was conducted to determine the areas where data should be collected. One hundred questionnaires were distributed for purposes of this study. The questionnaires were shared equally among the four local municipalities which are those of Thulamela (25), Mutale (25), Makhado (25) and Musina (25). The data was collected during the same time as the residents survey by fieldworkers trained for purposes of this study.

1.7.2.2.3 Data collection method

A structured self-administered questionnaire was used for both community and business owners in accordance with the information required to collect data from the respondents. The data for the quantitative phase was collected from June 2016 to July 2016 on weekends specifically winter school holidays and Saturdays where most respondents were available to participate in the study.

Residents:

The questionnaire was divided into four sections with Section A focusing on measuring demographic information, Section B focusing on the perceptions of rural tourism as a tool for development, Section C focusing on rural tourism resources and its influence on development and Section D on the contribution to entrepreneurship. This was based on the work done by Scholtz and Slabbert (2018); Scholtz and Slabbert (2017) and Scholtz and Slabbert (2015) (see Appendix 2 for the questionnaire).

Tourism businesses:

The questionnaire was divided into two sections with Section A focusing on the business profile and Section B focusing on business perceptions of tourism development as determined by the in-depth literature review (Viviers, Slabbert, Saayman & Saayman 2017; Lekoata 2015; Balalia & Petrescu 2011; Duncan 2008; Udumo, Arikpo & Ekpo-Eloma 2013; Aniah *et al.* 2009; Cheuk *et al.* 2010) (see Appendix 3 for the questionnaire).

1.7.2.2.4 Pre-testing of the questionnaires

Residents:

In order to determine the validity of the questionnaire and whether respondents would understand the questions it was pre-tested among 10 residents of the Vhembe district,

considering the spatial representation of the region (3x Thulamela local municipality, 3x Makhado local municipality, 2x Musina local municipality and 2x Mutale local municipality areas). After completion thereof some wording in the questions was changed for inclusion in the final survey. The pre-testing results did not form part of the main survey.

Tourism businesses:

Questionnaires were pre-tested among 5 business owners of Vhembe district in the same pattern as above in the selected sampling areas in order to determine the validity of the questionnaire and whether respondents understood the questions. No changes were made based on the results of the pre-testing. These results did not form part of the main survey.

1.7.2.2.5 Data analysis

The data was collected and captured by the researcher and processed by the Statistical Consultation Services of North-West University. SPSS was used for data analysis. Community and business owners' perceptions of the impacts of rural tourism in the Vhembe district were analysed by means of frequency tables for demographic characteristics and residents' opinions of the effect of tourism on their community. Secondly, for the community analyses, factor analyses were done for social effects of tourism, travel motivations, attractiveness and image of the destination. Thirdly, One-Way-Analysis of Variance (ANOVA's), *t*-tests and Spearman Rank Order Correlations were done to determine aspects influencing the assessment of the social impacts, and attractiveness as well as the correlations between social effects and attractiveness.

For the business survey secondly a factor analysis was done to determine the factors of the effect of tourism on business. Thirdly, One-Way-Analysis of Variance (ANOVA's), *t*-tests and Spearman Rank Order Correlations were done to determine aspects influencing tourism development.

1.8 ETHICAL CONSIDERATIONS

The questionnaire/interviews were dealt with in congruence with the anonymity communicated to the respondents and no reference was made in the results to any individual. Communication was directed at all the respondents regarding the research process and the purpose of the research. Their willing response was subsequently requested and it was granted by all respondents.

1.9 DEFINITION OF CONCEPTS

The following concepts are used throughout the study and therefore need clarification:

1.9.1 Tourism industry

Fredline, Deery and Jago (2006:3) define *tourism* as 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. Pearson, Swart, Vermeulen and Malan (2007:2) define tourism as 'the movement of people that choose to travel away from their home areas to stay somewhere else for a period of time but not to live or find employment there'. The tourism industry refers to all businesses and organisations that provide goods and services to meet the needs of tourists, whether such organisations operate in the field of tourism only or in other fields as well. The industry also has to do with the needs and actions of tourists, and the interaction of tourists with people in the places they visit (Pearson *et al.* 2007:3). In the tourism industry many different businesses are all working together to provide services for the same clients or customers (Duncan 2008:147).

1.9.2 Sustainable tourism development

Swarbrooke (1999:14) cited by Waligo, Clarke and Hawkins (2013:343) defined *sustainable tourism* as forms of tourism that meet the needs of tourists, the tourism industry, and host communities today to meet their own needs, but without compromising the ability of future generations. Sustainable tourism development focuses on activities that improve the economic and societal benefits for the current population but also for the future generation (FET FIRST Series 2007:88). Sustainable tourism can also be classified as a process of managing the impact of tourism resources on the local economy, residents and environment to benefit all (present and future) stakeholders. This applies to all forms of tourism that incorporate destinations and enterprises.

1.9.3 Rural tourism

Mthembu (2011:13) defines *rural tourism* 'as a process of visiting an area with abundance of natural and farming environments where specific natural, economic and socio-cultural features are harmoniously integrated so as to create a unique tourist product'. 'Rural tourism consists of leisure activities which are carried out in rural areas. It includes various forms of tourism such as community-based tourism, ecotourism, cultural tourism, adventure tourism, guest farms, backpacking, riding and agro-tourism' (Viljoen & Tlabela 2007:1).

Ozdinski (2009:175) defines rural tourism as that for 'which rest or brief leisure stays are organised in the countryside by a farming family on the premises of their own farm which is connected to the utilisation of rural attractions offered by the farm as well as the natural and geographic attractions of the region and cultural values'. For purposes of this current study, the concept *rural tourism* is used to indicate tourism that showcases the rural way of life that comprises heritage, culture, arts and crafts as well as natural heritage at rural destinations, thereby benefiting the local people socio-economically and encouraging interaction between visitors and the locals for a more educational tourism experience (Mthembu 2011:14).

1.9.4 Community

Community is a group of people living in the same area. It may be an entire village or some of the people in a city (Duncan 2008:151). Clarke, quoted by Muganda, Sirima and Ezra (2013:54), describes community as a group of people with a common identity and are perhaps involved in an array of related aspects of livelihoods. Residents have customary rights to the area where they live and there is a strong relationship with the area (culturally, socially, economically and spiritually).

1.9.5 Tourism impacts

Tourism impacts are effects or influences tourism has on the area. These include social, economic and environmental impacts. Some are tangible some non-tangible. These may also either bring in positive or negative effects. Tourism is sustainable if it can be continued without coming to an end or without causing any damage to nature, to people or to society (Pearson *et al.* 2007:114).

The term *social impacts of tourism* refers to the effects of tourism on local communities. These may also include the impacts on many aspects of society such as values, lifestyles and quality of life and traditional customs as well as culture (Pearson *et al.* 2007:6). The social impacts may also have impacts that range from positive to negative. Positive impacts include higher standard of living and better facilities and services for local communities. While the negative impacts can include a loss of cultural identity, an increase in certain illegal activities such as prostitution, drug smuggling, human trafficking and the spread of contagious diseases such as HIV/AIDS or Ebola.

The term *Economic impacts* refers to the effects of tourism on the economy and material welfare of the places tourists visit. These include, amongst others, the creation of employment, foreign investment and economic development of the destination. Most of these impacts are mostly positive. However, not all destinations and communities benefit

equally. These may also be tourism's influence (positively or negatively) on various economic aspects of life (e.g. job opportunities) (Stylidis 2012:11).

1.10 CHAPTER OUTLINE

Chapter 1: Background to the study

This chapter provides a detailed overview of how the research of the study was structured. The problem statement, objectives of the study, method of research and clarification of concepts were addressed. This chapter thus lays the foundation for the rest of the study.

Chapter 2: An understanding of sustainable tourism and the role of stakeholders in this phenomenon

The purpose of this chapter is to analyse sustainable tourism in rural areas by means of an in-depth literature review pertaining to the different roles, relationships, responsibilities and expectations of tourism stakeholders and impacts of tourism. This is an important chapter as it showcases the integration and cooperation between various role-players and how that can contribute to the success of this industry.

Chapter 3: Rural tourism a catalyst for community development

Chapter three focuses on the understanding of rural tourism, historical development of rural tourism, types of resources integral to rural tourism, community involvement in rural tourism development, business contribution in rural tourism development and local government support to rural tourism.

Chapter 4: Method of research

The purpose of this chapter is to discuss the methods applied to reach the objectives of the research. This chapter focuses on the empirical study designed to address the research problem. The mixed (qualitative and quantitative) research methodology is discussed, followed by a description of the research design, the data collection method and the data analyses process.

Chapter 5: Empirical analysis

The results are discussed in chapter five; therefore it also outlines the main findings and compares it with previous related research. Attention is given to results and discussions aiming at solving the research problem and addressing the research objectives. This will be done by means of graphs and tables focusing firstly on the qualitative results followed by the quantitative results.

Chapter 6: Conclusions and recommendations

Conclusions are drawn based on the findings of the study and recommendations are made pertaining to the mechanism that can contribute towards sustainable rural tourism and perceptions of tourism development stakeholders as well as further research related to the study. The limitations and implications for further research are outlined in detail.

CHAPTER 2: AN UNDERSTANDING OF SUSTAINABLE TOURISM AND THE ROLE OF STAKEHOLDERS IN THIS PHENOMENON

2.1 INTRODUCTION

The importance of tourism is recognised by a number of countries and they are all utilising this opportunity (Aniah, Eja, Out & Ushie 2009:73). The tourism industry is a rapidly growing industry internationally and nationally, contributing to economic development and the creation of jobs worldwide (Irshad 2010:4; Begum, Er, Alam & Siwar 2014:704; Kim, Uysal & Sirgy 2013:527). The research performed by Muganda (2009:2), Ali pour, Egbali and Nosrat (2011:1602) and Vihn (2013:200) also indicates that tourism furthermore is one of the world's largest, diversified and fastest growing industries and one of the world's highest priority industries and employers. This is due to 'globalisation of capitalism, movement of populations and advances in transportation and communication technology all of which have assisted in developing tourism to this status' (Stoian & Isbasescu 2013:405).

In many cases destinations take sensible benefit of this vibrant industry to optimise economic benefits such as income, employment, private sector growth and infrastructure development (Ali pour *et al.* 2011:1602). Tourism is a gradually widespread element of development approaches in southern Africa and the least developing countries (LDCs) more generally, with a prospect of improving the economy and eradicating poverty (Muganda, Sahli & Smith 2010:629). Van Vuuren and Slabbert (2011:295) state that tourism is more associated with a collection of influences and factors that determine its relative distribution.

In this context, tourism has become one of the tools of transformation in every society and destination but this change comes at a price. Numerous people, particularly in developing countries, are unconscious of these costs (Claiborne 2010:ii), but due to the industry's ability to bring economic gains, tourism has made a substantial contribution to the economics of many communities around the globe (Choi & Turk 2011:115; Al Haija 2011:93). Nevertheless, there are many challenges associated with tourism development, such as social dislocation, loss of cultural heritage, economic dependence and ecological degradation (Begum *et al.* 2014:704; Simpson 2008:1). This has sparked the notion of sustainability and sustainable development, especially of the tourism industry (Aslam *et al.*

2012:2). There is a perceived notion that natural areas in almost every destination, are at risk due to inadequate attention to the long-term sustainability of tourism destinations (Reihanian, Hin, Kahrom & Mahmood 2015:41).

Sustainable tourism development intends to advance the residents' quality of life through the creation of local economic benefits, protecting the natural and built environment and providing a high-quality experience for visitors. This should also provide a long-term economic linkage between destination communities and industries. It should aim to reduce tourism ills on the natural environment and improve the socio-cultural well-being of the destination communities. However, Lansing and De Vries (2007:83) stated that it is difficult to reduce problems associated with environmental, economic and socio-cultural aspects of tourism development by only following sustainable tourism as defined by WTO (World Tourism Organisation). It requires a suitable balance that allows for a judicious understanding of tourism development, all the gains acquired through sustainability measures and its comprehensive effects at various levels. Schaller and Holomisa (2009:148) also emphasize that the objective of sustainable development is to guarantee that communities benefit from whatever projects that are undertaken in their areas.

The purpose of this chapter is to provide a theoretical foundation relating to the extent at which the tourism stakeholders can contribute towards sustainable tourism by critically analysing the concept *sustainable tourism*, *relationships*, *roles*, *responsibilities* and *expectations* of different stakeholders of tourism development and lastly, to analyse the environmental and socio-economic impacts (positive and negative) of tourism. In the next section attention is given to the conceptualisation of sustainable tourism and sustainable tourism approaches.

2.2 CONTEXTUALIZING THE CONCEPTS *SUSTAINABLE TOURISM* AND *SUSTAINABLE DEVELOPMENT*

The concept *sustainable tourism development* is linked to specific issues for identification of tourism development of strategic tools upon sustainable regional development (Masa'deh *et al.* 2017:16). In most scholarly articles, *Sustainable tourism* dominate the discussions on environmentally integrated tourism development, but existing research demonstrate that sustainability is a very diverse concept, and one that demands more critical and comprehensive analysis (Lu & Nepal 2009:5; Neleman & de Castro 2016:262). Some dominant papers have boosted the understanding of the extremely multifaceted and intertwined matters of sustainable tourism, quality of life, equity and the environment (Tao & Wall 2009:90). It is argued that sustainable tourism requires to be analysed in a more comprehensive and integrated manner so as to consider meaningfully and critically its

interconnectedness with the natural, social and economic elements at various scales and intervals (Strickland-Munro, Allison & Moore 2010:500).

The concept *sustainable development* is in essence a very vague term that can almost mean what the user wants it to mean (Burton 1995:142; Bramwell & Lane 2005:52). The concept *sustainability* is expressed through different perspectives: firstly there is the environmental feature, that is the protection of the natural balance of all the components of the natural environment which consist of flora, fauna, water resources; secondly, there is the anthropological feature, which could be articulated by the tenacity of pleasure derived from this environment in spite of increasing tourist movements (Aniah *et al.* 2009:74). However, an imperative fact around the concept *sustainability* is that individuals, stakeholders and social groupings define, interpret and implement it; it is frequently raised as the responsible use of resources (Lu & Nepal 2009:5). When conceptualising sustainability, research often revolves around the impression of holistic planning and strategy-making; the significance of taking good care of crucial ecological processes; the necessity to protect both human heritage and biodiversity; and improvement based on the idea that throughput can be continued over a lasting period for the upcoming generations (Muresan *et al.* 2016:100). Tourism development is comprised of sustainable tourism and sustainable development (Cobbinah, Black & Thwaites 2013:12; Scholtz, Viviers & Maputsoe 2018:2). In tourism, sustainable development has also been recognised as a form of sustainable tourism, which is expected to contribute to both conservation and development (Nara, Mao & Yen 2014:20).

Aslam *et al.* (2012:02) state that sustainable development embraces tourism as a powerful tool and asserts sustainability as an elementary condition of tourism design and growth. However, Schaller and Holomisa (2009:128) refer to sustainable development as the strategy for reducing human impact on resources so that they can be preserved and managed for future generations. Harper and Price (2011:4) define sustainable development as a process that seeks non-declining per capita; countrywide prosperity by changing or safeguarding the sources of wealth; that is, goods and services produced. Fletcher, Fyall, Gilbert and Wanhill (2013:225) point out that sustainability is a dominant concept used in contemporary tourism development dialogues (Fletcher 2011:444). Academics and practitioners seem to be struggling with its concepts. The systematic basis of sustainability is far-reaching, encompassing economics, environmental and socio-cultural subjects while using principles and platforms of intra- and inter-generational parity as the mechanisms of discussion (Stoian & Isbasescu 2013:405). Overall, the meaning of sustainable development is the formation of a non-temporary balance among natural aspects (Camus, Hikkerova & Sahut 2012:3). This renders tourism development ineffective if its socio-economic and

environmental gains cannot be spread across local communities (Muganda, Sirima & Ezra 2013:54).

Williams and Ponsford (2009:397) define sustainable tourism as a form of tourism that is environmentally friendly and socially relevant and at the same time upholding the cultural values of the communities by allowing the hosts and guests alike to enjoy positive and worthwhile interaction and shared experiences. Fletcher *et al.* (2013:228) and Camus *et al.* (2012:3) define sustainable tourism as that which meets the needs of existing visitors and host areas without compromising future prospects. Sustainability is seen as a principle that can be used by industry as a whole without being exclusive to a small niche (Al Haija 2013:94).

Sustainable tourism is frequently related to the conservation of ecosystems, the advancement of human livelihoods, inter- and intra-generational impartiality, and public involvement in decision-making (Bramwell 2015:204). Sustainable tourism is considered the most necessary method of tourism development on certain reception areas, mainly those which protect the most natural and authentic cultural values (Butowski 2012:5). Schaller and Holomisa (2009:102) explain that in a business context sustainability refers to managing a venture or project in such a manner that it will be able to last and to benefit future generations. The objective of widespread tourism planning is to achieve economic development and productivity, ensuring efficiency and social equity by meeting the basic requirements of the people and on the basis of firm and incessant environmental systems (Padin 2012:510). According to Middleton, as cited by Frey and George (2010:622), sustainable tourism is about a specific mixture of numbers and types of tourists, the growing outcome of whose actions at a given destination, together with the actions of the foreseeable future without detrimental effects on the value of the environment where actions are taking place. Fun, Chiun, Songan and Nair (2014:62) define sustainable tourism as tourism which is established and kept in an area (community or environment) in such a way that it remains feasible over an immeasurable time and does not destroy or change the environment (human or physical) in which it exists, to such a point that it resists the effective expansion and well-being of other activities and processes.

Ivanovic (2008:48) also emphasises that the need to sustain tourism resources as the main draw-card for destinations is dependent on the foreign exchange generated by tourism, created awareness among hosts and guests of the irreplaceable nature of natural and cultural resources and the importance of regarding them as part of humankind's heritage. In essence sustainability is about limiting the level of consumption of limited resources, regulating the use of renewable resources and decreasing the creation of dangerous or

wasteful discharges (Moscardo & Murphy 2014:2538). Thus for purposes of this study, sustainability as applied to tourism point to controlling the use of tourist resources so that they are not consumed, exhausted or contaminated in such a way as to be unavailable for use by future generations of tourists (Gonzalez-Guerrero *et al.* 2017:2).

The guideline of sustainable development for tourism should regulate the directing and control of the development of tourism, to decide on the developmental pace, which would also assist positively to avoiding or reducing the detrimental effects of tourist development on the environment (Angelevska-Najdeska & Rakicevik 2012:218). Given the immensity of descriptions connected to sustainable development and sustainable tourism it is imperative to take cognisance of the different approaches to sustainable tourism (Buffa 2015:14043).

2.3 SUSTAINABLE TOURISM APPROACHES

Consequently, prolonged misuse of socio-cultural and environmental resources has prompted the modern-day world to embark on a quest for an ultimate shift from unfair to a sustainable approach in tourism development (Aslam *et al.* 2012:3). The hostile effects caused by mass tourism on socio-culture and environment, together with the burden on economic return has necessitated scholars to look for answers bearing sustainable tourism in mind against all adverse development (Aall 2014:2563). Sustainable tourism represents one of the largest specialized areas of research within the tourism field but few authors have attempted to explore the structure and key contributions in the area of sustainable tourism (Benckendorff 2008:125).

Sanagustin Fons, Jose, Firro and Patino (2011:551) and Gorica, Kripa and Zenelaj (2012:141) state that there are three levels of concern, which are economic, environmental and social. Hence tourism planners must understand that these three concepts, the environment, the economy and the society, are inseparably interconnected like a spider's web; touch one part of it and its impacts will be felt all over (Zaei & Zaei 2013:20). According to Camus *et al.* (2012:3) these also include a group of capitals (air, water, welfare, culture, nature, money etc.). An economic approach usually focuses on the economic benefits of tourism (FET FIRST 2006:102). Although the economic benefits of tourism can be substantial, there are also economic costs such as inflation and land values, foreign ownership of tourism businesses and overdependence on tourism.

Gorica *et al.* (2012:141 and Angelevska-Najdeska and Rakicevik (2012:211) further elaborate on these sustainable tourism development aspects as follows:

- Environmental sustainability – which requires that ecological resources should remain unharmed. This translates to the importance of environmental protection.

Therefore the consumption of the renewable resources should not exceed the rate at which they are rehabilitated, and the absorptive ability to the environment to integrate wastes should not be surpassed. Furthermore, the consumption of non-renewable resources should be reduced and should not outdo agreed minimum strategic levels.

- Social sustainability – this requires that there should be a correlation between the society and its ability to maintain cohesion. This should be upheld all the time. The livelihoods of individual should be emphasised at all cost.
- Cultural sustainability – provides cultural development to be compatible with the cultural values of human community which also has an impact on the strengthening of their identity.
- Economic sustainability – which occurs when development takes place, should be considerate of social and environmental sustainability.

Ivanovic (2008:48) indicates that over the past decade tourists and hosts have begun to base their approach to tourism not on right but on responsibility. This change in approach to travel has opened the way for the concepts *sustainability* and *responsible tourism development*. However, Bac and Rosca (2017:43) argue that sustainable tourism should not be a reason for tourism to strive for scarce resources in order to sustain tourism. Rather, it should be an approach that seeks the most appropriate and efficient shared use of resources, on a global basis within overall development goals. However, tourism development planning is concerned with a community's wellbeing (Ivanovic 2008:58). Gough and Duncan (2008:180) also agreed that issues related to sustainable tourism are listed as being economic, social and environmental. These can be listed more understandably in a table (see Table 2.1).

Table 2.1: Three pillars of sustainable tourism

ECONOMIC OBJECTIVES	SOCIAL OBJECTIVES	ENVIRONMENTAL OBJECTIVES
To create sustainable employment opportunities and contribute to the wellbeing of all the people of South Africa	To provide appropriate tourism education, training, awareness and programmes, especially aimed at previously neglected groups	To encourage the conservation and sustainable use of tourism resources
To use tourism to aid the development of rural communities	To ensure that all South Africans have access to travel opportunities and tourism attractions	To make the tourism industry in South Africa a leader in responsible environmental practices
To encourage links between tourism and other industries in	To encourage community participation in the planning,	To contribute to the development of a

order to spread the income generated from tourism around/ to other industries	development, building up and management of tourism projects	countrywide environmental strategy
To lengthen the tourism season so that tourists visit in the winter months as well as in summer	To promote national pride in the cultural resources of the country	To expect environmental management principles for all tourism projects and all major economic development projects
To create/encourage businesses to put money into the tourism industry	To slow down any problems caused by tourists and tourism	
To build economic growth and bring money from other countries into South Africa by encouraging foreign tourists	To use tourism as a tool for human development, focusing on gender equality, career development and building up of national labour standards	

Source: Own compilation (2018)

The three pillars discussed in the preceding table offer a slightly different perspective on sustainability of tourism development. For tourism development to be sustainable, it also means that it has to be responsible for encouraging growth in business while distributing social and economic gains to local communities, and simultaneously take care of the environment (Bramwell & Lane 2006). The growth of sustainable tourism rhetoric, debate, applications and evaluation means that we need more critical understandings of this phenomenon, which entails engaging with theoretical ideas (Bramwell 2015:205) (see Figure 2.1).

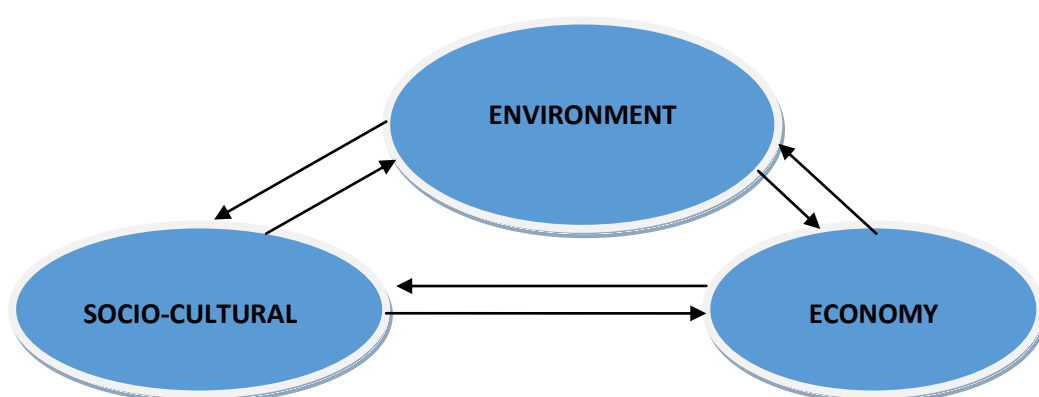


Figure 2.1: Pillars of sustainable tourism development

Source: Own compilation (2018)

The interrelationship between socio-cultural, environmental and economic approaches are evident with the inclusion of all relevant role-players. As long as a country has areas of tourism significance, there is the need to take care of the environmental resources (both

natural and man-made) as these are the draw-cards of domestic and international tourists in South Africa. A well-managed tourism industry holds the potential of protecting the environment rather than causing problems.

The development of sustainable tourism requires the participation of all role-players, relevant stakeholders as well as strong political will to ensure broad participation and broad consensus (Stoian & Isbasescu 2013:406). People must be informed about sustainable tourism development, and local residents in areas where there are attractions need to be encouraged to uplift their cultures through engaging in different cultural projects. Tourism developments should also take into consideration the economic state of the area where it is taking place for it to be sustainable. The economic growth of an area as a result of tourism should benefit all stakeholders involved in the tourism industry.

To ensure the sustainability of tourism as indicated in Figure 2.1, attention should be given to the economy, society and the environment which serves as the pillars of sustainable development (Mbaiwa 2003:448; Stoian & Isbasescu 2013:406). Tourism planners must realize that these three concepts are inextricably linked and changes in one will affect the other and holistically it will influence the entire tourism offering (Zaei & Zaei 2013:20). To ensure the management of all three elements, planning should be dealt with in a sustainable manner. When rounding off various approaches to sustainable tourism development it can therefore be concluded that there is no pillar more important than the other in sustainable tourism. The first one is to ensure economic benefits for the tourism destination (economic efficiency), then the well-being of local residents (corporate social responsibility) and minimal environmental impacts (environmental sustainability) (Zuzana & Zuzana 2015:37).

2.4 SUSTAINABLE TOURISM PLANNING MODEL

Sustainable tourism development planning entails environmental conservation. An array of activities are undertaken to prevent the intensive use of resources in some specific areas, without previous care for the preservation of the resources (Angelevska-Najdeska & Rakicevik 2012:211). Sustainable development can only function well when all its integral components; economic, social-cultural and environmental, are afforded equal importance, strength and conditioning and interconnection without overlooking of any part of these components (Eusebio, Kastenholz & Breda 2014:14). Sustainable tourism development basically relies on the ability of the environment to be able to provide adequate carrying capacity for development.

The purpose of the planning model is not to address the issues dealt with in disjointed literature; the goal, however, is to discover the relationships among the dimensions

themselves, an issue to be discussed below. The pursuit for the incorporation of the three aspects is the objective of a sustainable tourism planning model. The sustainable tourism planning model plainly indicates, and also makes provisions, for the importance of 'stakeholders' in the process. The term *stakeholder here refers* to the characters of the social capital which is formed by the local population for whom and why the process makes sense. The participation of the stakeholders is paramount for any sustainable process in tourism. It is of greater significance to ensure that stakeholders are involved in every dimension of sustainable tourism. This allows for special mechanisms to be established in order to connect each dimension with the actors, within both the private and public sectors in what has been called the 'enabling environment' of sustainability (Sánchez & Pulido 2008). It clear from the model itself that there is interdependencies and connections among each dimension. These connections, called connectors, are represented in the model with arrows between the three dimensions (Figure 2.2).

Figure 2.2: A model of sustainable tourism planning by Padin

On the model, it is a clear that there is a connection between the economic and social: socio-economic planning efficiency. The concept *efficiency of socio-economic planning* distresses the edge between social and economic planning. It is considered the degree of balance and reciprocity between the processes of social and economic planning. It is critical

to contest for an adjacent interconnection between them in the context of sustainable tourism planning, rather than merely being lightly considered as independent or interdependent (Padin 2012).

Consequently the edge of the efficiency of socio-economic planning denotes the balance between the social and economic resources and activities in the planning of sustainable tourism. There is a greater need for correlations between these actors and the resources and activities in the planning of sustainable tourism. When the outcome of the efficiency of socio-economic planning is adequate it offers greater chances for successful sustainable tourism planning; eventually it rest on the outcome of the two other concepts concerning efficiency in the model on which sustainable tourism is planned (Figure 2.2), i.e.: eco-efficiency of economic planning and socio-ecological efficiency of planning, since they need to be seen as interconnected. Some examples of the concept *efficiency and economic planning* follow.

This outline the need for an authority to execute its role and responsibilities within the context of sustainable tourism. They should provide the guideline or the basis for new models of production and consumption, and thus become a standard in a regulatory and supervisory capacity. The tools used for the coherent uses are the responsibility of the institutional leadership, and if one considers the reasonable circulation of resources across society, clear leadership needs to occupy centre stage in ensuring that resources are distributed fairly to every aspect of society, since sustainability is something that cannot be achieved overnight and requires greater determination and perseverance. This might be referred to a case of building controls in coastal areas by regulating building standards in such areas. Another would be the commitment to 'urbanise' the construction areas with landscaping, with utilities and sanitation regulations to which developers would be required to adhere; thus the construction of equipment to benefit tourism would, in addition to the economic improvements, then be associated with the project. Socio-economic efficiency therefore is understood to be the union of the economic interests of society that must be taken into account in the process, and whose benefits must be passed on.

The second connector in the proposed model is called eco-economic planning efficiency. The concept *efficiency in eco-economic planning* refers to the edge between ecological and economic planning. It is regarded as the point at which the balance and interchange between the processes of economic and ecological planning. As for the efficiency of socio-economic planning, it is equally important to keep a close interconnection between them in the context of sustainable tourism planning. To attain sustainable tourism it is essential for all stakeholders (i.e. society) to be involved in the process. Stakeholders need to see a climate

of business ethics in economic and ecological compatibility. More specifically, agents that promote the development of 'sustainability values' in tourism should look towards the promotion of a rational use of resources and their conservation, as well as the values of culture.

The socio-ecological planning efficiency serves as the link between social planning and ecological planning. The concept *efficiency of the socio-ecological planning* refers to the edge between social and ecological planning; this takes into account the extent to which the processes of social and ecological transformation take place. As for the efficiency of socio-economic planning and eco-efficiency economic planning, it is vital to have a closer interconnection between them in the framework of sustainable tourism planning. Then, the efficiency of the socio-ecological interface of planning refers to the equilibrium between the social and ecological resources and activities in the planning of sustainable tourism.

2.5 STAKEHOLDER THEORY AND STAKEHOLDERS IN THE SUSTAINABLE TOURISM DEVELOPMENT

Although the notion of stakeholders has been known before, the systemized stakeholder approach emerged in the 1980s (Peric, Durkin & Lamot 2014:273). Reed (2008:2418) and Hardy and Pearson (2016:1) describe a stakeholder as being any group or individual who can affect or is affected by the achievement of the organisation's objectives. Duncan (2008:167), FET FIRST (2006:77), FET FIRST (2007:86) and Gough and Duncan (2008:136) indicated that stakeholders are usually organisations or people who earn money from a business or have an interest in how well the business is run. Fairer-Wessels and Van der Walt (2007:1) concurred with other researchers by indicating that tourism involves people and organisations that work together to bring visitors to an area, region or country and to give a good experience of that area. The stakeholders in the tourism industry are the organisations that put effort into building the industry and making it run smoothly (Gough & Duncan 2008:136). According to Anuar, Ahmad, Jusoh and Hussain (2012), the term *stakeholders* in tourism may refer to tourists (as the demand); industries (as the supplier) and hosts (as the local community and environment). It may also refer to sectors such as business sectors, non-profit sectors and public sectors.

Waligo, Clarke and Hawkins (2013:344) and Bennett (2000:42) classified stakeholders in the tourism industry as the producers and intermediaries. *Producers* refers to the suppliers of tourist attractions, accommodation and transport. *Intermediaries* consist of the organisations such as tour operators and brokers, travel agents and the tourist. Tourism is not restricted only to activities in the accommodation and hospitality sector, theme parks, amusement parks, sports facilities, museums etc., but tourism and its management are closely linked to

all main functions, processes and procedures that are done in different areas associated to tourism as a system (Zaei & Zaei 2013:12). However, Balalia and Petrescu (2011:217) assert that transport, accommodation, catering, recreation and services for visitors are components of tourism industry.

Tourism is all embracing; it comprises the interface of other components such as transportation, communication, accommodation and destination, amongst others (Eja, Out, Ewa & Ndomah 2011:153). On the other hand, Pearson *et al.* (2007:41), Gough and Duncan (2008:137) and Brokaj (2014:104) have conceded that stakeholders in the tourism industry are public sector, private sector or tourism businesses and communities. However, FET FIRST (2007:86) also added other stakeholders such as labour, women, NGOs, the media and conservation agencies.

A stakeholder method accentuates dynamic management of business environment, relationships and the promotion of shared interests (Peric *et al.* 2014:274). Relationship between stakeholders refers to the way the government, businesses and communities work together. When they work together to create money-making, sustainable tourism businesses and the relationships among the three will be successful (Gough & Duncan 2008:140). This fosters sharing of accountability in undertaking activities within a community (FET FIRST 2006:97) and it is now a known fact that stakeholders' attitudes is of paramount importance for sustainable tourism to be achieved (Hardy & Pearson 2016:2). Stakeholder relationships are very important in gaining business success in any tourism business which seeks to have economic gains out of tourism industry (Yilmaz & Gunel 2009:98). In order to realize a harmonious tourism development, stakeholders cannot expect government to singularly carry the burdens of the tourism industry (Eja *et al.* 2011:153).

Arguably sustainable tourism cannot occur if agreement and collaboration among stakeholders does not exist (Hardy & Pearson 2016:3) FET FIRST (2007:84) and Peric *et al.* (2014:275) further assert that many stakeholders in society need to work together to sustain the environment and heritage, and contribute actively to the process of sustainability. For tourism to achieve the sustained services and also to become a key growth area of the state economy there is need for substantial public and private sectors' collaboration (Udumo, Arikpo & Ekpo-Eloma 2013:1). This in essence implies that support of tourism stakeholders is essential for the development, successful operation and long-term sustainability of tourism. Effective stakeholders' engagement must therefore reduce potential conflict between the tourists and the host communities by involving the latter in shaping the way in which tourism develops.

Stakeholder management is multifaceted and often challenging in terms of cooperation between stakeholder groups that hold different viewpoints on the same subject. The way government, residents and visitors interact is critical in many circumstances, mainly due to the accessible tools of territorial planning dealing with tourism policies, the local community benefits precisely from the social and economic context, the respect of natural resources and authentic culture of place (Al Haija 2011:93). The tourism industry is mostly privately dominated; however government plays a key role in developing it (Balalia & Petrescu 2011:217). Fairness, efficiency, knowledge, wisdom and stability are touted as the most crucial characteristics for any stakeholder involvement to be successful (Peric *et al.* 2014:276).

Duncan (2008:147) and Begum *et al.* (2014:704) agreed that the tourism industry is a service industry where businesses within the industry provide and sell services to tourists and occasionally to each other. In the tourism industry many different businesses are all working together to provide services for the same clients or customers. The development of successful tourism entails a thorough institutional background based on cooperation amongst the local community, state, the private sector and NGOs (Aref 2011:22). Tourism sectors are categorised as businesses, where an intangible product is sold to customers and where relationships are considered to be the foundation of business application. The integration between different stakeholders is thus critical in achieving a successful competitive advantage (Yilmaz & Gunel 2009:106).

Sustainable tourism involves a range of issues concerning society and nature, and a wide spectrum of disciplines from the natural to the social sciences. Many stakeholders in society need to work together to sustain the environment and heritage, and actively contribute to the process of sustainability (FET FIRST 2007:84). Joint ventures, partnerships and other business linkages, such as funding, policies and guidelines, safety and security and education, can be used to ensure full participation of sustainable tourism businesses. Each stakeholder has a role to play and should cooperate with all involved in tourism development to ensure a sustainable product for future generations (FET FIRST 2007:114). The public and private sector are both very conscious of the need to provide attractive facilities to the tourists to increase the local and national earnings (Begum *et al.* 2014:710). The holistic and equitable principles that underpin sustainable development imply the need to bring together a wide range of stakeholders to develop and manage tourism in a sustainable manner (Brojak 2014:114).

At times communities or businesses feel they are providing opportunities for successful and sustainable businesses but are not receiving support from local government. This causes

problems and tourism businesses will not be sustainable if ongoing problems exist between different stakeholders (Gough & Duncan 2008:141). The interests of the industry and the community overlap to a large extent, particularly where authentic expressions of the cultural identity of the indigenous people enhance the tourist experience (Ivanovic 2008:58). Businesses play an important role in implementing sustainable tourism and ensuring their clients are made aware of the importance of responsible tourism (Linde-Sapire & Mohapi 2007:286). Burton (1995:143) argues that the industry must modify its behaviour once it is realised that maintaining the quality of the common resource (the environment) is essential to maintain long-term profitability.

Government is considered to be highly involved based on the stakeholder approach in socio-economic development (Miocic, Razovic & Klarin 2016:100). Dwyer and Edwards (2010:3) pointed out that it is the responsibility of all role players in the tourism industry to make sure that the growth of tourism, long-term prosperity and the quality of future generations are not placed at risk. Private sector is more centrally involved in terms solving problems related to bureaucracy and competency in substitution of the central state (Al Haija 2011:94). Figure 2.3 below outlines various role-players in the tourism industry:

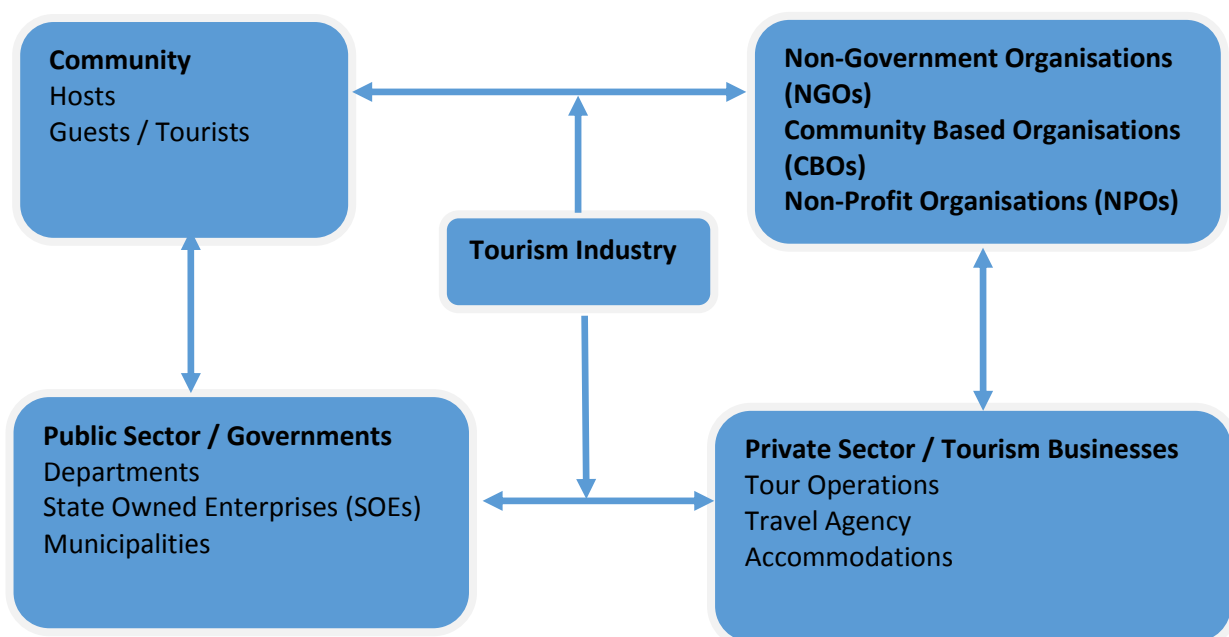


Figure 2.3: Tourism industry role-players

Source: Own compilation (2018)

A wide range of stakeholders which comprises of governments, businesses and communities must take it upon themselves to have the ethical responsibilities and codes of conduct in place. In order to ensure a smooth sustainable tourism approach, multi-stakeholder inclusion at all levels of tourism initiation for decision-making and development

processes is a necessity at all levels of planning and policy making. To bring together different stakeholders in a partnership that determines the amount and kind of tourism that a community wants it thus important (Lekoata & Saarined 2015:85; Raffay & Carke 2008:79).

The role of these stakeholders can be passive or active (Eja *et al.* 2011:154). This does not render stakeholders' role irrelevant in the context of sustainable tourism (Anuar *et al.* 2012). There is general agreement that diverse key tourism stakeholders in implementing sustainable tourism development in rural areas should in fact be consulted.

2.5.1 Roles, responsibilities and expectations of the community in tourism development

To have an explicit understanding on the widespread usage of the term 'community' one needs to comprehend what determines a 'community'. Community is viewed as a small spatial entity, similar social structure with communal norms and mutual interest (Pretty & Smith 2004:632). Sherl and Edwards (2007:1) describe communities to be the groups of people with common identity and who may be involved in an array of related aspects of livelihoods. In most instances, local communities' customary rights are related to the area and its natural resources and a strong relationship with the area culturally, socially, economically and spiritually. Aref, Gill and Farshid (2010:155) define a community as a set of personalities existing or working within the same terrestrial zone with some common cultures or common interests. Knowing these terrestrial descriptions is imperative for understanding how community development relates to the enhancement of tourism development (Giampiccoli & Mtapuri 2012:30).

Communities are also expected to contribute significantly towards the development of tourism. Several communities and historically marginalised people, mainly those in countryside areas who have not actively contributed in the tourism industry have substantial tourism resources (FET FIRST 2007:94). Local communities are viewed as an important resource base in tourism development as it is in their locations that these activities take place (Muganda *et al.* 2013:55). Schaller and Holomisa (2009:148) explain that to achieve success, any venture needs the support of the local community so that they experience a sense of pride and ownership; thus ensuring the protection of the venture. The participation of women, the disabled and the youth should also be encouraged. It has been pointed out that it is crucial to have public participation in sustainable tourism planning and management due to the fact that when development and planning do not address local aspirations and capacities, the environment can be very volatile (Begum *et al.* 2014:706).

One of the core elements of tourism development is the encouragement of local communities to take part in tourism development since it is central to the sustainability of the tourism industry. Inclusion of local communities in the development of tourism policies is advantageous as it affords policymakers the opportunity to prepare a policy that meets stakeholders' needs and addresses their concerns. Communities are also likely interested in participating in tourism development decisions to ensure their needs are incorporated. Furthermore, for local communities to have a voice in development issues entitlement is important since that allows them to protect community interests and afford them an opportunity to address all the challenges in a transparent manner. When it comes to the development of those segments of the tourist community which will bring benefits for the community, it is imperative to include local communities (Angelevska-Najdeska & Rakicevik 2012:212).

Eshliki and Kaboudi (2012:335) consider the community to be the most important party, since it is the most affected aspect by tourism planning and development, either positively or negatively. Communities become the focal point for provision of tourism goods and services. Their natural shared culture and entire environment are part of the draw cards of the tourists to their areas (Muganda *et al.* 2013:53). However, community environmental approaches may have influences on community involvement with tourism development, which is a fundamental necessity for sustainable tourism development (Eshliki & Kboudi 2012:335).

Local communities also provide good environmental conditions for tourists (Lekoata & Saarined 2015:85). It is the responsibility of local communities to organise themselves at various levels in order to play a more active role in development, and interact with other stakeholders (FET FIRST 2007:94). They must be able to detect potential tourism resources and attractions within their communities and support responsible tourism and community development. They should be eager participants in tourism decision making with respect to major tourism development for communities (Aref *et al.* 2010:155). Communities from the rural areas can play a huge role in educating tourists about village life and traditions and how to care for the environment. Local community members eagerly help the tourists by also giving their personal services to promote their heritage (Begum *et al.* 2014:710).

The role that local communities have necessitates the need for them to be present and included in tourism development (Muganda *et al.* 2013:54). Involving the local communities in tourism development within and around protected areas is essential in closing the gap between governance and use of resources in a tourist destination. Apart from economic gain that local communities can accumulate social and cultural gains from any tourism development, their inclusion can as well be valuable to tourism development because they

can produce active environmental stewardship that can build on indigenous, local and scientific knowledge, economic development, social emancipation, the protection of cultural heritage and the creation of interpretative and nature-based experiences for tourist learning and cross-cultural appreciation (Jamal & Stronza 2009:177). Eshliki and Kaboudi (2017:59) indicated that there is presumption that a resilient and constructive relationship exists between the extent of the community in tourism development and their perceptions of growth in tourism development. Residents that are mostly benefiting economically are likely to support the tourism industry (Canalejo, Tabales, Lopez & Fuentes-Garcia 2015:105). Since tourism development is a delicate and fragile matter concerning economic benefits and environmental or cultural costs, residents survive by overlooking the undesirable impacts by emphasis the economic gains to maintain satisfaction with their community (Dyer *et al.* 2007; Cavus & Tanrisevdi 2003).

Eshliki and Kaboudi (2012:334) point out that lack of local community participation in the decision-making process of tourism development, mostly in developing nations, prompt the decision-making process to be limited or sometimes marginalized. Local participation emphasis and community approach to tourism development suggests that host members are often omitted from not only planning, but decision-making and management of projects (Lo, Songan, Mohamad & Yeo 2013:104). Their omission is common practice in developed countries as a result of top-down development culture (Bimonte & Punzo 2016:130). One of the main issues in developing countries, with regard to their political, economic and social structures, is that required infrastructures for participating in decision-making are not provided concurrently (Ogunjinmi & Braimoh 2018:3). Eshliki and Kaboudi (2017:62) highlighted that there are operational, structural and cultural obstacles to community participation in the tourism development in local communities. The resource allocations, policy ideas and institutional practice embedded within society may often limit how much influence some individuals and groups will have on planning processes. According to Bramwell & Sharman (2003) as cited by Lukhele (2013:25) there are inequalities in the power of different stakeholders in the community and also in the power of local communities within the broader society. They found that these obstacles do not equally occur in every community, but the lack of community participation has been identified as a huge obstacle to effective tourism development.

However, Muganda *et al.* (2013:55) stated that local communities can participate in identifying and promoting tourist resources and attractions that form the centre of community tourism development. To achieve long-lasting outcomes, communities need to be active participants rather than passive observers. More direct involvement of communities in decision making may enable residents to request a specific portion of tax benefits from

tourism to be allocated to community development and protection of the tourism resource base. Ideally, the role of local communities in tourism development in the context of policy and decision making rest on the type and level of participatory approach within a tourist destination. These levels of participation differ from a simple sharing of information to a full transfer of power and responsibilities. The power of the local communities to sway decision making depends on the level of participatory approach being in operation in a particular destination (Muganda *et al.* 2013:55). However a full detailed Petty's participation model will be outlined in chapter 3 to address this issue. Local communities can influence tourists to travel and to explore new things of different communities. Local communities are also responsible for selling the natural landscapes, which is part of many tourists' interests. Therefore, tourism can act as a magnet between a community, potential investors and residents as well as visitors (Aref *et al.* 2010:159). According to Gough and Duncan (2008:139) communities that work with tourists may depend on the area they live in and the kinds of tourists that visit.

When a tourist venture is established in a community, the members of that community should be entitled to expect that they will benefit from this venture. They expect the economy of the area to grow, jobs to be created, their standard of living to improve, municipal services to improve and their cultural heritage to be appreciated by others. However, unscrupulous developers occasionally exploit the community (FET FIRST 2006:84).

In essence, the active involvement of the local communities is needed to retain much of the economic base from tourism activities and in order to help in the sustainable use of natural resources, specifically forestry and wildlife. Locals can be swayed to render goods and services to the visitors such as selling of curios. Local community participation would result to the formation of a robust individual and shared asset base for the local communities as well as refining the share of profits they gain from having tourists in their areas (Chirenje, Chitombe, Gukurume, Chazovachll & Chitongo 2013:15). Sustainable tourism is doomed to succeed in absence of residents' support and residents only support further development if the balance of tourism's impacts is favourable to them (Ratz 2000:18).

2.5.2 Roles, responsibilities and expectations of the businesses in tourism development

The private sector, which includes the industrialists and entrepreneurs, has played and will continue to play a critically important role in the further development and promotion of tourism (Anuar *et al.* 2012). The private sector bears the major risks of investment as well as a large part of the responsibility for satisfying the visitor (FET FIRST 2007:92). This is as a result of it mainly being profit-driven (Balalia & Petrescu 2011:219). The private sector

consists of all different businesses that operate within the tourism industry (Duncan 2008:170). These may include travel, accommodation and attraction sectors (Balalia & Petrescu 2011:217). The roles of the private sector tourism organisations involved in accommodation, transport and attraction development, even though based on profit making – is crucial in the development and management of tourism (Udumo, Arikpo & Ekpo-Eloma 2013:2). These businesses must also ensure that they are sustainable so that they can get profit (Gough & Duncan 2008:139; Eja *et al.* 2011:153). Increasing involvement of the private sector in the diversification of the product and in investing in tourism projects is one of the most important points in sustainable tourism (Al Haija 2011:98). This is due to any tourism business enterprise, be it big or small not being able to exist in isolation. It must exist with a wider external environment called the tourism business environment (Fairer-Wessels & Van der Walt 2007:2).

The private sector is more sensitive to the market than any other stakeholder; this is of course not surprising seeing that private sector stakeholders are interested in financial stability, remuneration and economic sustainability (Aniah *et al.* 2009:75). Usually, private sector agents interact with visitors and appreciate these interactions (Eusebio, Kastenholz & Breda 2014: 18). The private sector is involved in the tourism area by offering services such as guiding services, marketing support services, travel trade press, private education and training establishments (Balalia & Petrescu 2011:219). According to Duncan (2008:170); Cheuk, Liew-Tsonis' Phang Ing and Razli (2010:59) the roles of businesses include, amongst others, the following:

- They must run tourism businesses successfully, which means they must be profitable and sustainable
- They market and promote their products and services
- They maintain their facilities and infrastructure
- They plan and consult with government and local communities
- They train staff and people from the local communities
- They invest money in the tourism industry
- They work with the public sector to plan, promote and market tourism
- They include communities in the planning and running of the tourism businesses
- They make sure that the tourism activities are sustainable and operated responsibly.

Despite the positive contribution that tourism can bring to the community and local businesses, the private sector believes that it should have a say in the tourism development process of the village (Eusebio, Kastenholz & Breda 2014:18). If the private sector is allowed to participate in tourism development, the financial standing and developmental strides of the

public sector will be increased and appreciated (Udumo *et al.* 2013:2). The tourism businesses also expect to receive government support, particularly in helping to start new businesses in the tourism industry (Duncan 2008:172). The private sector expects government to provide an environment within which they can flourish and develop the industry (FET FIRST 2006:84). These include a stable socio-political situation, safety and security for their guests and proper health management and also welcome certain financial incentives to enable them to start new businesses. These types of incentives are offered to the private sector by the South African government. Gough and Duncan (2008:143) outlined the expectations of businesses among communities and government as follows:

Table 2.2: Expectations of businesses as stakeholders of tourism development

COMMUNITIES TO	GOVERNMENT TO
Support their efforts in building successful businesses	Give them more training and financial assistance
Welcome tourists into their communities	Provide better infrastructure
Keep the areas neat and clean	Provide better security
Assist with security and safety of tourists	Promote and market their businesses more successfully

Source: Duncan (2008:143)

2.5.3 Roles, responsibilities and expectations of the government in tourism development

In established and emerging nations multitude of government organisations around the world have traditionally, for the utmost part, stood back with the private sector driving development and at times at the expense of government entities. Government have reduced their status to become a mere tax collector from successful operations, providing little or no assistance to struggling initiatives (Simpson 2008:6).

Government is however a critical stakeholder in the tourism industry, as it provides legislative frameworks and policies that tourism industries need to follow (Gough & Duncan 2008:137). Governments are now more driven to provide a fundamental and collective role in tourism planning and management and the private sector needs government support to ensure the sustainability of tourism (Simpson 2008:6). For financial accessibility community members relies on government to provide legislation that are impartial (Chirenje *et al.* 2013:15). Several governments encourage the growth of tourism in their own countries in order to support economic viability. Investment becomes the core of many governments of the emerging nations due to the fact that it contributes to the economic viability and diversification. (Stone 2015:167). Without a specific ministry such as tourism, it is difficult for the industry to thrive (Cheuk *et al.* 2010:60).

The involvement of the public sector in tourism can be seen at national, regional and local spheres of governance (Balalia & Petrescu 2011:217). In this section, the distinction between three spheres of governance (national, provincial and local) in terms of their roles and responsibilities within the tourism industry will be explored. According to the White Paper (RSA 1996:41) the functions of the national, provincial and local governments as well as key stakeholders in the South African tourism industry are briefly described below.

2.5.3.1 National government

This is the sphere of government that operates at national level, for example the National Department of Tourism. Another important role of the public sector is to provide a guideline that allows for proper monitoring of tourism activities and development to secure a reliable source of information. This information is necessary to develop strategies and plans for sustainable tourism (Cameron, Memon, Simmons & Fairweather 2001:47). The national government plays five key roles in the development and promotion of the tourism industry (FET First 2007:87; Balalia & Petrescu 2011:218), namely:

Facilitation and implementation

Facilitation and implementation are important so that the national government can:

- Establish a safe and stable political and economic environment in which tourism can flourish;
- Ensure the safety and security of residents and visitors;
- Facilitate and provide appropriate incentives for private sector investment in tourism;
- Establish and facilitate enabling and appropriate legal and fiscal frameworks for the development of a tourism culture in South Africa and supply of skilled manpower for the industry;
- Facilitate an active labour market policy and an appropriate labour relations environment for the industry;
- Allocate appropriate financial resources for tourism development;
- Promote tourism as a national priority;
- Facilitate and conduct the effective marketing and promotion of the country; and
- Encourage and facilitate foreign investment.

Coordination

Another key role is coordination. The government needs to:

- Coordinate and liaise with international, regional and provincial governments with regard to all aspects of tourism development;

- Coordinate the tourism-related efforts of all government departments and related government institutions;
- Coordinate and liaise with Non-Government Organisations (NGOs), labour and community organisations, training institutions, universities and other bodies related to the development of the tourism sector; and
- Promote responsibility for the environment through sustainable use by involving local communities in the tourism industry, taking responsibility for the safety and security of visitors, government, employees, employers, unions and local communities.

Planning and policy-making

A third key role of national government is planning and policy-making in order to:

- Formulate, monitor and update a national tourism policy and strategy in collaboration with relevant stakeholders; and
- Develop integrated national tourism plans in collaboration with relevant stakeholders.

Regulation and monitoring

Regulation and monitoring by national government is important in order to:

- Ensure the application of integrated environmental management principles in land-use development proposals to facilitate sustainable utilization of natural and cultural resources;
- Facilitate the sustainable and responsible development of the tourism industry, by formulating appropriate development guidelines and regulatory measures; and
- Establish and maintain standards of facilities and services.

Development and promotion

Lastly, government needs to be involved in development and promotion to promote:

- The equitable and development of all destinations with tourism potential, be it of high, medium or marginal potential;
- The involvement of communities at appropriate levels of tourism activity;
- The spread of responsible tourism; and
- The development of major tourism projects that will have national and country-wide impacts, for example trans-border protected areas.

Hence the national government acts as a vehicle to oversee the roles of the provincial and local government. However, private sector's involvement in decision making when it has to do with mapping out the way forward of development has been largely uninspiring and tourism planning largely remained the domain of the public sector (Cheuk *et al.* 2010:60).

2.5.3.2 Provincial government

This is the sphere that operates in the nine provinces of South Africa, for example the Limpopo province where this project is managed. According to the white paper (RSA 1996:42) and FET FIRST (2007:89) the provincial government has a critical role to play in the development and promotion of the tourism industry of South Africa. In this sphere of government, there are provincial tourism organisations which are regarded as the key players in the tourism industry. At provincial level, government executes functions almost similar to those at national level, with three main exceptions:

- First, the focus is much stronger on the implementation and application of national principles, objectives and policy guidelines as appropriate to local conditions;
- Second, as much of the tourism product is itself located at the provincial level, provinces take on a much more important role in facilitating and developing the tourism product; and
- Third, provinces have a major role to play in marketing and promoting their destinations in competing with other provinces locally.

2.5.3.3 Local government or municipality

This is the sphere of government that resorts under the authority operating at metro, district or municipality level, for example the Vhembe district municipality. Cameron *et al.* (2001:2) also pointed out that territorial local authorities have two more principal roles pertaining to tourism, which are the creation of tourism development and the management of the effects of tourism. Effective planning and management of tourism at their destination level is challenging to the local government entities (Brokaj 2014:111). Government is capable of rigorously shaping the positive and undesirable socio-economic and environmental effects of tourism. Environmental management, development of human capacities and establish of relevant by-laws becomes a principal responsibility of local government to ensure benefits derived by communities (Simpson 2008:7).

However, according to Egbali, Nosrat and Ali pour (2011:67) provision of some infrastructure may hold advantages for tourists in the interest of hastening the journey and in easing access to choose concerned destinations and equally provide the negative effect on environment. This is due to the fact that local government is tasked with the responsibility to directly provide services to the local community and this brings this sphere of governance closer to the people. Thus make the role of the local government to mirror those of provincial government, but with the emphasis on the planning, development, and maintenance of many specific aspects of the tourism products. The exact role of local government in the tourism development thrust is determined by the local conditions existing at the provincial and most

importantly, the availability of the necessary financial means and skills base to carry out the respective functions (FET FIRST 2007:90).

Local authorities have a central role to play in achieving responsible tourism through commitment to supportive policy frameworks and adequate funding (Simpson 2008:7). Crofts (2010:14) explains that local governments represent the third tier of public sector tourism management, which is often the scale at which most interactions with businesses occur and decisions regarding policy and tourism development are made (Duncan 2008:169). In South Africa the local governments are responsible for the implementation of national government policies. These include, amongst others, that:

- They build and maintain infrastructure and facilities used by tourists;
- They promote local tourist attractions by running offices and tourist information bureaus;
- They support local businesses and communities that are involved in the tourism industry by assisting with training and funding for tourism ventures;
- They provide road signs and parking facilities;
- They license businesses, especially those in the tourism industry;
- They facilitate the participation of local communities in the tourism industry;
- They own and maintain certain sites;
- They provide adequate parking, also for coaches at these sites; and
- They facilitate the establishment by providing appropriate public transportation services, for example taxi services,

It is essential that local government should not duplicate services that can be provided by the private sector, and the exact role of local authorities in each province is determined by the local conditions, as well as skills and financial resources (FET First 2007:91). Over the past several decades, interest in tourism as a tool for regional economic development has grown dramatically (Kim, Uysal & Sirgy 2013:527).

In the study conducted by Brojak (2014:112) it was indicated that the tourism industry is the priority sector of local economic development in destinations and is expected to continue to occupy a centre stage of the local development in the future. According to Butler and Rogerson (2016:266), local governments need to be active agents of change as part of wider responsibilities for local economic development (LED) in order to realize inclusive growth from tourism prospects. More details in relation to local economic development are discussed in Chapter 3.

2.5.3.4 Roles of various tourism organisations in the tourism industry

Recently there was a range of factors that contributed to government agencies beginning to take greater interest, committing funds and time to collaborative projects and playing a crucial role in the planning, development and management of tourism initiatives than before. These include the awareness of the importance of tourism as a global, national and regional socio-economic engine; the potential for tourism to contribute to environmental management and enhancement; the profile of tourism as a tool for international development and regeneration; increased lobbying by industry, NGOs and tourism organisations (Simpson 2008:6).

2.5.3.4.1 South African Tourism (SAT)

South African Tourism is a national tourism entity mandated to market the country internationally as a preferred tourist destination of choice. It also provides marketing of national tourism products as part of domestic tourism marketing. It aspires to make tourism the leading economic sector in South Africa, and to promote sustainable socio-economic empowerment of all South Africans. The country is marketed as an integral part of Africa and particularly the subcontinent of southern Africa (South African Tourism 2017).

2.5.3.4.2 Tourism Grading Council of South Africa (TGCSA)

The TGCSA was established in the year 2000 through the devotion and hard work of the former minister of tourism, Valli Moosa. Operating as a business unit of South Africa, the TGCSA is still the only known and internationally reliable quality assurance organisation for tourism establishments in South Africa on which they critically depend thus far. This means that when it comes to internationally decipherable grading, this is the one and only to rely on (TGCSA 2018).

The TGCSA keeps the designation committed to the motto, which is 'to establish a recognizable and credible globally benchmarked system of quality assurance for accommodation and MESE (Meetings, Exhibitions and Special Events) experiences, which can be fully relied upon by visitors when choosing an establishment' (TGCSA 2018).

Tourists can be certain to identify the graded stars that proudly bear the colours of the South African national flag, almost everywhere in the country. Thousands of accommodation and MESE establishments have received their TGCSA stars and have maintained high principles of quality in order to keep them; providing stars where it rightly belongs to give the TGCSA great satisfaction. The TGCSA offers star grading to the following; hotels, lodges, Bed & Breakfasts, country houses, guest houses, self-catering units, caravan & camping parks, backpackers and hostelling facilities and MESE (TGCSA 2018).

Being star-graded actually benefits South Africa as a nation within the travel and tourism industry in terms of providing and receiving quality goods and services (TGCSA 2018). However, it is not compulsory for tourism establishments to participate in this programme. The most crucial part for participation in the programme is to ensure that those establishments who are star-graded continue to provide the utmost required level of services to their clients and thus enable them to generate more profits as a result of continued and repeat visits to the establishments.

2.5.3.4.3 Tourism Enterprise Partnership (TEP)

The Tourism Enterprise Partnership is a non-profit company, one of the longest standing and most successful public-private partnerships in South Africa. TEP expedites the growth, development and sustainability of Small tourism businesses. This is attained over numeral products and services that offer proactive, step by step support and supervision, eventually leading to better product quality, operational efficiency and market reach (TEP 2015).

The TEP was primarily established by the business trust in July 2000 as a four-year job creation plan in the tourism industry. Following good performance it was stretched and expanded with extra capital from the Business Trust and the then Department of Environmental Affairs and Tourism (DEAT) and grew into what is known as a very effective job creation plan in the South African tourism sector. Since its commencement a plan for this programme had been a narrow extent at which the project is managed only through an independent consulting agency. As a result of its success and ensured sustainability for the long term of enterprise development it was decided to enable the plan to be run through a well-established structure. When the entire process was completed, on 1 April 2008 whereby the newly created and autonomous Tourism Enterprise Partnership legitimately took over administration of this seven-year-old economic development plan (TEP 2105).

Finances for TEP's small tourism business development intervention is offered by the National Department of Tourism (NDT) as well as the private sector which, after winding up business trust in September 2011, continue to participate in TEP through the EDP (Enterprise Development Portfolio) (TEP 2015).

In principle, TEP principally concentrates on the following:

- Job creation through enterprise support – to improve the performance and increase the profitability of small tourism businesses by focusing on skills and product development, quality assurance and access to finance, thereby actively supporting the creation of new jobs and maintenance of existing jobs.

- Transformation – to increase the participation of black tourism enterprises by focusing on skills development, enterprise development and market access for enterprises that are predominately black-owned.
- Sustainability through market access – to increase a market for small tourism businesses, thereby actively supporting the creation of new jobs and maintenance of existing jobs through increased turnover in excess of inflation.
- Impact and sustainability – to creatively source programme and grant funding and provide fee-generating services to the tourism sector in order to enhance the impact and sustainability of TEP.

TEP also provides a range of services and solutions for small tourism businesses, corporate South Africa, government institutions as well as local and international tourists. Within the spectrum of a long-term tourism development focus for 25 years and beyond, TEP works together with government, parastatals and the private sector in ensuring efficient and effective partnership that serves economic development and transformation goals. TEP's responsibility in the tourism sector grows into a more clearly defined role to be an active participant in the tourism service chain. It develops people (skills) and products (quality and diversity), in a joint setup, for the purpose of producing an 'alternative face' to the traditional tourism experience of South Africa. Baring this component of South Africa brings these products, a mixture of room inventory and rich heritage experiences that are lying dormant and under-utilized, into the mainstream of tourism (TEP 2015).

This inclusive strategic focus wishes to redress this situation and bring about the fundamental reform to develop the tourism economy in a responsible, intensive and sustainable manner. To ensure viability and feasibility of its enterprise development services TEP has a business development fund and business development offices in each of the nine provinces nationwide (TEP 2015).

2.5.3.4.5 Tourism Business Council of South Africa (TBCSA)

Travel and tourism in South Africa is characterized by a great figure of small, medium and micro players. As barriers are low, it is relatively easy for any businessperson to open a Bed and Breakfast (B&B), or start a tour operating company. These small enterprises are tremendously important to the South African tourism economy as they are able to deliver a set of various and tailored experiences that bigger businesses find difficult to offer. A key challenge to the sustainability lies in access to the market as well as access to skills and training to be able to deliver a quality experience (TBCSA 2018).

The TBCSA is the umbrella organisation representing organised businesses in the South African travel and tourism industry. Being the umbrella organisation for the travel and tourism private sector, the TBCSA satisfies the role of being the key channel and connection between government and businesses as well as upholds credible relationships with key national public and private sector travel and tourism organisations and institutions in the country. Representation of the private sector is mainly attained through the travel and tourism associations and large business players for the diverse segments in the industry. The TBCSA does not interchange the sector associations; rather, the associations are well-represented within the structure of TBCSA (TBCSA 2018).

TBCSA consists of members from the key travel and tourism associations, prominent tourism businesses operating in South Africa as well as corporate companies that recognise the importance of tourism to South Africa and the general economy (TBCSA 2018). The objective of TBCSA is to make sure that the tourism industry continues to provide an effective role in the country's growth through its 10 macro priorities (TBCSA 2018) as listed below:

- Airlift and air access
- Land and infrastructure development
- Safety and security
- Skills development
- Transformation and empowerment
- Travel and tourism service excellence
- Knowledge management and market intelligence
- Responsible tourism
- Investment promotion
- Destination marketing

TBCSA also administers the TOMSA (Tourism Marketing Levy South Africa) levy which is collected from tourism businesses with the aim of contributing to the promotion of South Africa as a preferred tourist destination locally and internationally (TOMSA 2018).

2.5.4 The expectations of the tourists in destinations, their motivation and decision to travel

Tourists are not actually stakeholders. They are the reason for the industry and they have a strong influence on how the stakeholders in the industry function (Duncan 2008:167). Many tourists want to feel that the community is benefiting from their visit (Gough & Duncan 2008:142).

In the development phase of international tourism, tourist motives and expectations were mostly overlooked, simply because the industry was preoccupied with serving the growing needs to be very worried about tourists' travel experiences. However, the rise of tourist destinations competitiveness has created interest in market research and tourist needs (Bennett 2000:68). After the cold war between the West and East, international choices available to the holiday-maker drastically increased. These increased choices were as a result of more destinations and countries that were accessible to tourists. A wide range of holiday types are offered by many destinations through the world. Given a much wider choice and greater variety of destinations, tourists are likely to favour holidays that offer both the fullest realization of their personal expectation and value for money.

South Africa must realise that having a good product is not enough in an increasingly competitive market to compete as long-haul tourist destination. It is important for destination managers to research their markets and investigate the motives and expectations of tourists, in order to appeal to both international and local tourists. South Africa's natural environment, particularly its scenery and wildlife, is one of the main reasons why tourists visit the country (FET FIRST 2007:84; Van der Merwe & Saayman 2008:154). They form a baseline for tourists' expectations concerning rural holidays (Pesonen 2012:79).

Reasons for taking a trip differ from individual to individual (Ali pour *et al.* 2011:1602; Egbali *et al.* 2011:63). Trade and religious purposes, medical treatment, educational purposes, diplomatic purposes and sporting events were historically amongst some of the reasons which prompted travelling. Journeys such as those made by diplomats, business people, and scholars travelling to Europe to study in Paris, Rome, Florence and other cultural centres were very prevalent in the seventeenth and eighteen centuries (Bennett 2000:70). Travelling for leisure purposes or relaxation were not the only reasons that encouraged people to travel, people also travelled for entertainment and business purposes, either to a meeting, conference, workshop, event etc., and these people or tourists had contributed to the growth of the destinations they had visited (Zaei & Zaei 2013:12).

The need to explore new things drives people to travel to new places and motivates them to visit new destinations (Venkatesh 2006:23; Murphy, Beckendorff & Moscardo 2007:47). Today there are even more reasons why people travel, such as change of site, getting conversant with traditions, recreation and relation, visiting friends and relatives (VFRs) and for health reasons (Pesonen 2012:69; Egbali *et al.* 2011:63). Active or passive participation of people either as an individual or group in activities such as entertainment, cultural activities, sporting events, sightseeing or shopping, conferences/seminars, exhibitions,

study, business and meetings are among part of the reasons to travel. What sparks motivation is strictly connected with the impetus, choice and preferred form of travel.

Destination attribute plays an important role in tourists' evaluation of the attractiveness, image and satisfaction of a particular destination (Meng, Tepanon & Uysal 2008:42). This section aims at assisting tourism stakeholders in planning their marketing efforts and product offering more efficiently as they know what kind of destination attributes are valuable (Pesonen 2012:79). Various expectations on motivations and eventually, on decision to travel, will be examined. A thorough understanding of the different motivational factors and the decision-making process is crucial for managers in the tourism industry. Such an understanding will help in directing successful marketing efforts and business planning within sustainable livelihood.

2.5.4.1 Expectations of the tourists

Tourists have different expectations with regard to destinations when they travel. When tourists visit different destinations around the world, they will see and experience different things that might or might not meet their expectations (Buffa 2015:14042). Tourists expect to see natural things when they visit natural tourist attractions such as the Kruger National Park. Another tourist expectation is that when they arrive at their destinations, they will be able to communicate with people there. But, it can happen that people at the destinations do not speak the same language as the tourists. This communication barrier can negatively influence a tourist's experience of a destination and can lead to unmet expectations. The manner in which tourists travel around and explore destinations can also influence their experience of that destination (Schaller & Holomisa 2009:17). Despite the similarities several differences occur, especially in relation to expectation concerning farming activities, heritage or other destination attributes (Pesonen 2012:70).

The tourists also have expectations regarding a tourist site which occasionally differ from those of the local community at such a site. The tourists are entitled to expect good service, a clean environment, a pleasant place to stay at and good food to eat (FET FIRST 2006:84). Tourists might also experience high volumes of visitors at some destinations during specific times of the year. So, the time at which tourists choose to travel can also influence their experience of the destination. This, in turn, will influence whether or not their expectations of a destination are met (Schaller & Holomisa 2009:18). In order to meet tourists' needs, residents can vary their own products and even their products could be sold more (Egbali et al. 2011:68).

The standardization of mass products created consumer expectations for all products including tourism products to become standardized. As tourists are consumers, the same expectations extend to travel experiences, which are regarded as consumable products offering value for money (Ivanovic 2008:49). Tourists' expectations at times leads to harm that result in basically weakening the social landscape of local people and destruction of natural environment due to construction of infrastructures such hotel and airports in natural coverage zones which in turn cause pollution and outbreak of epidemic diseases (Egbali *et al.* 2011:67).

2.5.4.2 Influences on the motivation to travel

Individual tourists are daily subjected to influences from their environment. Hence they are bound to be influenced by forces at work within their environment (Li & Cai 2012:473). No prospective tourist can completely escape the influences of broader society (Bennett 2000:70). In popular terms it can be said that no person is an island, and for this reason, tourists are subjected to the changes in the environment. The different sub-systems of the environments have an effect on the individual and influence his/her needs and desires (Al Haija 2011:93).

Motivation to travel originates from the individual needs and desires, which in turn determine motivation (Balalia & Petrescu 2011:219) and its apprehension depends on the individual's economic condition and freedom to travel. An evaluation of alternative holiday destinations, a booking (decision), the holiday itself and eventual satisfaction is a critical element of travel motivation (Dusi, Zahari & Akbar 2016:170). Prospective tourists rely heavily on the images of a particular destination in order to consider alternative destinations (Balalia & Petrescu 2011:219). If the image of a destination coincides with the tourist's first choice and prospects, the destinations is accustomed by the information available at the time of decision making (Pearce 1989:98).

South Africa's natural environment, particularly its scenery and wildlife, is a unique selling feature for tourists to visit the country (FET FIRST 2007:84). It is therefore important for tourism products to understand the travel behaviour, and more specifically the travel motivations of tourists (Isaac & Cakma 2014:166), as it may assist in product development, improved marketing strategies, enhanced service delivery approaches and the creation of a competitive advantage (Seyidov & Adomaitiene 2016:115). Therefore travel behaviour plays an important role in tourism as a concept, an industry and an economy, and demands investigation (Van Vuuren & Slabbert 2011:296).

2.5.4.3 Motivation to travel

The difference between motives and motivation is critical because it allows a categorisation of the energy that moves people to act (motives) and also allows these motives to be expressed differently by different individuals (Gnoth 1997:288). Motives refer to the generic energizers for behaviour. Although motives imply a direction and a target, only motivations actually include such targets or objects and refer to an interaction between motives and situations. Bonera (2008:7) asserts that motivation is a necessary component for tourism development because, without interest or a need to travel, tourism would not exist.

Motivation is derived from the word 'motive' which means: 'the reason for, to cause (a person) to act in a particular way, to inspire (a person), or to stimulate the interest of, to move or tend to move a person to a course of action.' When motives are transformed into motivations, the process of choosing specific destinations and activities begins (Ramchurjee 2014:25). Motivation is the driving force within individuals that impels them to action (Hani 2016:16). Motivation is the processes that leads people to behave as they do, and the processes begin when a need arises that a consumer wishes to satisfy, whereas a need refers to a state of feeling deprived (Pratminingsih, Rudatin & Rimenta 2014:20). Thus travel motivation is having a reason to travel to a specific place (Encart 2009:1). Motivation therefore is concerned with initiating movement or inducing a person to act.

Baloglu (2001:54) and Baloglu and Uysal (1996:32) argue that motivation influences the effective component of the images, or the feelings aroused by a place or people, who may access a tourist destination based on varying motives of travel. However, tourist motivation is also regarded as the combination of needs and desires that affect the propensity to travel in a general sense (O'Leary & Deegan 2003:213). Mountinho, as cited by Esichaikul (2012:48) and Adams, Snyder, Crooks and Johnston (2015:88) stated that motivation is a state of need or condition that drives an individual towards certain types of actions that are seen as likely to bring satisfaction. Vinh (2013:202) indicated that motivation research is one of the most essential tools used to gather information regarding tourists' opinions of a destination before they visit. It is defined as not only the perceptions of individual destination attributes but also the holistic impression made by the destination. Travel motivation relates to why people travel (Hsieh 2016:3) and is an important issue in explaining tourist behaviour because it is the starting point of the travel decision and destination choice process. Dusi, Zahari and Akbar (2016:175) define travel motivation generally as a set of needs that cause a person to participate in a tourist activity.

Tourism decisions are measured to be highly risky due to the high economic and non-economic costs associated (Sirakaya & Woodside 2005:816), the process of obtaining tourism products is very attractive, which means that tourists devote to it a substantial

amount of effort and time (Seabra *et al.* 2007:1541). Furthermore, subject to the product or situation, tourists may be more interested, concerned or involved in the buying decision process. However, influenced by a diversity of reasons, tourists tend to change their behaviour in time (Mahika 2011:15). To offer tourists with an uncompromised tourism experience and to assist with tourism product development, one of the most central parts to be determined is why tourists travel. That is, to determine the travel motives of tourists to different tourism (Beh & Bruyere 2007:1464). Banerjea (2010:1) supplements this and states that it is essential to know why tourists travel to partake in tourism activities (adventure activities) as this plays an important role in envisaging future travel patterns.

As per Johnsson and Devonish (2008:398) and Pantouvakis and Patsiouras' assertion (2016:22), there are plenty of tourist destinations around the world, each offering a variety of products and services to draw visitors. People travel to meet initial needs satisfactorily, and to achieve tourists' satisfaction is very important for the tourism sector, because of its effect on their future economy (Masa'deh *et al.* 2017:34). A deep understanding of tourist motivations would enable destination marketers to augment their offers in ways that satisfy tourists (Kruger & Saayman 2010:93; Shi, Liu & Li 2018:2). This notion was supported by Van Vuuren and Slabbert (2011:295) that knowledge of travel behaviour can assist in marketing and product planning and development, which can increase the number of visitors to tourism products such as resorts. This grants potential tourists the opportunity of choosing a destination that stimulates their interests and motivates them to travel (Jonsson & Devonish 2008:398).

Modes of expression and travel motivation trends over time are important when establishing the tourism offer and represent a decision-making factor in production and marketing of goods and services (Mahika 2011:15). Determining what the consumer desires can assist in predicting the most important aspect in the tourist offering (Ritchie, Tkaczynski, & Faulks 2010:411). This notion was supported by Van der Merwe & Saayman (2008:156), namely that more effective marketing can be done and, when planning marketing strategies, more specific factors can be borne in mind that can lead to a competitive advantage in the tourism market sector.

Danaher and Arweiler (1996:35), Huang, Huang and Wu (1996:19) and Richardson and Crompton (1998:112) outlined that differences between tourists from different countries visiting the same destination confirm that variables such as tourist perceptions of a destination, satisfaction levels, demographic profiles and tourist activities may differ in conformity with the country of origin. Travelling motivations can be divided into three major groups: knowledge, cultural and educational motivations (Seabra *et al.* 2008:27). Tourist

motivations, attitudes and perceptions are important socio-cognitive variables that must be taken into account to better understand the destination choice process (Jonsson & Devonish 2008:399). This is due to the fact that the tourism industry has been driven today by changes in terms of values and expectation. Hence tourists are increasingly seeking more experiences than products (Yiamjanya & Wongleedee 2014:1348).

'Push and pull' factors and their importance in shaping tourist motivations were emphasized in Crompton (1997:101). The push-pull approach is the most widely applied for explaining motivations (Seyidov & Adomaitiene 2016:116). Push and pull motivation approaches have been widely accepted and verified via numerous tourism studies, and this concept has become a representative theory in the examination of tourist motivation (Yousefi & Marzuki 2012:170). The concept behind the push and pull dimension is that people travel because they are pushed by their own internal forces and pulled by the external forces of destination attributes (Al-Haj Mohammad 2010:41). Push factors are intangible factors that push a tourist away from home, while 'pull' factors are tangible characteristics pulling tourists towards the destination, referring to what makes a destination attractive for potential visitors including historical and cultural resources, beaches and accommodation (Pesonen 2012:71). Yiamjanya and Wongleedee (2014:1349) believe that it is not only the psychological push factors that make an individual travel.

Huang (2010:156) state that a bundle of pull factors such as beaches, historical/cultural attraction, scenic/natural resources, skiing, new/unique location, and party atmosphere could respond to motives such as excitement, accomplishment, self-esteem, and fun and enjoyment. Pull factors are those that motivate tourists to visit destinations for their attractiveness such as beaches, recreational facilities, cultural attractiveness, natural scenery, shopping centres, parks and friendliness of locals (Dusi, Zahari & Akbar 2016:170; Siri, Kennon, Josiam & Spears 2012:63). Pull factor is also associated with potential activities or key attributes offered at a destination such as travel arrangements together with environmental quality and safety as major proportions of destination attributes (Kassean & Gassita 2013:225).

In essence the pull factors are motives aroused by the destination rather than emerging exclusively from within the travellers themselves (Mohammed & Som 2010:41) and pull factors have become significant and require consideration with regard to sustainably in attracting new and repeat tourists (Yiamjanya & Wongleedee 2014:1349). Pull factors refer to those external, situational or cognitive aspects that cause an individual to feel motivated to choose one destination over another once the decision to travel has been made (Yoon & Uysal 2005:45). Pull factors are also associated with potential activities or key attributes

offered at a destination while Yoon and Uysal (2005:46) and Botezatu (2014:50) state that travel infrastructure together with environmental quality and safety are major dimensions of destination attributes. However, some scholars argued that destination extraordinary attraction, worth economic value and fascinating atmosphere influence tourists to visit a destination (Phetvaroon 2007). Josiam and Fraiser (2008:35) concur that genealogy or the practice of tracing family's history was one of the factors that motivated people to travel to visit friends and relatives or to seek and document lineage, cultural background and history.

Push and pull factors is a well-proven approach for analysing tourists' motivations (Siri *et al.* 2012:62) and has been studied and discussed in a wide range of travel motivation studies (Yiamjanya & Wongleedee 2014:1348). Some common push factors in traveling found in many studies include escape from daily routine life, relaxation, exploration, social interaction, relationship enhancement and prestige (Al-Haj Mohammad 2010:44; Yiamjanya & Wongleedee 2014:1348; Pratminingsih, Rudatin & Rimenta 2014:19; Pantouvakis & Patsiouras 2016:23). Push factors were internal drives or the desire for travel such as the need for escape, the need for novelty, or the need for self-esteem (Jang *et al.* 2009:51; Mohammed & Som 2010:42). These factors are relevant in the current study as they provide a framework for understanding tourist motivation (Jonsson & Devonish 2008:399). To understand human travel motivation, it is first necessary to understand what needs tourists may have, since needs could be seen as the force behind motivated behaviour (Saayman, Slabbert & Van der Merwe 2009:81).

Al-Haj Mohammad and Mat Som's (2010:44) findings on travel motivations were that a successful matching of push and pull motives is essential for a marketing strategy in destination areas, and the examination of the motives are useful for segmenting markets, designing promotional programs and decision-making about product development. However, Al Haija (2011:93) stated that tourist interests are essentially concentrated on exotic, religious and archaeological sites of attraction rather than on traditional villages which generally have less tourist facilities.

Traveller motivation is one of the primary variables that can explain travellers' activities (Jang, Bai, Hu & Wu 2009:52). To maximize customer satisfaction it is imperative for travel motivations to be clearly identified and properly understood by managers of tourism establishments (Siri *et al.* 2012:62). Only then can they help the customer select the type of travel experience that most closely matches his needs and wants. A clear understanding of the motivation to travel is also necessary for the development of tourism, since the tourism industry will have no future if motivation to travel is lacking (Wai *et al.* 2015:81). Motivations

push a holidaymaker into decision while attractions pull him/her towards a particular holiday and destination (Tawil & Al Tamimi 2013:165).

Despite several difficulties, researchers have attempted to describe the motives of travellers and to systematically link them to different travelling patterns. Cooper *et al.* (1993:29) describe the dimensions of the concept *motivation* in the context of travel which include the following:

- Travel is essentially need-related; it acts as a motivational energizer of action.
- Motivation is grounded in sociological and psychological norms, attitudes, culture and perceptions.
- The image of destination created through several communication methods and channels will influence motivation and subsequently affect the type of travel undertaken.

Phillip Kotler, as cited by Mahika (2011:18), believes that factors that influence tourists' behaviour and whose action can be independent or combined can be as follows:

- Psychological factors: intrinsic to the tourist, such as motivation, perception, learning, beliefs and attitudes
- Personal factors: personality, self-image, wealth, lifestyle, occupation and age
- Cultural factors: the system of norms and values that influence an individual's manner of behaviour in society
- Social factors: family, social classes and groups and opinion leaders

In general, the conclusion is that tourist motivation should be perceived as a multidimensional concept in which different understandings about their constructs are determinants in the tourist decision within 'push and pull' motivation (Chaipinit & Phetvaroon 2011:101).

2.6 IMPACTS OF TOURISM

Gough and Duncan (2008:175) describe impacts to be points that need to be focused on for the long-term success of the economic, social and environmental health of the tourism industry. The impact of tourism is extremely varied (Yazdi 2012:50). Tourism development can have both positive and negative impacts on destinations (Pearson, Swart & Malan 2007:114; Nizic & Drpic 2013:159). The planning and management of tourism in many destinations have occurred with insufficient information, particularly with regard to the impacts of tourism on destinations, the impacts of changes in the social and natural environment on tourism and the longer-term maintenance of the key assets which make a destination attractive (Reihanian *et al.* 2015:41). However, as stated earlier, sustainable

tourism attempts to find a balance between these impacts to create an improved quality of life for the host community and the destination (Yazdi 2012:50).

Today, tourism is oriented towards new forms of development pertaining to an insight of 'sustainable development' that aims at respecting, preserving and sustainably highlighting the patrimonial resources (natural, cultural and social) of a territory to the hosted tourists so as to reduce the negative impacts they may engender (Camus *et al.* 2012:1). The importance of tourism as an industry with the potential of generating export earnings and creating employment is well-understood (Amalu, Otop & Duluora, Omeje & Emeana 2017:1257). However, there now appears to be a general understanding that not all of the impacts of tourism are necessarily positive (Gu & Ryan 2008:642). The perceived impacts of tourism vary depending on residents' demographic characteristics and/or socioeconomic circumstances, such as age, gender, education, job, and income (Liu & Li 2018:2). Tourism planners typically consider the nature of the impact and how it can be managed to ensure optimal outcomes (Kim *et al.* 2013:528). This section will examine impacts of tourism both negative and positive since this forms part of the empirical analyses of this study.

Wall and Mathieson, as cited by Kim *et al.* (2013:528), point out that tourism impacts can be analysed from different perspectives: economic, social, cultural and environmental. The global threat of climate change, diminishing natural resources and significant socio-economic inequalities are forcing companies and individuals to evaluate the impact they are having on the natural, social and economic environments. This trend has led to an increased availability and demand for socially, environmentally and economically responsible products (Nunkoo & Ramkissoon 2012:997). The tourism industry relies heavily on the sustained beauty and hospitality of the places and communities it operates in and has come under pressure to manage its negative and positive impacts (Frey & George 2010:621). Tourism plays an extremely important role in the economic and social development of most countries in the world (Zaei & Zaei 2013:15).

2.6.1 Economic impacts

Tourism involves crucial economic issues (created wealth, generated jobs, and collected currencies), but it is also considered to be the source of several problems regarding sustainable development (Camus *et al.* 2012:2). The conflict between private profits and public interest is one of the major problems that residents suffer from in the light of inefficient government control and management (Al Haija 2011:94). Tourism is an economic sector able to offer a significant contribution to the economic growth of a region (Matiza & Oni 2014:322) and labour market, and creates occupation opportunities directly and indirectly through the supply of goods and the necessary services for tourist activities (Zaei & Zaei

2013:12). Countries with fewer tourist arrivals, but with significant tourism receipts, are in a position to benefit economically from tourism while not jeopardizing the sustainability of natural and cultural environments that are extremely sensitive to large numbers of tourists (Ivanovic 2008:64). Economic impact refers to the effect tourism has on the economy and material wealth of South Africa. Economic impacts are often the most tangible kinds of impact (Van Breugel 2013:9). Thus tourism development should be aimed at improving not only the economy but also tourism and the economy as a whole (Marinoski & Korunovski 2012:20).

Positive economic impacts of tourism:

- It contributes significantly to the creation of employment, both directly and indirectly (Aniah *et al.* 2009:75). Direct job opportunities (including administration, guiding, tours and transport, construction, hospitality, management, accommodation, shopping, food and beverage outlets) (Zaei & Zaei 2013:15; Egbali *et al.* 2011:67; Cheuk *et al.* 2010:59; Chirenje *et al.* 2013:9; Van Breugel 2013:9) and Indirect job opportunities (including environmental management, entrepreneurs, other secondary industries) (Zaei & Zaei 2013:16; Egbali *et al.* 2011:67).
- It is the very promising tool for development which also creates employment opportunities for the unemployed (Hani 2016:15).
- It stimulates new business enterprises (Zaei & Zaei 2013:16).
- It supports the development of multi-sector or economic diversification (Seyidov & Adomaitiene 2016; Egbali *et al.* 2011:68).
- It provides development to local communities (Egbali *et al.* 2011:67)
- It provides alternatives to changing or fading traditional industries (Simpson 2008:3; Egbali *et al.* 2011:68).
- It generates income (Zaei & Zaei 2013:16; Egbali *et al.* 2011:67; Dusi, Zahari & Akbar 2016:170).
- Income generated by it can reduce family size by indirect mechanisms such as funding female education and reducing dependence on subsistence labour (Buckley 2012:530).
- It generates revenue (Nunkoo & Ramkissoon 2011:997; Zaei & Zaei 2013:16)
- It decreases unemployment (Zaei & Zaei 2013:15).
- It increases the investment and business activities in many countries (Dusi, Zahari & Akbar 2016:170).
- It earns foreign exchange (Zaei & Zaei 2013:15; Egbali *et al.* 2011:68; Dusi, Zahari & Akbar 2016:170; Aniah *et al.* 2009:75).
- It creates a fair distribution of wealth (Egbali *et al.* 2011:63).

Negative economic impacts of tourism

- Seasonal work (Egbali *et al.* 2011:67; Ratz 2000:6; Nizic & Drpic 2013:159).
- Low wages (Egbali *et al.* 2011:67)
- Local price inflation (Zuzana & Zuzana 2015:36; Egbali *et al.* 2011:67; Kim *et al.* 2013:528; FET FIRST 2006:46; Fairer-Wessels & Van der Walt 2007:41).
- Migration of work power (Egbali *et al.* 2011:67)
- Destruction of local work structure (Egbali *et al.* 2011:67)
- Imported labour (Fairer-Wessels & Van der Walt 2007:59).
- Income leakages (Chirenje *et al.* 2013:9).
- Overdependence on tourism (Ratz 2000:6).

2.6.2 Socio-cultural impacts

The term *socio-cultural impacts* refers to the effect tourism has on the emotional and personal welfare of South Africans and of society as a whole. These impacts also reflect changes in attitudes, values, beliefs and behaviour, and contribute to wellbeing. Ratz (2000:5) argues that the socio-cultural impacts of tourism are basically the consequences of either the development of the tourism industry or the presence of the tourists. Social or cultural impacts are usually experienced in the encounter between hosts and guests (Van Breugel 2013:9). Kim *et al.* (2013:527) also indicated that once a community becomes a tourist destination, the lives of residents in that community become affected by tourism activities. They tend to be greater in developing countries due to the large differences in cultural and economic characteristics between local residents and tourists.

South Africa's tourism industry still carries the apartheid legacy of white domination of ownership of tourism products and of the limited involvement of Black communities in both tourism production and the consumption of tourism products (Butler & Rogerson 2016:265). Hence the significant effects tourism can have on a destination and its population led academics to assess hosts' perceptions of the impacts of tourism with a view to understand the influence of the industry on the life of residents, as well as identify their level of support for tourism development (Stylidis 2012:ii). Tourism has long been regarded as a damaging activity, which is responsible for inflicting negative socio-cultural impacts on the destination visited and for creating friction between the hosts and the guests (Ivanovic 2008:48). There is a need for diversification of the product with deeper involvement of local people in tourism (Saarinen, Motswete & Monare 2014:7). Moreover, tourism produces social benefits to the region (Zaei & Zaei 2013:13).

Positive socio-cultural impacts of tourism:

- Community enrichment attributed by the meeting of different cultures (Zaei & Zaei 2013:13).
- Tourism creates a new awareness of traditions, old cultures and dying art forms (Egbali *et al.* 2011:63;67).
- Tourism is said to develop a greater understanding between people of different cultures (Stoian & Isbasescu 2013:406; Zaei & Zaei 2013:15; Egbali *et al.* 2011:63; Van Breugel 2013:9).
- Local people absorb new ideas, social interests and values conveyed by tourists (Zaei & Zaei 2013:15).
- Tourism often assists in facilitating a process of change from rigid authoritarian societies to ones that are more sensitive to the needs of individuals (FET FIRST 2006:69).
- The quality of local life is improved through better local facilities and infrastructure which could lead to better education, health care, employment opportunities and income (Zaei & Zaei 2013:15; Ratz 2000:7).
- It fosters civic pride (in community, culture, heritage, natural resources and infrastructure) (Egbali *et al.* 2011:67).
- Tourists seek involvement and interaction with local people and the opportunity of discovering a destination's unique features and acquiring new knowledge (Buffa 2015:14043).
- Social inclusion is critical to a sustainable tourism product since it contributes to the overall health of society, reducing crime and social conflict (Laitamaki *et al.* 2016:12).
- It raises the educational level of visitors (Marinoski & Korunovski 2012:20).
- Tourism assists and stimulates traditional skills (Al Haija 2011:95).
- More cultural and social events become available to local people such as entertainment and exhibitions (Zaei & Zaei 2013:15).
- It preserves cultural and social heritage and local languages or dialects (Zaei & Zaei 2013:16)
- It supports and preserves local and unique crafts and skills (Yang, Rayan & Zhang 2013:84).
- It creates a sense of well-being (Egbali *et al.* 2011:67)
- It promotes greater cross-institutional understanding (Egbali *et al.* 2011:67)
- Tourism promotes world peace (Aniah *et al.* 2009:73).
- Tourism alleviates poverty (Nara, Mao & Yen 2014:20; Zaei & Zaei 2013:15).

Negative socio-cultural impacts of tourism:

- Increased crime and violence (Yang, Ryan & Zhang 2013:84). Tourists are usually easily identified simply because they often wear cameras and may differ in appearance from locals. They therefore become easy targets for criminals (FET FIRST 2006:69).
- Negative tourist behaviour which may result in the disappearance of local habits (Ratz 2000:7; Nizic & Drpic 2013:159). When tourists are on holiday, they are often inclined to disregard many of the social norms that regulate their behaviour at home. They may dress in a more relaxed manner. They may indulge in heavy drinking or sexual activities or even use drugs. This may occasionally be in conflict with the value systems of local communities and may undermine local traditions and customs (FET FIRST 2006:69).
- Increased sexual permissiveness (Ratz 2000:7). Tourism and prostitution are often linked (FET FIRST 2006:69). Some people may travel to other destinations specifically for that reason. The risk of contracting epidemic diseases such as HIV and AIDS is a strong deterrent in South Africa (Egbali *et al.* 2011:67).
- Cultural changes (Egbali *et al.* 2011:67). Locals often are tempted to perform traditional dances for visitors in order to make money. In the process they alter the values of their traditional dances and other rituals (FET FIRST 2006:69). This leads to commercialization and degradation of indigenous culture (Yang *et al.* 2013:84).
- Reduction of life patterns (Egbali *et al.* 2011:67).
- Economic emancipation and breakdown of social structures. In many traditional societies the employment of women and young people has a disruptive influence on tradition values (FET FIRST 2006:69). By earning money, women have achieved economic freedom, which had previously been beyond their reach. In some households this has been a cause for tension and represents a shift of power.
- Racial tension between tourists and locals. Some tourists do not appreciate that cultural differences may exist between themselves and the locals (Al Haija 2011:95; Yang *et al.* 2013:83).
- Locals remain in low-key jobs. Senior jobs such as those of hotel managers are often reserved for outsiders, while locals are mostly employed in low-level jobs. This could result in animosity and conflict (FET FIRST 2006:69).
- Participation of women in part-time and low-income jobs (Egbali *et al.* 2011:67)
- Degradation of the cultural environment, resulting in a loss of cultural identity (Egbali *et al.* 2011:67; Yang *et al.* 2013:84).
- Commercialization and degradation of indigenous culture (Ratz 2000:7; Yang *et al.* 2013:84).

2.6.3 Environmental impacts

The concept *sustainability* arose from the recognition that the earth's limited resources could not indefinitely support the rapidly growing population and industrial growth as economic development moves to reduce poverty and increase standards of living among all countries (Yazdi 2012:51). *Environmental impacts* refers to the effect tourism has on the natural environment. Even though tourism has brought economic benefits, it is well-known for having disastrous effects on the natural environment (Van Breugel 2013:10). Tourism's unplanned growth has damaged the natural environments of many tourist destinations (Abdullah, Said & Omar 2014:122). These undesirable side-effects have led to the growing concern for the conservation and preservation of natural resources (Carvache-Franco, Caravache-Franco, Sanchez-Riera & Caravache-Franco 2018:34). Natural heritage attractions regard tourism as a problem and a threat (Ivanovic 2008:113). This impact is generally measured by applying two indicators which are the greenhouse gas (GHG) emissions and environmental footprint (Camus *et al.* 2012:2).

Yuxi and Linsheng (2017:503) indicate that tourism in its development is essentially cyclical and that unless specific steps are taken, tourist destination areas and resources will inevitably become overused, unattractive and eventually experience declining use. Yazdi (2012:51) state that most tourists wish to visit areas that are attractive, functional, clean and not polluted. An attractive environment appeals to tourists, be it natural or built, and the development of tourism in a locality will relate to the surrounding area (Zaei & Zaei 2013:19).

However, Butler, as cited by Burton (1995:142), implies that specific steps, if taken, can change the cycle of development. These steps include:

- Limiting the number of tourists before the impact of tourism begins to alter the resource unacceptably;
- To change the type of tourists visiting an area; and
- Education of the tourist industry, government, the tourist and the host population.

Tourism itself may affect the environment in both positive and negative ways (Zaei & Zaei 2013:19).

Positive environmental impacts:

- As the environmental awareness grows among tourists and local inhabitants, an increasingly greater care of the environment can be seen (Szymanska 2013:70).
- Maintenance of natural environment by protecting, creating or maintaining national parks or other protected areas (Zaei & Zaei, 2013:13; Egbali *et al.* 2011:67-68).

- Improvements in manufactured and natural environments (Al Haija 2011:95; FET FIRST 2007:24). These include improvements in transportation systems, the increase in conservation activities and technological improvements such as central heating and air conditioning (FET FIRST 2006:67).
- Increased investment in the area may improve facilities and access, enable development (Zaei & Zaei 2013:19) and make use of constructed facilities by local people (Egbali *et al.* 2011:67).
- Improvement in the tourism landscape (Egbali *et al.* 2011:67). Most of the environmental modifications of landscapes and structures for tourists are now undertaken by professional designers, e.g. landscape architects, archaeologists etc. The intention is clearly to design with nature (FET FIRST 2006:67).
- Increased numbers of some plant and animal life. With governments becoming more environmentally conscious, the introduction of conservation areas and proper management practices has led to an increase in the numbers of some endangered animal and plant species (FET FIRST 2006:68).
- Tourists are more inclined to donate to local conservation initiatives if they are educated about the area (Laitamaki *et al.* 2016:11).

Negative environmental impacts of tourism:

- Different forms of pollution, which include water, air and noise pollutions and residues made by tourists (Nara, Mao & Yen 2014:21; Egbali *et al.* 2011:67)
- Loss of natural landscapes (Brokaj 2014:103) and Unattractive landscapes, for example, high-rise hotels, signage and badly planned layout of attractions (FET FIRST 2006:68).
- Littering of the landscape (Yazdi 2012:50).
- Damage to tourist sites caused by overuse and misuse (Nunkoo & Ramkissoon 2012:997; FET FIRST 2006:68).
- Soil erosion, which can be caused by people walking over sensitive areas and creating footpaths, which then facilitate soil erosion (Eshliki & Kaboudi 2012:337).
- Destruction of animal life which can often be linked to the destruction of habitat, as well as activities such as over-hunting (Egbali *et al.* 2011:67).
- Vandalism of properties (FET FIRST 2006:27).
- Heavy traffic and congestion of the road systems as well as an increase in the rate of serious road accidents (Eshliki & Kaboudi 2012: 333).
- Noise and air pollution caused by the increased use of transportation (Van Breugel 2013:10).

- Growing demand for resources which puts pressure on sensitive ecological environments which result in environmental degradation (Miocic, Razovic & Klarin 2016:99; Yazdi 2012:50; Aniah *et al.* 2009:75).

In order to create a clear understanding of tourism impacts, Table 2.3 has been used to summarise both positive and negative impacts of tourism based on the literature studied.

Table 2.3: Summary of tourism impacts

Positive impacts of tourism	Negative impacts of tourism
<ul style="list-style-type: none"> • Job creation • Stimulation of business interest • Economic diversification • Develop local communities • Income and revenue generation • Provide foreign exchange • Wealth creation • Awareness of new traditions • Local people absorb new ideas • Improvement of quality of life • Foster civic pride • Stimulates traditional skills • Creates cultural exposure • Preservation of heritage • Poverty alleviation • Create environmental awareness • Protection of natural and artificial environment as well as promotion of local conservation programmes 	<ul style="list-style-type: none"> • Seasonal work • Low wages • Inflation • Income leakages • Overdependence on tourism • Increase crime and violence • Negative tourism behaviour • Prostitution • Cultural changes • Racial tension • Locals remain in low-key jobs • Commercialisation of culture • Pollution • Littering • Vandalism • Soil erosion • Destruction of animal life • Traffic congestion

Source: Own compilation (2018)

A vast domain of physical and environmental negative effects are caused by tourism development, which is classified into three main sections including user resources, behavioural considerations and pollution (Egbali *et al.* 2011:67). These problems are more likely to be exacerbated where well-designed planning and effective management of tourism development is lacking (Brokaj 2014:104). It is clear that the environmental education for the tourist may change attitudes and behaviour in the destination area (Burton 1995:143).

If residents' perceptions of tourism environmental impact is found to be a positive predictor of residents' sense of health and safety well-being, which in turn is found to be a positive

predictor of life satisfaction, the environmental policies and programs should be formulated such that it encourages tourism development in ways that influence residents' positive perception of tourism impact in their sense of health and safety well-being (Kim *et al.* 2013:528).

2.7 CONCLUSION

It was the purpose of this chapter to gain an understanding of sustainable tourism and of the role of various stakeholders within the context of sustainability as well as analysing the different impacts of tourism. This was achieved by means of analysing a variety of literature covering the aspects of sustainable tourism, sustainable development, roles and responsibilities of different stakeholders in the tourism, influence to travel, travel motivations and the impacts of tourism.

The main conclusions drawn from the literature review are that tourism is recognised as a resource-intensive industry; it therefore needs to be accountable in terms of sustainability at both local and global scales. Even though tourism has brought economic benefits, it has significantly contributed to environmental degradation, negative social and cultural impacts and habitat fragmentation (Egbali *et al.* 2011:67). This was also supported by a study conducted by Yazdi (2012:50) saying that while tourism provides considerable economic benefits for many countries, regions and communities, its rapid expansion has also had detrimental environmental and socio-cultural impacts. Miocic *et al.* (2016:105) point out that tourism has shown concern for sustainable development at all levels. This came from the fact that besides the positive economic effects, tourism also had the negative impact on some destinations to a certain extent by degrading their environment and the sociocultural elements of communities in these areas. Thus, sustainable development comes as a condition for the existence of tourism. Furthermore, tourism which is not properly planned and managed can leave permanent footprints on the physical, social, cultural and economic environments of destinations (Dwyer & Edwards 2010:3). However, involving different stakeholder groups in the tourism development processes assist in addressing the various social, cultural, environmental, economic and political issues affecting the sustainable development of tourism (Dadic & Ribaric 2017:115).

The next chapter (Chapter 3) focuses on rural tourism as a catalyst for community development.

CHAPTER 3: RURAL TOURISM A CATALYST FOR COMMUNITY DEVELOPMENT

3.1 INTRODUCTION

Tourism in the rural areas of developing countries is expanding at a rapid pace and is often a primary means of income in these areas (Lacher & Nepal 2010:77; Fleischer & Felsenstein 2000:1007; Fun, Chiun, Songan & Nair 2014:60). It is a possible strategy of growth for developing economies and agent of development due to its potential to be a source of income for local economies (Isaac & Van der Sterren 2004:2). A study conducted by Briedenhann and Wickens (2004:71) also states that in eastern parts of Europe, where events of the last decade triggered a rapid rise in rural unemployment, tourism has been identified as a catalyst to stimulate economic growth, increase the viability of underdeveloped regions and improve the standard of living of local communities. Lo, Ramayah and Hui (2014:84) also point out that tourism plays a significant role in reducing the rate of poverty among the rural communities – especially those in rural tourism destinations.

In most studies conducted in the field of rural tourism, it is clear that researchers have contrary views when it comes to rural tourism. Irshad (2010:3) indicate that tourism is not the panacea for all rural problems but it has a number of positive outcomes. This view was supported by Hwang and Lee (2015:502) that tourism is not the panacea for a rural renaissance and is still a controversial entity. However, Jaafar, Bakri and Rasoolimanesh (2015:407) acknowledge that rural tourism is increasingly viewed as a panacea for increasing the economic viability of marginalised areas, stimulating social regeneration, and improving the living conditions of rural communities.

Large parts of South Africa are stuck in a poverty trap in which poverty is so extreme that it is difficult to solve the crippling problems of hunger, diseases and lack of infrastructure. These cries in turn hamper economic growth and promote rural depopulation (Sachs, McArthur, Schmidt-Traub, Kruk, Bahadur, Faye & McCord 2004:119). Bennett and George (2004:4) argue that South Africa is ironically a tourism paradise which offers a variety of attractions including scenic beauty, diverse wildlife, a kaleidoscope of cultures, traditions and opportunities to explore the outdoors through sporting and adventure activities of which

many are situated in rural areas. However, little is known about its socio-economic effect on livelihoods of the rural areas.

The purpose of this chapter is to analyse rural tourism with reference to understanding rural tourism, the development of theories related to rural tourism as well as the hindrances thereof and the involvement of the community members. Firstly attention is given to an understanding of rural tourism.

3.2 UNDERSTANDING RURAL TOURISM

Rural tourism has attracted renewed interest from researchers (Jafar *et al.* 2015:407) as a result of the recognition of both its potential for enhancing rural development and of market trends making rural areas stand out as spaces particularly apt to accommodate new tourism and market demand (Kastennholz & Lima 2011:63). Both praised and despised as a development option, rural tourism is increasingly viewed as a remedy, increasing the economic viability of marginalised areas, stimulating social regeneration and improving the living conditions of rural communities (Jafar *et al.* 2015:407). It is one of the major components representing the transition from an economy of production to an economy based on consumption in rural areas (Hwang & Lee 2015:502).

Rural areas have attracted increasing interest as a space for leisure and tourism due to the recent trends in the tourism demand, especially from urban populations (Kasteholz & Lima 2011:62). As a result of this appeal to urban populations, less developed areas, afflicted by debilitating rural poverty, have considerable potential in attracting tourists in search of new, authentic experiences in areas of unexploited natural and cultural riches (Briedenhann & Wickens 2004:71). Therefore, a part of the population on farms is developing and diversifying new rural economic activities such as rural tourism (Kantar & Svrznjak 2017:26). However, Nedelea and Okech (2008:257) and Okech *et al.* (2012:36-37) conceded that it is self-evident that tourism will never come to dominate all rural areas, particularly in the developing world – there are vast swathes of rural areas for which tourism is not relevant for the foreseeable future.

3.2.1 Defining rural tourism

Rural tourism is usually viewed as being multidimensional, possessing physical, social, cultural, economic and political characteristics (Rathore 2012:252). It is a multi-faceted activity that takes place in an environment outside heavily urbanised areas (Khound 2013:28) which offers different alternative consequences of massive urbanisation represented by keeping the particularities of the local community with everything that involves life in rural areas (Ionela, Constantin & Dogaru 2015:1057). Rural tourism can be

defined as a mix of activities and services undertaken by governments, groups and farmers for recreation, tourist attraction and relaxation and also by tourists within rural areas (Rahmani, Hajari, Karimian & Hajilo 2013:396).

According to Bran, Dinu and Simon (1997:7), rural tourism is based on three axes, namely: space, people and products since:

- The area without human existence cannot support the co-existence;
- People without space or products have only a limited capacity to receive;
- Products that are not based on space and people have only a short existence and cannot deliver sustainable development locally.

For tourism to be described as rural tourism, it should mirror the characteristics that signify a rural area including small settlements, low population densities, agrarian-based economies and traditional societies (Okech, Haghiri & George 2012:36). Its essential characteristics include wide-open spaces, low levels of tourism development, and opportunities for visitors to directly experience agricultural and natural environments (Sharma & Parkash 2018:7674). According to Lane (1994) and Reichel *et al.* (2000), as cited by Giannakis (2014:40), rural tourism is defined as tourism that is located in rural areas. It is widely accepted that rural tourism is a composite of agricultural products, eco-products, cultural resources and spatial amenities which include diverse functions such as economic, social, educational, environmental, recreational and therapeutic activities (Hwang & Lee 2015:502).

Furthermore, rural tourism can be perceived as a country experience which encompasses a wide range of attractions and activities that take place in agricultural or non-urban areas (Irshad 2010:2). It consists of not only attractions, facilities and recreational activities but also requires providing services to tourists (Rahmani *et al.* 2013:396). Viljoen and Tlabela (2007:1) and Dragulanescu and Drutu (2012:197) describe rural tourism as tourism which consists of leisure activities carried out in rural areas. It includes various forms of tourism such as community-based tourism, ecotourism, cultural tourism, adventure tourism, guest farms, backpacking, riding and agro-tourism (Ozdinski 2009:175; Irshad 2010:2). Dragulanescu and Drutu (2012:197) label rural tourism as tourism which rests on short leisure stay which is organised in the countryside by a farming family on the premises of their own farm which is connected to the utilisation of rural attractions offered by the farm as well as the natural and geographic attractions of the region and cultural values. It is essentially an activity which takes place in the countryside (Sharma & Parkash 2018:7674). On the other hand, Mthembu (2011:13) maintains that rural tourism is seen as a process of visiting an area with abundance of natural and farming environments where specific natural, economic and socio-cultural features are harmoniously integrated so as to create unique

tourist products. From the above it is evident that rural tourism occurs outside urbanised areas, which includes a variety of natural and cultural experiences and that it can contribute to the socio-development of an area and its residents.

3.2.2 Perspectives on rural tourism development

Sharpley (2002:233) points out that rural tourism development programmes have also become increasingly evident in Africa though not to the same extent as in Europe. Jafar *et al.* (2015:407) agree that top rural tourism destinations, particularly in developing countries, normally consist of national parks, wilderness areas, mountains, lakes, and cultural sites. Thus tourism already is an important feature of the rural economy in these specific sites (Okech *et al.* 2012:36).

Based on a variety of endogenous natural and cultural resources of both material and immaterial quality, diverse types of experiences may be designed in rural areas, in a way to attract and satisfy a heterogeneous rural tourist market (Kastenholz & Lima 2011:63). This involves activities that make the rural community to directly engage in tourism either by them having full control or having their culture serve as the attraction (Kunasekaran & Gill 2012:35). There is also a wide range of stakeholders with multiple interrelationships, including tourists, tour operators, business owners, host community members, various organisations and agencies that promote and support the industry (Cawley & Gillmor, 2008:317).

The resilience of this sector is the result of the active participation of the public and private sectors in promoting and enhancing the competitiveness of the tourism products that attract tourists (Jaman & Alam, 2016:255). Tourism is employed as an engine of economic growth and diversification in rural areas (Sharpley 2002:233). The tourism sector has strong linkages with other economic sectors and these linkages need to be optimized for accelerated rural economic development. Linkages with sectors such as retail, agriculture, transport and construction will enhance the local multiplier effect and eventually create better economic growth and employment opportunities (Meyer & Meyer 2015:200).

Sharpley (2002: 234) further argues that in many countries, rural tourism development has enjoyed substantial encouragement, support and direct financial assistance from both the public and private sectors. It has been considered a means of achieving such economic and social development due to its capacity to generate local employment and stimulate external investment into the economy (Giannakis 2014:38). However, Dimitrovski, Todorovic and Valjarevic (2012:289) specifically mention that the significant economic contribution and the scope of rural tourism development remain largely unrecognised, manifesting in the

continuing bias with the national rural policy towards the agricultural sector. It is thus evident that rural tourism development is applied differently to different contexts but the involvement of a variety of stakeholders are evident.

The research of Guinjoan, Badia and Tulla (2016:499) indicates that 'rural development is the improvement of the economic, social and cultural conditions of a rural territory, with respect to the environment and in a manner that has positive repercussions for the quality of life of the resident population and integrates the territory with the whole of society'. Rural development meets this requirement and encompasses many of the adjectives that tend to accompany the phrase, such as local/regional, sustainable, integrated etc.

Briefly, rural development represents the well-understood self-interest of increasing section of the farming populations (Van der Ploeg *et al.* 2000:395). Rural development implies the creation of new products and services and the associated development of new markets. It also concerns the development of new forms of cost reduction through elaboration of new technological trajectories and the production and reproduction of specific associated knowledge bases (Van der Ploeg *et al.* 2000:396). Therefore rural development implies reconstruction of agriculture and countryside and their realignment with society and culture.

Rural development stems from combining a wide range of different and often refigured rural resources in new ways, as a result of which they flow into a set of new activities, interactions, transactions and networks (Slavic 2012:73). To spur growth, the economy requires expanding volume of resources such as natural, territorial, labour etc. (Trukhachev 2015:3052). Rural development is not just about 'new things' being added to established situations. It is about newly emerging and historically rooted realities that are currently reappearing as rural development experiences. Rural development policies should focus on strengthening proven constellations and supporting the emergence of new ones. A particularly decisive element will be the combination of the 'old' with the 'new'. This can therefore imply the application of different types of rural tourism to be discussed in the next section.

3.2.3 Types of rural tourism

Rural tourism encompasses a variety of forms in rural areas, including hunting, fishing and rural eco-tourism and could be a supplementary but also professional business and source of income (Kantar & Svrznjak 2017:26-27). Generally, there is agreement that rural tourism is a very broad term; it is often considered to include subsets such as agri-tourism, nature-based tourism and eco-tourism.

The phenomenon *rural tourism* has recently assumed new significance, having risen gradually from a marginal to a widespread practice (Garau 2015:6412). There is increasing consensus regarding the tourist's experience as the central element of the tourist phenomenon, deserving profound analysis, especially when aiming at the development of an appealing, successful and distinctive tourism product. Rural development is also concerned with the reconfiguration of rural resources. Yozukmaz *et al.* (2014:37) observe that rural tourism develops rapidly with tourism demand and is considered a new strategy for strengthening economic structure in rural areas and as an opportunity for tourists who wish to take a vacation while learning about historical, cultural and natural beauties. This implies the application and development of different forms of rural tourism. Kastenholz and Lima (2011:63) however state that it is not easy to develop this product and that the construction of these experiences represents a challenge for the community, local service providers and tourists alike. There has been a conceptual enrichment of heritage, upheld by the integration of what is natural and cultural, tangible and intangible, as well as an increasing awareness of its territorial dimension and the interaction between man and the environment, visible in the countryside (Ma Cruz 2011:1140).

Land, labour, nature, eco-systems, animals, plants, craftsmanship, networks, market partners, and town-countryside relations, all have to be reshaped and recombined. In the context of the modernization paradigm these types of resource are seen as increasingly obsolete and external to agricultural production (Van der Ploeg, Renting, Brunori, Knickel, Mannion, Marsden, De Roest, Sevilla-Guzman & Ventura 2000:398). The demand for relaxing in rural areas is growing, while many rural areas face challenges and their future is unstable either due to the changes in the agricultural structure, or the more attracting urban life. At the same time the expressions of rural-, agri- or agro-, farm, and ecotourism are all common, which means that it is not a clearly defined touristic product/service. However, most of us know and understand the essence of it and know what to expect if involved in rural tourism.

Many tourists seek rural destinations which offer pleasant experiences related to the natural environment, historic heritage and cultural patterns (MacDonald & Jolliffe 2003:308). Rural tourism stands for showcasing the ethnic arts, crafts, culture and lifestyle in its traditional setting and provides platforms for tourists to experience this. It also signifies promoting the concept of home-stay in the host community. Rural tourism therefore has various forms of tourism such as farm tourism, nature tourism, heritage tourism, pilgrim tourism, adventure tourism, culture tourism etcetera (Raghavendra, Vijayachandra & Shilpa 2016:15) and the development thereof is dependent on the resources available.

Table 3.1: Varieties of rural tourism

VARIETIES	CONSIDERATIONS
Ecotourism	Generally it is in equilibrium with ecological attractions.
Cultural tourism	It is in relationship with culture, history, archaeological and cultural heritages of rural people.
Indigenous tourism	It is a variety of tourism which, in addition to interaction with natural attractions (e.g. rivers, mountains etc.), is related to lives and social norms of people which are themselves in interaction with above attractions.
Village tourism	In this variety, tourists live in village families and participate in rural social and economic activities.
Agricultural tourism	Tourists interact without negative effects on host ecosystems or participate in traditional agricultural activities.

Source: Rahmani et al. (2013:396)

3.2.4 The importance of rural tourism

The importance of tourism and the necessity of conducting the research on it should not be underestimated due to the significant economic, social and cultural roles that it plays (Egbali, Nosrat & Ali pour 2011:63). In recent years there has been growing interest in rural tourism and is considered a tool for rural development (Noori & Zand 2013:2620). Many rural areas worldwide view tourism growth as a potential solution to the declining extractive industries and the subsequent loss of economic opportunities and population decline (Ezeuduji & Rid 2011:189); therefore rural tourism makes it to be an important form of tourism in many countries (Pesonen 2012:69), also in South Africa, which is nature and culture rich.

Rural tourism can assist residents involved in rural tourism in improving their offer by carefully planning and choosing the right marketing and advertising campaigns, and assist them in making the right decisions about investment (Dimitrovski *et al.* 2012:288). Eusebio, Kastenholz and Breda (2014:13) affirm that rural tourism has been identified as potentially contributing to sustainable development, guaranteeing the satisfaction of all stakeholders, both from the demand and supply side, without jeopardizing natural, cultural and social resources. Rural tourism is considered an alternative for development of rural areas besides the agriculture industry. Hence it represents a significant alternative to mass tourism, manages sustainable resources and incorporates users of this type of tourism in traditional practices of country life (Kantar & Svrznjak 2017:27). Slavic (2012:73) also indicates that the rural resources are becoming increasingly subject to pressures arising from an ever wider range of economic, social, political and environmental influences. In order to ensure that paths and historic routes do not definitely disappear through neglect, it is essential to provide them with functionality and undoubtedly, tourism can be offered as an interesting option (Ma

Cruz 2011:1141). In terms of diversification of activities, rural tourism is a complementary alternative in certain areas to other traditional works such as agriculture, livestock and other primary industries (Alvaro, Jimenez & Martinez 2017:1).

On the other hand, the importance of rural tourism for rural development is not only measured in terms of money, but also by creation of new jobs which add vitality to traditionally poor economy (Dimitrovski *et al.* 2012:289). The importance of rural tourism depends on the resources, infrastructure, image and access of the market to the area and whether or not other tourism types exist (Yozukmaz *et al.* 2014:38). As a tourism type relaying protection awareness to tourists and local people, rural tourism presents the protection of folk culture and environment. Rural tourism is also revolutionising businesses and prompting economic development across the globe (Irshad 2010:2). Rural tourism provides a major thrust to domestic tourism which will act as a spring board for growth and expansion of international tourism (Raghavendra *et al.* 2016:14). The development of tourism in rural areas is not simply a matter of matching tourist demands with local product supply but a matter of evaluating local suitability and acceptability. Yozukmaz *et al.* (2014:38) accentuate the importance of rural tourism as follows:

- In rural areas, demand for products increases due to rural tourism. This increase in demand causes increase in production and therefore the product finds its real value. Thus making the income level of the producer to increase.
- With rural tourism development, sectors providing goods and services for tourism directly or indirectly can be coordinated.
- Employment, additional income, personal income, living standards and public revenue are influenced positively as a result of rural tourism.
- Tourism values in rural areas can be used effectively due to rural tourism.
- With rural tourism, one can take a more affordable and pleasant vacation. Therefore, people with low income can participate in tourism.
- As a result of rural tourism development and locals obtaining income from rural tourism, immigration from rural to urban places can be prevented.
- Prevention of exorbitant migrations (Noori & Zand 2013:2620).
- Rural tourism prompts people in rural areas and helps them to be organised in a conscious way. Therefore tourism in rural areas is learnt and developed more easily.
- Rural tourism overcomes infrastructure inadequacy in rural areas over time.
- With rural tourism, domestic tourism revives.
- It helps protection, restoration and reinforcement of natural and structural resources.

- It creates economic value and market for handiworks which cannot contribute directly and economically to local people. It generates income for next generations. It also presents opportunities for small businesses.
- Rural tourism brings people of different cultures, faiths, languages and life-styles close to one another and it will provide a broader outlook on life (Rathore 2012:253).
- Encouraging collaboration among public and private sectors, non-government organisations and local communities (Akama & Kieti 2007:746-747).
- Farmers increase their income level as a result of rural tourism and consequently the wage gap between urban and rural places decreases in time. New rural development practices of whatever type can enable farmers to sustain and enlarge their income and employment levels (Van der Ploeg *et al.* 2000:404).
- Agri-tourism as an economic and social activity should become a component of sustainable tourism in a way that it encourages sustainable use of tourism resources (Dragulanescu & Drutu 2012:198, Van der Ploeg *et al.* 2000:398).
- Rural development is reconstructing the eroded economic base of the rural economy and the farm enterprise (Van der Ploeg *et al.* 2000:395).

3.3 RURAL TOURISM DEVELOPMENT THEORY

There are several theories of rural tourism development based on the supply and demand factors. The main demand factors are based on motives of consumers. The main supply factors of rural tourism development are based on the local tourism resources and application of evolutionary approach in rural tourism development (Streimikiene & Bilan, 2015:21). For the last couple of decades, rural sociology has moved from an almost exclusive focus on the sociology of agriculture to an extensive engagement with debates on rural development (Shortall 2004:109).

The issue of growth and change was intended to be devoted particularly to the theory of rural development. In principle, a special issue on rural development theory should end (if not begin) with a satisfactory definition of the three important words in its title – theory, rural and development. In fact clarifying the meaning of these three terms would well be the most critical part of the entire process (William, Ward & James 1998:245). In order to reflect the evolving nature of rural tourism in certain rural areas, it is necessary to apply the evolutionary rural tourism development model (Streimikiene & Bilan 2015:23). Figure 3.1 illustrate a sustainable rural tourism.

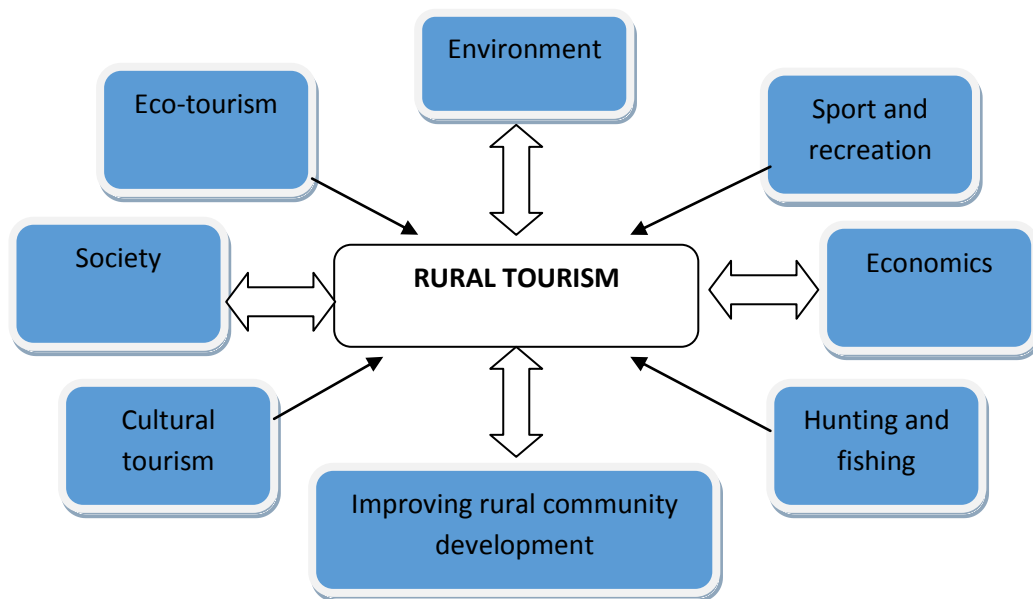


Figure 3.1: Model of sustainable rural tourism

Source: Mrksa and Gajic (2014:170)

Viewed from a demand perspective rural tourism takes many different forms and is pursued for different reasons (Nedelea & Okech 2018:257). Strong motivations for choosing a rural tourism destination are the interest in socialising with friends and family in a different environment, the interest in exploring a region in an independent, spontaneous manner, the search for widening horizons, including a general interest in traditional culture and the rural way of life (Kastenholz & Lima 2011:65). Urban centres were seen as magnetic poles for growth, while rural areas were considered backward territories with a sole focus on production. Therefore the focus of rural development had an exogenous orientation; modernity had to be brought out from the city to the countryside and, more specifically, to the agricultural sector (Guinjoan, Budia & Tulla 2016:295). Rural development involves increasing the value of products generated by the agricultural enterprise by constructing new linkages with the markets that are disconnected from or inaccessible to farmers (Van der Ploeg *et al.* 2000:396). Streimikiene and Bilan (2015:23) indicate that the changes in the tourism market are happening not due to economic, social, or physical reasons, but because of the change in nature of the tourism market and the changing tourist motivation.

Thus, according to the evolutionary theories of tourism development, rural tourism development can be seen as a process (Striemikiene & Bilan 2015:23). Van der Ploeg *et al.* (2000:396) concede that the rural livelihood framework that has emerged from the debate on sustainable rural development is an important useful tool for analysing rural development practice as actively constructed household strategies. The concept *development* (applied to a territory), as currently used, carries with it intrinsic notions of sustainability, territoriality and

transversality. We favour consolidating the use of the most basic term, rural *development*, to refer to this new paradigm, abandoning all variants that do not contribute any useful semantic distinction and only generate confusion and vagueness (Guinjoan, Budia & Tulla 2016:498). The concept *rural development* should not be burdened with geographic adjectives such as local or regional, because the meaning of these descriptors is not universal.

3.4 DRIVING FORCES OF RURAL TOURISM

Although there is an existence of a fundamental debate about the driving agency of rural tourism, common understandings are converging to accentuate the importance of the public sector (Hwang & Lee 2015:502). The government should sponsor the private sector to promote tourism in rural areas (Sharma & Parkash 2018:7671). The challenges and problem situation in peripheral rural areas are quite diverse. Some areas have a successful development. But in disadvantaged regions possibilities for attractive employment opportunities are often few and inhabitants may feel less connected to their area.

Development and rural planning problems are one of the most complex contemporary themes because in essence they involve balancing the requirement of conservation of rural economic, environmental and socio-cultural aspects of the country on the one hand and modernisation of rural life on the other (Dragulanescu & Drutu 2012:196). Hwang and Lee (2015:502) argued that rural tourism needs to overcome on-going major challenges because diverse rural tourism practices remain invalid or as political rhetoric. A challenge for ensuring sustainable development in rural areas is to cover the development needs of the community (Ionela *et al.* 2015:1051).

In rural regions, tourism takes place as a business set up for the local community (Kunasekaran & Gill 2012:35). Tourism could therefore be a driving force in rural regions with limited industrialization, but with some agricultural value (Meyer & Meyer 2015:201). A positive and pro-active entrepreneurial attitude, local embeddedness and existing personal networks are key factors for further development of such enterprises (Egedy, Ceric, Konopski, Kucerova, Kulla, Nestorova-Dicka & Svobodova 2015:125). The need for extra income and strengthening the farm business for the next generation is one of the cornerstones of rural tourism (Kinsella, Renting, Gorman, Knickel & Roep 2005:16).

Rural tourism proved to be one of the most important factors for securing sustainable rural development (Udovc & Perpar 2007:227). In order to understand how rural tourism development differs from other forms of rural development it is important to take a close look at the impacts of rural tourism that appear to matter to those seeking rural tourism

experience. Evidence shows that very few studies have attempted to understand the impact of tourism from the rural people's point of view (Kunasekaran & Gill 2012:35). Local tourism impacts vary greatly among rural regions (Sharma & Parkash 2018:7679). The success of rural tourism is thus driven by a variety of stakeholders which can include public sector, private sector and the community. It is however an integrated effort that should be carefully managed.

3.5 THE IMPACTS OF RURAL TOURISM

Rural tourism like any other form of tourism contains both negative and positive impacts (Egbali, Nosrat & Ali pour 2011:67). Jaman and Alam (2016:255) accentuate that in the context of rural tourism development, a question that is often raised is whether the local rural communities are being marginalised by development projects in their areas without them being involved in its planning (Jaman & Alam 2016:255). However, Ali pour *et al.* (2011:1602) state that rural local residents have an undeniable right and the gains and losses of planning and development in their living places where the people practise in symbiosis with their environment. As a result, the contribution of society in tourism becomes a necessary part of the development of sustained tourism in rural tourism. Tourism development in rural areas introduces economic and socio-cultural effects together with agricultural activities. These can be integrated with rural culture, natural environment and agriculture (Yozukmaz *et al.* 2014:37).

Changes in agricultural practices and rural-urban migration contributed to a shift from a purely agricultural economy to a diversified one (Rayhan & Grote 2007:9). Dimitrovski *et al.* (2012:289) concur with the latter that the countryside is now being challenged as never before by issues of agricultural restructuring, declining service provision, depopulation and counter-urbanisation, communication and infrastructural deficits and by degradation of the natural environment. This has led to growing interest in the rural areas (Sharma & Parkash 2018:7671). The most significant impacts of the industrialisation of agriculture are poverty and its resultant problems such as rural depopulation and rural decay, to mention only a few (Mthembu 2011:53).

Rural tourism or tourism in rural areas is a new form of activity that can bring economic and social benefits to society (Rathore 2012:252). However, the potential for rural tourism to be a major force in rural economic development resulting in poverty alleviation is yet to be realised to the fullest extent (Rathore 2012:253). Rural tourism is a vital part of the tourism sector as a whole but while there are some definite economic and social benefits to the area when rural tourism is managed well, negative impacts are also a reality.

3.5.1 Positive impacts

Tourism can lead to a number of positive impacts on rural areas which are discussed in terms of economic, socio-cultural and environmental impacts.

3.5.1.1 The positive economic impacts of rural tourism

Tourism has an important role in modifying rural communities in their environmental, economic, social and cultural structures, processes and dynamics (Ionela *et al.* 2015:1051). Dragulanescu and Drutu (2012:201) state that the economic impact of rural development has been a fruitful area for research among a range of social scientists, often emphasising or challenging the role of tourism as a panacea for all the economic and social ills of the rural area. Through its direct and indirect impacts, tourism attracts significant foreign exchange, investment and know-how and stimulates the local economy, with a significant multiplier effect on many other areas of the economy (Ionela *et al.* 2015:1050). Kantar and Svrznjak (2017:30) assert that considering the fact that local economy and economic viability are the instruments of survival of life in rural areas, an effective local economy becomes a national interest as well.

Rural tourism has positive economic effects such as providing income and job opportunities to people living in rural areas, helping rural development and improving investments (Yozukmaz *et al.* 2014:37; Egbali *et al.* 2011:67) and the latter also agree by saying that, of the most important objectives of rural tourism, increasing villagers' incomes and employment of rural families are significant aspects in materialising appropriate planning. Ali pour *et al.* (2011:1603) indicate that tourism is an important and new method of enhancing employment and creating capital with the by-product of breaking rural social isolation and refilling these areas with the lost population.

Rural tourism is one of the major components representing the transition from an economy of production to an economy based on consumption in rural areas (Hwang & Lee 2015:502). In addition economic growth led to increases in disposable income that, when coupled with new labour contracts, result in increased paid vacation time for workers, putting more people into the role of recreationist/tourist (Gartner 2005:36). Rural tourism can play an important role in the development of rural areas that has an attractive natural view, living, mountainous and various points of cultural view. Thus tourism is already an important feature of the rural economy in these specific sites (Nedelea & Okech 2008:257) and is a diverse industry with the potential of supporting other economic activities by creating income opportunities throughout a complex supply chain of goods and services (Liu *et al.* 2012:1).

Tourism draws outside capital into the host community which can lead to positive economic benefits (Kunasekaran & Gill 2012:35). These benefits include diversification of local industry base, increased employment opportunities, earning more income for government, increasing the income for rural families and providing social amenities (Ali pour *et al.* 2011:1604). The economic strategy in regional development requires a small commerce perspective for rural tourism (Egbali *et al.* 2011:64; Giannakis 2014:39). From the rural tourism's economic point of view; tourism causes to develop various occupations, economic resources and much more tax (Egbali *et al.* 2011:67). Rural tourism is also revolutionising businesses and promoting economic development across the globe (Irshad 2010:2).

3.5.1.2 The positive social and cultural impacts of rural tourism

Yozukmaz *et al.* (2014:37) advance that rural tourism can also enrich cultural texture by handing down language, customs and traditions of rural areas. Rural tourism is a social development factor; it improves the living standards, it maintains crafts, it sustains the agricultural production, and it opens spirits and makes mentalities evolve (Ionela *et al.* 2015:1059). It will not only generate employment for the people but it can also develop social, cultural and educational values (Rathore 2012:253). As a result of product diversity tourism demand for rural areas rises (Yozukmaz *et al.* 2014:37). The development and growth of rural tourism correspond with social and economic modifications in rural areas (Ali pour *et al.* 2011:1602; Egbali, Nosrat & Ali pour 2011:63). The involvement of women in tourism has also given them greater socialisation and networking with other women, which is one of the empowering elements for women (Lunardi, De Souza & Perurena 2015:343). Apart from that, tourism also helps the rural community to stay together (Kunasekaran & Gill 2012:36).

Tourism is by far the world's largest industry and involves the greatest, most voluminous, flows of people on the planet. Tourism is also the best ambassador for peace, cultural tolerance and understanding among the world's nations and the most visible expression of globalization as the main agent of change in today's world (Ivanovic 2008:54). With assistance of tourism development and by emphasizing local culture, rural tourism strengthens the sense of being proud of possessions and national culture (Egbali *et al.* 2011:68). Rural tourism causes the introduction of the national heritage, culture of art and history of an area to other nations (Egbali *et al.* 2011:68). When the residents realize that the tourists might come to their area in order to explore the natural beauty, the culture of local people and to purchase handicrafts produced at the same place, they start to preserve these values (Egbali *et al.* 2011:68).

3.5.1.3 The positive environmental impacts of rural tourism

By organizing and renovating the artificial and natural places of the village, the quality of landscape of the village improves (Egbali *et al.* 2011:68; Mbaiwa 2003:454). In this regard, historic buildings as well as nature and landscape conservation in rural areas are receiving increasing attention (Hwang & Lee 2015:502). Through basic investments in road development, drinking water and health, local people benefit from stable development (Egbali *et al.* 2011:68). More diverse tourism leads to higher stability of resilience, robustness and integrity of social-ecological systems which assist natural resource management (Udovc & Perpar 2007:224).

At the same time, hospitality infrastructure has increasingly been located inland, with hotel construction featuring small capacity but high quality, located in towns with attractive environments, together with the emergence of rural tourism, which has led to the restoration and re-use of old farmhouses (Cuadrado-Ciuraneta & Dura-Guimera (2018:96). Planned developments in rural areas can thus contribute to the conservation of the area which enables the residents to benefit from rural tourism in a more sustainable manner.

3.5.2 The negative impacts of rural tourism

As some benefits may be obtained from tourist development, inappropriate development thereof will bring about losses and negative effects (Egbali, Nosrat & Ali pour 2011:63).

3.5.2.1 Negative environmental rural tourism impacts

Ali pour *et al.* (2011:1604) state that if rural tourism becomes unrestrained, it can damage the cultural and natural figure of villages for accessing benefits. Land-use conflicts, regional/tribal warfare, environmental degradation and competition for scarce resources are all exacerbated by the growing populations (Chi & Ventura 2011:1).

In the study conducted by Kunasekaran and Gill (2012:38) the prudent developers argued that tourism brings negative impacts such as traffic congestion, inflation and environmental problems. Pressure aggravation on resources and local facilities causes pollution and destruction of natural sites. Soil erosion, gathering of waste by facilities are prevalent when there are tourism activities in rural areas (Egbali *et al.* 2011:68). In order to remedy aggravation of resources, all kinds of tourism activities and their development should be adjusted with the collaboration of the local populations in protected areas (Udovc & Perpar 2007:226). Another challenge facing rural tourism is urbanisation which has resulted in the restoration of many buildings, often of great architectural value and costly to maintain and repair (Cuadrado-Ciuraneta & Dura-Guimera 2018:96).

3.5.2.2 Negative socio-cultural rural tourism impacts

Rural areas have lost their economic and social impact created through their history, and remained underdeveloped and economically depressed (Nizic & Drpic 2013:160). This decline fostered by globalization over the past decades has created favourable circumstances for the second round in the growth of world tourism (Ivanovic 2008:49). Nonetheless, rural areas may also suffer from depopulation of the able-bodied and lack of political clout (Okech *et al.* 2012:41).

Socially, strangers visit the area whose cultures and ideologies differ. In this context, ruining the features which determine village and villagers' identity is severely prevented and noticed (Egbali *et al.* 2011:68). This is supported by Kunasekaran and Gill (2012:36) who point out that some locals are concerned that the younger generations have started to behave like the tourists with whom they mingled and this situation might result in the fading of indigenous cultures and values.

3.5.2.3 Negative economic rural tourism impacts

Butler and Clark (1992:175) rightly acknowledged that tourism in rural areas is not necessarily the magic solution to rural development given its income leakages, volatility, declining multiplier, low pay, imported labour and the conservatism of investors. Akin, Shwa & Spartz (2015:2) also note that there are downsides to growing rural tourism such as tourism-related employee wages that can be low, and the economic decline of the area. The lack of employment opportunities exacerbates the financial position of the household, as they are unable to meet their needs and be involved in other income generating projects that require capital (Nedelea & Okech 2008:259). The price increases affected homebuyers as well as renters, regardless of whether the unit was a new construction or previously owned, located in a city centre or a tourism development or a low-density residential development, because what increased the most was mainly the price of land (Cuadrado-Ciuraneta & Dura-Guimera 2018:101).

Rural tourism also has some negative effects such as the seasonal character of rural tourism (Dimitrovski *et al.* 2012:289; Sharma & Parkash 2018:7674) and rural people may be underpaid (Rathore 2012:254). Small, independent and family-driven rural households usually have problems with the lack of money for promotion and also have a problem to adjust to the current market situation, which is dominated by means of modern communication and technology (Dimitrovski *et al.* 2012:289). In rural areas the majority of the population is still employed in low productivity, traditional segments of agriculture while employment opportunities in other sectors of economic activity are extremely limited (Egedy *et al.*

2015:125). This led the rural people to depend on the urban entrepreneur, which resulted in the benefit not reaching them (Rathore 2012:254).

3.6 BENEFITS OF RURAL TOURISM

Rural tourism has a long history (Sharma & Parkash 2018:7673). The popularity of alternative forms of tourism such as ecotourism and rural tourism ensures that many of these tourists visit the rural areas of the developing world, and encourages the industry to expand into more remote destinations (Lacher & Nepal 2010:78). The aim of promoting tourism is to increase the net benefits to rural people and increase their participation in managing the tourism product (Nedelea & Okech 2008:257). Tourism offers many advantages to rural communities (Akin *et al.* 2015:2). For these, rural tourism industry is very useful, one of the most important advantages of which may be no need for skilled labour and using novice or semi-skilled labour for the industry services beside temporary or permanent employment for rural residents (Rahmani *et al.* 2013:396).

Thus making rural areas beginning to look at it as a tool for promoting local jobs and raising the level of economic welfare (Fleischer & Felsenstein 2000:1007). One of the key opportunities of involving more of the people in tourism is that of developing tourism enterprises where they live (Okech *et al.* 2012:41). Certainly, tourism development should be considered with all financial, material and human efforts that have to be made in order to support it (lonela *et al.* 2015:1050).

Rural tourism, while still only a minority tourism market, is making a valuable contribution to rural economies. Its contribution can be expressed not only in financial terms, but also in terms of jobs, contributions towards funding conservation, encouragement of the adoption of new working practices, and the injection of new vitality into sometimes weekend economies (Sharma & Parkash 2018:7676). Tourism also creates opportunities for small-scale enterprises, and typically employs a high proportion of women (Tecle & Schroenn 2006:447).

Rural tourism also focuses on the agricultural sector of village areas (Khound 2013:27). It can also be seen as one of the mechanisms of reproducing rural economy and a rural way of life (Jegdic, Skrbic & Milosevic 2017:222). Generally, rural tourism encompasses such holistic rural activities as agricultural production, lifestyle and rural amenities to attract people from both urban and rural areas (Hwang & Lee 2015:502).

Tourism, especially rural tourism, is an important resource that has to be taken into consideration for developing rural areas (lonela 2015:1051) because travel to rural areas also provides benefits to tourists (Akin *et al.* 2015:2). It benefits local communities in terms of

stimulating economic growth, valuing social cultural heritage, triggering the growth of service industries, and raising the standard of living; these benefits in turn encourage positive attitudes and behaviours among these communities towards tourism development (Jafar *et al.* 2015:407). Tourism can also bring a wide range of benefits to rural areas, such as infrastructural development and spin-off enterprise opportunities (Nedelea & Okech 2008:257). However, not every rural area can benefit equally from the increasing demand in rural tourism (Ezeuduji & Rid 2011:189). Despite the wide and well-documented range of potential benefits that arise from tourism, it has been observed that these are shared inequitably across the various stakeholder groups.

Tourist activity has produced jobs along with entrepreneurial prospects to nearby areas and has used accessible means as sightseeing attractions (Jaman & Alam, 2016:254). Industry can decrease joblessness by simply developing completely new work opportunities. Non-agricultural enterprises undoubtedly have a positive impact on the local labour market because they are particularly beneficial for local job creation (Egedy *et al.* 2015:125).

It is believed that entrepreneurship is a key catalyst in the economic sphere in rural areas (Jaman & Alam 2016:260). Naturally entrepreneurship is developed towards the further prosperity of the economic potential of rural areas. The demographic profile of rural entrepreneurs differs from that of the local inhabitants (Egedy *et al.* 2015:126); thus creating opportunities for youth to thrive in rural areas.

Rural tourism can assist forestry by diversifying income sources for forest communities if the special qualities of the forest environment for recreational use are realized and developed. According to Jaman and Alam (2016:256) countryside progress is crucial to for offering good supply techniques which are best for the local neighbourhood and also to build up a new environmentally diversified community. The need to diversify activities in rural areas, one of which rural tourism as a potential economic segment, represents one of the development tools of the local economy (Kantar & Svrznjak 2017:30-31).

Linking rural tourism with cultural tourism can lead to the integration and diversification of tourism opportunities, and translate the tourist destination as a whole into a competitive destination (Garau 2015:6415). Thus the basis for community solidarity shifts from shared cultural background to shared image. Amenities play a fundamental role in shaping a community's identity and pride and so the potential of tourism for improvements to facilities and amenities has positive implications for community pride, particularly rural museums as an important repository of rural culture (Lindberg & Johnson 1997:406).

3.7 BARRIERS TO RURAL TOURISM DEVELOPMENT

Rural areas generally suffer high levels of poverty, and are also characterized by lower levels of non-farm economic activity, infrastructural development and access to essential services (Okech *et al.* 2012:41). According to Nedelea and Okech (2008:257) any successful tourism development, whether or not rural, depends on commercial economic and logistical issues such as the quality of the product, accessibility and infrastructure of the destination, availability of skills and interest of investors. In most of these aspects, rural areas may be at a disadvantage compared to urbanised and more developed areas. People, attracted by higher living standards in urban areas, tend to leave traditional rural areas of inhabitation in favour of larger urban agglomerations (Trukhachev 2015:3053).

Rural women are more disadvantaged in economic development due to their triple roles, heavier workload, and lack of easy access to productive resources and institutional support services and other socio-cultural factors. There are also several obstacles that hinder women from accessing technology including the fact that the knowledge that they currently possess is generally ignored (Nedelea & Okech 2008:260).

Khound (2013:30) summarised the barriers as follows:

- Communication problems
- Insufficient financial support
- Maintenance problems of heritage
- Awareness problem of local people
- Lack of trained tour guides.

3.8 HERITAGE AS AN INTEGRAL RESOURCE IN RURAL TOURISM

Heritage can be defined in terms of what is inherited by one generation from past generations. It encompasses aspects such as objects and memories that people want to save, collect or conserve that provide authentic experiences of the past. When South Africa became a democracy, heritage was popularized in South African tourism. It has been used as an important marketing trademark to give South Africa its distinctiveness because of the unique and varied elements of natural heritage and cultural heritage resources in our country (Schaller & Holomisa 2009:101). Gartner (2005:37) stated that, in the past, cultural and heritage attractions were easily identifiable and were for the most part defined as museums, historic districts, indigenous cultures and their ways of life. South Africa is rich in heritage resources, which means that this is a desirable tourist destination. This variety of heritage resources creates opportunities for attracting many different types of tourists (FET FIRST 2006:106).

Natural heritage resources include places of natural beauty, landscapes or objects that come from or are of nature, such as geological and archaeological sites (Schaller & Holomisa 2009:101). These are natural areas that are important from a scientific, conservation, environmental or ecological point of view, such as those containing important natural habitats of biological diversity including those containing rare or endangered plant and animal species (FET FIRST 2006:107). These are attractions that nature provides for the enjoyment and used by the traveller (Harrison 2013:72). These resources form the basis of natural heritage and have become a cultural heritage (FET FIRST 2007:63).

The heritage of the country, in particular its cultural heritage, is an ethical issue that involves sentimental values of memory and identity especially linked to rural areas. For this reason, it is important for government to make regulations to ensure that heritage is properly managed and remains sustainable so that future generations can also benefit (Schaller & Holomisa 2009:101). No individual group in South Africa can ignore its own history and cultural heritage (FET FIRST 2006:107).

Culture refers to a creation and use of symbols which distinguish a particular way of life, be it of people, a period or a group or humanity in general (William as cited in Baldwin, Longhurst, McCracken, Ogborn & Smith 1999:4). Cultural resources occupy a central position not only in tourism development but also in marketing as well as being the main catalyst for tourist experiences and the main motivation for tourism travel in the first place (Ivanovic 2008: xxi). For the cultural heritage to be sustainable, it needs to integrate with the socio-cultural contexts of the communities in which it occurs. In other words, cultural heritage should be developed and managed according to the current needs of the people (Schaller & Holomisa 2009:137). In the past not much consideration was given to the protection and conservation of cultural heritage resources as marketing and tourism product development were seen as the alpha and omega of successful tourism development (Ivanovic 2008: xxi).

People go on trips for a wide variety of reasons (Ali pour *et al.* 2011:1602). Tourists are attracted to rural areas by their distinctive social and cultural heritage landscape qualities (lonela *et al.* 2015:1051). Throughout history tourism has responded positively to the development of infrastructure. The easier it becomes to reach places of interest, the more people will want to travel to these places (FET FIRST 2006:108). Tourism infrastructure is basic physical and organizational structures needed for the operation of a society or enterprise, or the services and facilities necessary for an economy to function. This typically refers to technical structures that support a society, such as roads, water supply, sewers, electrical grids, telecommunication and so forth (Harrison 2013:74).

In order to complement these, all the resources within the tourism industry, one needs to also outline the tourism capital that can support quality of life embedded in development.

3.9 SOCIAL CAPITAL AS A CRITICAL ELEMENT OF RURAL TOURISM DEVELOPMENT

It has been argued that access to capital is a cornerstone for rural development and an instrument of change to the extent that it reflects the state of development of people (Nedelea & Okech 2008:260). A term that refers to the repeated social interactions between individuals and groups that generate confidence, establish social norms and build cooperation and reciprocity (Guinjoan, Badia & Tulla 2016:497; Slavic 2012:74). Social capital is relevant to rural development because it facilitates the achievement of objectives that would otherwise be impossible. In turn, the concept of social capital brings along too many other conceptual contributions, such as capacity-building, governance, or social innovation. It is argued that social capital does not only lead to economic development, it is also the key to the consolidation of democracy (Shortall 2004:114).

Social capital is alleged to have beneficial effects both on individuals (promoting better health, social interaction, increasing the probability of successful job search, providing a favourable climate for entrepreneurship) and communities (generally stimulating economic development by making certain resources available that otherwise would be lacking) (Slavic 2012:74). However, other researchers argue that it is social capital that makes democracy work. In other words, where there are well-established networks of civic engagement, a superior form of democracy emerges. Social capital effects can occur at different spatial scales, ranging from community and sub-regional through to international levels (Slavic 2012:79).

Tourism, more than most other sectors, is labour dependent. One way a country can enhance the economic contribution tourism can make is through the development of the people employed (or potentially employable) in the industry (Tecle & Schroenn 2006:444). The potential employment impact of the tourism industry on men and women alike in rural areas will improve family life considerably (Nedelea & Okech 2008:258). The quality of services provided in tourism establishments is a critically important component of a destination's tourism product (Tecle & Schroenn 2006:449) and this is dependent on human capital. Entrepreneurial human capital and entrepreneurship are crucial elements for the further development of rural areas (Egedy *et al.* 2015:103).

3.10 RELATIONSHIP BETWEEN RURAL TOURISM AND AGRICULTURE

Rural tourism is a good opportunity for agriculture-based communities but setting of objectives and the final tourism development plan needs caution (Dragulanescu & Drutu 2012:202). This is due to the fact that rural tourism is not only the accommodation on farms (Trukhachev 2015:3054). It also represents an opportunity for small farms that cannot compete with the conditions imposed by the globalisation of markets (Ionela *et al.* 2015:1051). A major form of rural tourism is Agri-tourism which refers to the act of visiting working farms or any agricultural, horticultural or agribusiness operation for the purpose of enjoyment, education or active involvement in the activities of the farm or operation (Irshad 2010:2). This is a specific type of tourism development that has received increasing attention in recent years (Gartner 2005:37). It also represents an evolving form of rural tourism which is targeted at mainly urban consumers (Rogerson & Rogerson 2014:93). The specific features of agricultural tourism regions are clean environment, low level of urbanization and industrialization, low population density, limited intensity of agricultural and forest products, favourable agricultural structure, harmonious agricultural landscape; low-income people and free home resources (Tetyana *et al.* 2016:202). Nonetheless, traditional agricultural areas, where changes happen slowly or not at all, are significantly less engaged in the development of rural tourism than coastal and island regions (Kantar & Svrznjak 2017:32-33).

According to Kunasekaran and Gill (2012:38) agri-tourism diversifies workforce usage in the particular areas, rather than concentrating only on agriculture. Agri-tourism includes farm tours, farm guest-homes, entertainment such as festivals, petting farms and other events (Meyer & Meyer 2015:201). It is an industry sector characterized by small-scale tourism business, set in areas where land use is dominated by agricultural pursuits, forestry or natural area (Sharma & Parkash 2018:7673). Rural tourism should include small companies owned by local families, thereby connecting the tourist services to the local agricultural production (Dimitrovski *et al.* 2012:289). It is possible to include ethnic wealth of local product, from architecture, to folklore, traditional customs, gastronomy, events, celebrations, artistic creations, different kinds and manners of agricultural production, using natural products, dress, old trades and making various hand-made objects (Jegdic *et al.* 2017:226; Sharma & Parkash 2018:7673). The focus on links between agriculture and rural tourism is understandable, because rural tourism is based on the local resources and is closely related to agriculture (Streimikiene & Bilan 2015:22).

The economic turns and the crisis in agriculture started to play a very important part in the economic possibilities of rural communities. These changes limited the economic development which in turn made it necessary to take some unconventional steps in order to preserve the rural homes (Dimitrovski *et al.* 2012:289). In this regard, rural tourism also

accounts for a component of tourism industry which can play an effective role in regional development (Rahmani *et al.* 2013:395).

3.11 COMMUNITY INVOLVEMENT AS A VITAL ROLE-PLAYER IN RURAL TOURISM

Community involvement can be defined as the magnitude to which the residents are involved in the daily activities within the communities in which they live. Hence tourism development will be more successful with the involvement of the local communities as their perceptions and attitudes are important for the decision-makers to achieve sustainable rural tourism (Fun *et al.* 2014:61). Local communities enjoy being involved in the tourism sector as it improves their key income resources and quality of life (Jaafar *et al.* 2015:407). Additionally, it is necessary to have the involvement of the men and the women alike in the family (Lunardi, De Souza & Perurena 2015:337).

Community is one component for understanding community development in tourism development but it is also important to appreciate how community affects local tourism development (Aref *et al.* 2010:155). Community involvement implies a desired action to avoid using traditional bureaucratic paternalism, this is according to which agencies believe that they are close to the ideas of members of the community and they know best what is good for people in the community. By way of definition, community involvement refers to a form of voluntary action in which individuals confront opportunities and responsibilities of citizenship. The opportunities for such participation include joining in the process of self-governance, responding to authoritative decisions that impact on one's life and working co-operatively with others on issues of mutual concern (Tosun 2000:616).

Okazaki (2008:511) states that in the context of tourism planning, community participation can be defined as a process of involving all stakeholders (local government officials, local citizens, architects, developers, business people and planners) in such a way that decision-making is shared. However, Ali pour *et al.* (2011:1602) point out that rural residents have an undeniable right and the gains and losses of planning and development in their living places where the people practise in symbiosis with the environment. As a result the contribution of tourism as a necessary part in the development of sustained tourism, especially in rural tourism, is paramount. The negative effects of tourism on a community cause a lower society inclination to participate in tourism development programmes, though its positive effects result in increasing their support and reaching project goals (Eshliki & Kaboudi 2012:340). Therefore in order to develop rural tourism, it is necessary to create an offer that includes the involvement of the local population, to preserve the environment in the tourist areas and enable economic gain (Mrksa & Gajic 2014:163).

Panyik *et al.* (2011:1352) contend that in the past two decades, community involvement in local policy-making has gained increasing attention as an alternative approach to rural development in the European Union (EU), particularly in the context of the complementary sectors of agriculture such as tourism. Although there is a wide range of integrated approaches to tourism development in rural areas, the extent to which community desires are met and their views are taken into account, determines their receptiveness to both tourism development and tourists (Nunkoo & Ramkissoon 2012:997).

Community involvement in a tourism initiative appears to be closely linked to the derivation of livelihood and other benefits from the initiative to that same community (Lo, Ramayah & Hui 2014:84). A community's sense of ownership, feeling of responsibility and practical involvement in tourism has since been heralded by researchers and practitioners as central to the sustainability of tourism and of great importance to planners, managers and operators (Simpson, 2008:1). Murphy (1985) as cited by Simpson (2008:1) emphasises the necessity for community to relate tourism development to local needs. To distribute benefits to a community, the tourism initiative needs not always involve the community in any rights, tenure or control of project. However, involvement of the community may not only prove difficult but may also cause problems in achieving the goal or benefit delivery, aggravating and creating internal conflicts and jealousies and creating unrealistic expectations (Simpson, 2008:2).

Simpson (2008:3) suggested that the inclusion and involvement of communities in the ownership or planning of a tourism initiative, whilst perhaps building greater appreciation and understanding of the people, their needs and culture, associations with overall sustainability and making the delivery of benefits more likely certainly does not guarantee tangible livelihood and economic gains to the community. Nor is active local participation in a tourism initiative a precondition for benefits reaching communities and local employment and other benefits are at times secured at the expense of local initiation and control. Potential problems can occur where communities are heavily involved in tourism projects. Communities may become subject to external pressures, issues of governance and structure, conflicting stakeholder agendas, jealousies and internal power struggles, and the growth of artificial hierarchies and elites may occur, diminishing or undermining potential benefits to the community.

Participation of a community in the planning and operational aspects of an initiative or within ownership structures should not be overlooked, and communication between all stakeholders is important, but these objectives must not be allowed to overshadow or

denigrate the goal of benefit conveyance (Lo *et al.* 2014:84). It should be acknowledged that a tourism initiative that does not have community ownership or control can also effectively deliver benefits to the community (Simpson 2008:3).

Community managers and planners need to provide educational information and programs to residents, visitors, industry and other stakeholders in order to raise public and political awareness of the planning and conservation of community tourism resources (Choi & Sirakaya 2006:1275). For an area to become a tourist destination, not just a stop-off point, structured networks and collaborative agreements between public and private sector actors are essential. Community involvement is a key part of the equation (Irshad 2010:24). Involvement of local communities is instrumental to the success of rural tourism development because these communities build more personable relationships with visiting tourists and impress visitors with local cultural activities (Jafaar *et al.* 2015:409).

Even if local people regard a tourism development in their area positively, government and other stakeholders should still emphasize the benefits of community involvement (Jafaar *et al.* 2015:413). Through active participation among community members, rural entrepreneurship will hopefully move towards prosperity and success of rural development (Jaman & Alam 2016:255).

3.11.1 Typologies of community participation

Various scholars have attempted to develop useful models that conceptualize community participation in the context of development studies in general, but not related particularly to any economic sector (Muganda 2009:23). Participation is a continuum based on the degree of people's involvement in deciding or influencing the decision-making process concerning the tourism development program or its implementation (Aref 2011:22). Focusing on the community's participation is very important, as they are the industry's key players involved in tourism (Kunasekaran & Gill 2012:35).

Table 3.2: Typologies of community participation in tourism development

TYPOLOGY	COMMENTS
Passive participation	<ul style="list-style-type: none"> - people participation is limited to be told what is going to happen - people's responses are not taken into account - information belongs only to external professionals
Participation in information-giving	<ul style="list-style-type: none"> - people participation is limited to provision of information in response to questionnaires, surveys etc. designed by external

<p>Participation by consulting</p>	<p>agents</p> <ul style="list-style-type: none"> - findings of the research are not shared with the people
<p>Participation for material incentives</p>	<ul style="list-style-type: none"> - people participation involves consultation with local people - they may take into account people's views during this process, but are not obliged to do so
<p>Functional participation</p>	<ul style="list-style-type: none"> - people participate by contributing resources (e.g. labour) in return for food, cash or other material incentive - farmers may provide fields and labour but are not involved in experimentation or the process of learning - this is often called participation, but people have no stake in prolonging activities when the incentives end
<p>Interactive participation</p>	<ul style="list-style-type: none"> - people participate by forming groups to meet specific objectives related to the project - involvement may be interactive but tends to arise later in the project cycle after major decisions have been made - institutions formed tend to depend on external facilitators, but may become self-dependent
<p>Self-mobilization</p>	<ul style="list-style-type: none"> - people participate in joint analysis, development of action plans and creation or strengthening of local institutions - participation is seen as a right and not merely as a means of achieving project goals - it tends to involve interdisciplinary methodologies that seek multiple perspectives and make use of systematic and structured learning processes - local groups take control of local decision-making and determine how resources are to be used giving them a stake in maintaining structures or practices

Source: Aref (2011:22)

Local participation is a natural outcome of completed tourism projects and tourism is an effective response to many rural problems. Furthermore, the benefits of tourism encourage local communities to participate in tourism development programs (Jaafar *et al.* 2015:413). If more tourism can be developed in rural areas, specifically in ways that involve high local participation in decisions and enterprises, poverty impacts are likely to be enhanced (Nedelea & Okech 2008:257). Thus the participation of the local community in tourism development is essential (Kunasekaran & Gill 2012:37). Sustainable rural development, in general, encourages locals to embark on initiatives that will lead to their own socio-economic development as well as to protect their environment (Ezeuduji & Rid 2011:188).

3.12 BUSINESS CONTRIBUTION IN RURAL TOURISM DEVELOPMENT

Given the tourist industry structure in terms of a mix of large enterprises and many Small Medium and Macro Enterprises (SMMEs) that draw upon domestic and international visitors, and its components of natural and man-made attractions, tourism is complex, cross-sectoral and highly dynamic (McKelly, Rogerson, Huysteen, Maritz & Ngidi 2017:219). It is always important for business developers and destination program planners to understand what motivates entrepreneurs and investors in rural businesses and what impact their values and goals might have on the nature and performance of these sectors (Getz & Carlsen 2000:547).

The low level of understanding of tourism business managers, who are tasked to put in place the recommendations of the policies, is disconcerting and would partially explain the lack of transformation in the tourism industry. The perception of government effectiveness and support negatively influences to what extent businesses find it worthwhile to adopt responsible management practices (Frey & George 2010:626). Attractions, facilities and capabilities of tourism development in rural regions are diverse and varied but unfortunately they have not been properly exploited (Egbali 2011:64). The private sector needs to consider investment in tourism from a long-term perspective and to create the required facilities including accommodation, time share, restaurants, entertainment facilities, shopping complexes etc. in areas identified for rural tourism development (Raghavendra *et al.* 2016:17). Stakeholders such as businesses should look to provide monetary assistance, perhaps through crediting or micro-loan systems, to empower the local communities to realize the opportunities created by the rural tourism development (Jaafar *et al.* 2015:413). Therefore rural tourism could be a strategy for sustainable development for rural areas and could also be a tool for product differentiation for areas that have reached stagnation stage (Kantar & Svrznjak 2017:26; Akin *et al.* 2015:2).

3.12.1 Local Economic Development (LED) as part of rural tourism

Rural search for peace, rest and recreation is a general trend in contemporary tourism practice at regional level and rural tourism receives primary attention from the local development policies (Dragulanescu & Drutu 2012:196). Hence establishing rural tourism as an alternative means of economic development is being sought after (Ezeudji & Rid 2011:189). For many developing countries tourism is one of fundamental pillars of their development process because it is one of the dominant activities in the economy (Zaei & Zaei 2013:20). According to Ali pour *et al.* (2011:1602) the development and growth of rural tourism corresponds with social and economic modifications in rural areas. In other words, it is a solution to many problems that rural areas are confronted with around the world. Dimitrovski *et al.* (2012:289) indicate that one of the most popular development strategies of rural growth was to involve some form of private investment. Tapping into economic shift such as this can have an important potential for areas that are seeking to re-orientate their local economies as a result of economic change or marginalization (Binns & Nel 2002:235).

The supply of rural tourism products corresponds with tourism demands in a region and the demand depends on the good value, services and facilities. The direction of rural tourism demand is a variable which depends on domestic and international tourist visits (Egbali *et al.* 2011:64). The local impacts of tourism are critical in many secondary towns and small towns across South Africa (McKelly *et al.* 2017:228). Well-developed and focused rural tourism can become a new source of money and jobs and at the same time it can eliminate social isolation and can be an important factor in resettling the country (Dimitrovski *et al.* 2012:289). Rural tourism has always been a valuable, growing economic strategy and an advantage of low risks and costs and considering that resources are available, costs are low and plans are smaller compared to other tourism plans (Egbali *et al.* 2011:64). It can also be a suitable way of enhancing economic advantage and employment (Egbali *et al.* 2011:63). The importance and precedence of rural development over urban development is not because the majority of the third-world population is settling in rural areas, but for that the only solution to the employment and congestion problems of cities can be found in the improvement of rural areas (Noori & Zand 2013:2623).

Rural tourism helps to consider a spot as a category to regional planning taking the regional system at the head category in order for hierarchical allocations to become equal as far as tourist attraction activities are concerned (Egbali *et al.* 2011:64). Enhancing rural tourism activities which cover a variety of activities in such places provide many benefits, which can lead to rural development (Ali pour *et al.* 2011:1603). Balanced development of the countryside can be seen as a long-term improvement of living conditions of the country according to the imperatives of economic, environmental and socio-cultural elements of rural

economic development of a local area (Hanciuc 2002:110). This becomes part of the responsibility of local economic development at municipalities.

In many areas of the world, the reality of economic crises has provoked a search for locally driven and innovative growth which are frequently referred to as local economic development (Binns & Nel 2002:236). Tourism development in rural areas aims to solve key business objectives outside motivation and satisfaction of tourism and economic issues related to the depopulation of areas caused by migration of rural population to urban centres (Dragulanescu & Drutu 2012:197). Motivation to participate in tourism or other factors that allow for locals' active involvement could become critical to successfully integrate a local community into rural tourism activities (Ezeuduji & Rid 2011:189). For better results the whole range of stakeholders has to participate in the planning stage. Slow and stable steps are needed for this kind of planning in order to avoid conflicts and mistakes (Dragulanescu & Drutu 2012:202). The promotion of any place as a tourist destination leads to the economic development of the area and opens various kinds of avenues for local people as well (Raghavendra *et al.* 2016:14). It is clear that tourism is a means to stimulate local economic development (Jaafar *et al.* 2015:408).

3.13 CONCLUSION

The purpose of this chapter was to analyse rural tourism with reference to understanding rural tourism, the development of theories related to rural tourism as well as the hindrances thereof and the involvement of the community members in it.

Based on the purpose of the chapter it can be concluded that the rural tourism experience should be understood as a complex, multi-faceted phenomenon, integrating a diversity of elements, with sensorial, effective, cognitive, behavioural and social dimensions marking the experience. It is evident from this chapter that rural tourism may facilitate in rediscovering the values of rural resources that have hitherto been disregarded in the modernization process of the world economy. At the same time there are also downsides to growing rural tourism. However rural tourism is one of the few activities which can provide potential solutions to many of the problems facing rural areas. Rural tourism needs to be in harmony with the multiplicity of uses, needs and demands which characterize rural areas in order for it to be deemed appropriate and potentially sustainable).

CHAPTER 4: Method OF RESEARCH

4.1 INTRODUCTION

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic (Kothari & Garg 2014:1; Leedy & Ormrod 2010:2). Dictionary definition of research is a careful investigation or inquiry particularly through a search for new facts in any branch of knowledge. Research process consists of a series of actions or steps necessary to effectively carry out research (Kothari & Garg 2014:9). It is important that this roadmap is carefully planned in order to successfully reach the objectives of the study.

The research methodology used in this study was briefly described in Chapter 1. However, for purposes of expediting understanding and adding credibility to the empirical results, conclusions and recommendations from the study, it is considered necessary to elaborate on the approach adopted for conducting this research. Starting with the research design, this chapter elaborates on the literature reviews, data collection methods, development of the sample plan, development of the questionnaires, conducting of interviews and ultimately the data analyses.

The purpose of this chapter is to outline the research methods and design used for this study; furthermore it provides an explanation of and justification for how the methods and design were employed in the research. In this chapter, a literature review was used as a foundation for the instruments used (questionnaire and interviews) for an empirical study. The chapter discusses the elements of the empirical study, including the section on the research approaches (quantitative and qualitative). The sampling methods, data collection and data analysis; as well as the validity and reliability of the instruments used for the study are explained in this chapter.

4.2 RESEARCH DESIGN

The research design is vital as it ensures that the evidence obtained enables the researcher to explicitly analyse the data collected and thus forms a framework for the collection and analysis of data (Bryman & Bell 2017). The research design is also said to be one of the most important factors that determines whether the findings would be reliable and valid (Light, Singer & Willet 1999:16). In this section the different forms of research design are discussed to enable the researcher to make the most suitable choice for this study.

4.2.1 Descriptive research vs. Analytical research

Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present (Leedy & Ormrod 2010:265). The main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening (Kothari & Garg 2014:2). The use of descriptive research methods allows the accurate collation of data to be analysed by using statistical methods (Berndt & Petzer 2011:47). In analytical research, on the other hand, the research has to use facts or information already available and analyse these to make a critical evaluation of the material (Kothari & Garg 2014:2).

4.2.2 Applied research vs. Fundamental

Applied research aims at finding a solution for an immediate problem facing a society or an industrial/business organisation whereas fundamental research is mainly concerned with generalisations and with the formulation of theory. Gathering knowledge for knowledge's sake is termed fundamental research (Kothari & Garg 2014:2).

4.2.3 Conceptual vs. Empirical

Conceptual research is generally used by philosophers and thinkers to develop new concepts or to interpret existing ones. On the other hand, empirical research relies on experience or observation alone; often without due regard for system and theory (Kothari & Garg 2014:3).

Exploratory vs. explanatory

The objective of exploratory research is to identify key issues and key variables and to gain greater understanding of a phenomenon, a group of people or social setting. Exploratory research does not always depart from a fixed theoretical framework, but often works towards building a new understanding, such as in grounded theory (Maree 2016:55). Jackson (2011:22) posits that when using experimental method, researchers pay a great deal of attention to eliminate the possibility of alternative explanations by using the proper control.

For the purpose of this study descriptive research was implemented due to the nature of the problem and because information around what, where and when was needed to achieve the objectives of the study. Questionnaires for both residents and tourism businesses in the Vhembe region were developed and data collected were captured and analysed through the SPSS in order to realise the research objectives.

4.3 RESEARCH METHODS

There are a number of approaches to tourism of which qualitative, quantitative and mixed methods are the most significant ones (see Figure 4.1).

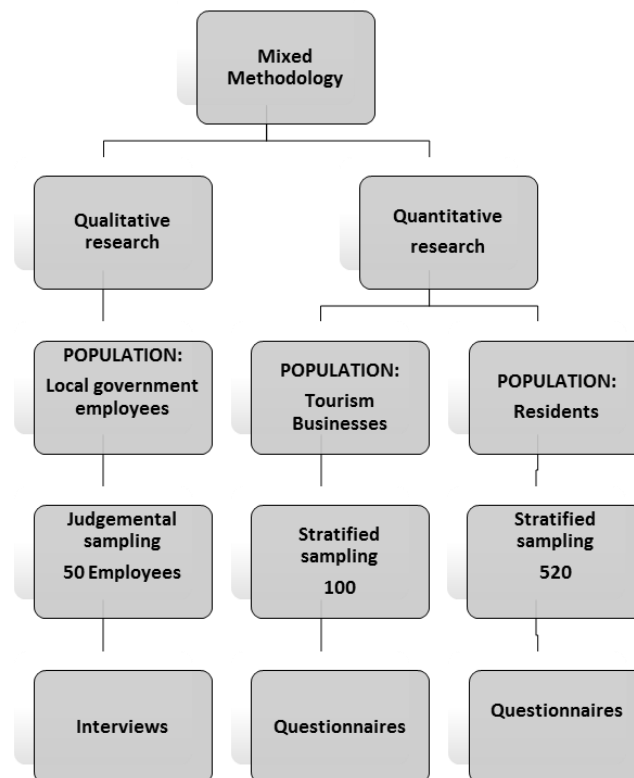


Figure 4.1: Mixed-methodology approach

4.3.1 Qualitative research (Phase A)

Qualitative research on the other hand, explores attitudes, behaviour and experiences through such methods as interviews or focus group discussions. It attempts to gain an in-depth opinion from participants and to organise subjective data in a systematic manner. In collecting data, qualitative researchers employ methods such as focus group discussions, participant observation or interviews (Gravetter & Forzano 2009:22-38; Sarantakos 2005:299). As it is attitudes, behaviour and experiences that are important, fewer people take part in the research, but the contact with these people tends to last a lot longer (Dawson 2009:14). Qualitative research focuses on phenomena that occur in natural settings and the data are analysed without the use of statistics (Jackson 2011:101). Qualitative research is very important in behavioural sciences where the aim is to discover the underlying motives of human behaviour (Kothari & Garg 2014:3). Through such research one can analyse the various factors that motivate people to like or dislike something specific.

With qualitative research the approach tends to emphasise words, adopt an inductive approach between theory and research and view social reality as both constantly shifting and emergent (Bryman & Bell 2017).

4.3.2 Quantitative research (Phase B)

Quantitative research generates statistics through the use of large-scale survey research, using methods such as questionnaires or structured interviews (Dawson 2009:15; Chakraborty 2016:229). Kothari and Garg (2014:3) explain that quantitative research is based on the quantitative measurements of some characteristics. Ostlund, Kidd, Wengstroom and Rowa-Dewar (2011:371) state that quantitative research deals with facts and objectivity. The goal of quantitative methods is to determine whether the predictive generalisations of a theory hold true (Chakraborty 2016:229).

With quantitative research the approach tends to emphasise quantification, adopt a deductive approach and embody a view of social reality (Bryman & Bell 2017).

4.3.3 Mixed methods

According to Tashakkori and Teddlie (2003:65) and Tashakkori and Cresswell (2007:107), mixed methods is a type of research approach in which qualitative and quantitative approaches are used in types of questions, research methods, data collection and analysis. It thus integrates quantitative and qualitative research in a single project (Bryman & Bell 2017; Maree 2012:268). When combining these research methods the one method can compensate for the weaknesses of the other (Gray 2014:196). The methods are however autonomous and operate side by side (Flick 2009). The advantages of mixed-methods research are that it enables the researcher to simultaneously answer confirmatory and exploratory questions meaning it verifies and generates theory in the same study (Tashakkori & Teddlie 2003:65) and thus exploratory research was deemed important for this study.

In order to be able to analyse the perceptions of selected tourism stakeholders on rural tourism development in the Vhembe district, this research has adopted the mixed-methods approach which incorporate quantitative and qualitative research methods. The mixed-methods approach was used in this study to interpret qualitative results with successive quantitative data.

4.4 RESEARCH METHODOLOGY

Research methodology is the philosophy or general principle which guides the research (Dawson 2009:23). It is also a way to systematically solve the research problem. It may be understood as the science of studying how research is done scientifically (Kothari & Garg 2014:7). It is necessary for the researcher to know not only the research methods or techniques but also the methodology. Researchers not only need to know how to develop

certain indices or tests, how to calculate the mean, the mode, the median or the standard deviation or chi-square, how to apply a particular research techniques, but they also need to know which of these methods or techniques, are relevant and which are not and what would they mean and indicate (Kothari & Garg 2014:7). Researchers also need to understand the assumptions underlying various techniques and they need to know the criteria by which they can decide that certain techniques and procedures will be applicable to certain problems and others will not. All these means that it is necessary for the researcher to design a methodology related to the problem as there is not a one-size-fits-all approach in research.

For the purpose of this research mixed-method (Quantitative and Qualitative) were used in order to be able to collect more valid, authentic and reliable data from different stakeholders of which in this case were municipality employees, residents and tourism businesses in the Vhembe district. This method was deemed to be most appropriate generating the kind of data required to address the research objectives. These methods entail field research where questionnaires were distributed and interviews were conducted. In this method Interviews were conducted with selected municipality employees from different municipalities in the Vhembe district (Qualitative phase A). A survey was also conducted for both residents and tourism businesses in the Vhembe district (Quantitative phase B).

4.4.1 Literature Review

A literature review refers to an appraisal of information obtained in the previous writings associated with a chosen study area (Zikmund, Babin, Carr & Griffin 2013:23). From this systematic search it is important to extract and condense important and relevant information, to consider the limitations of previous studies, to identify the gap in literature to be analysed and to justify the approach in a specific study (Bryman & Bell 2017). Conducting a literature review is important as it demonstrates familiarity with the body of knowledge; show the path of a priori research; integrate and summarise what is known; and enable learning from others (Neuman 2011:111).

It is thus clear that research cannot be effectively completed without a broad review of literature and the key concepts surrounding the study area. It is through this approach that the current research began with an analysis of literature on tourism, sustainable tourism and rural tourism development. An in-depth literature study of the perceptions of the stakeholders of tourism development was undertaken (with reference to chapters 2 and 3). Material related, but not limited, to the afore-mentioned was collected from textbooks, journals, newspapers, search-engines (Google scholar, Science direct; Emerald; Hospitality Index) and the Internet were used as sources to obtain this information. The purpose of the literature review was to assess and analyse previous research studies done on the

perceptions of communities on rural tourism development. Key words on the research topic such as rural tourism, tourism development, tourism impacts, responsible tourism, tourism industry, rural areas, residents and communities and Vhembe region were defined.

4.4.2 Empirical research

In this study, empirical research included the sampling design, the development of the measuring instrument, the collection of data and analyses of data. The empirical study focused on the analyses of perceptions for municipality employees, residents and tourism businesses by means of a mixed-method approach.

The study implemented a qualitative method to analyse the perceptions of municipality employees. This method allows for in-depth analyses and uses systematic procedures to discover non-quantifiable relationships between variables, in this case between tourism development and social effects. Secondly, it allowed critical analysis and interpretation of the literature on rural tourism information. The empirical study focused on a mixed-method approach in two phases.

4.4.2.1 Phase A: Qualitative research

The study applied qualitative research to analyse the perceptions of municipality employees. This method allowed for in-depth discussions and analyses and used systematic procedures to discover non-quantifiable relationships between variables, in this case between tourism development and social impacts. Secondly, it allowed for a critical analysis and interpretation of the literature on rural tourism models.

4.4.2.1.1 Population

According to Bryman and Bell (2017) population refers to the universe of units, like people, nations, cities etc. from which the sample is to be selected. In this part of the study the target population was local government employees in different municipalities (Vhembe District Municipality, Makhado Local Municipality, Musina Local Municipality, Mutale Local Municipality and Thulamela Local Municipality) which all form part of the Vhembe district in the Limpopo Province of South Africa (see Figure 4.1).

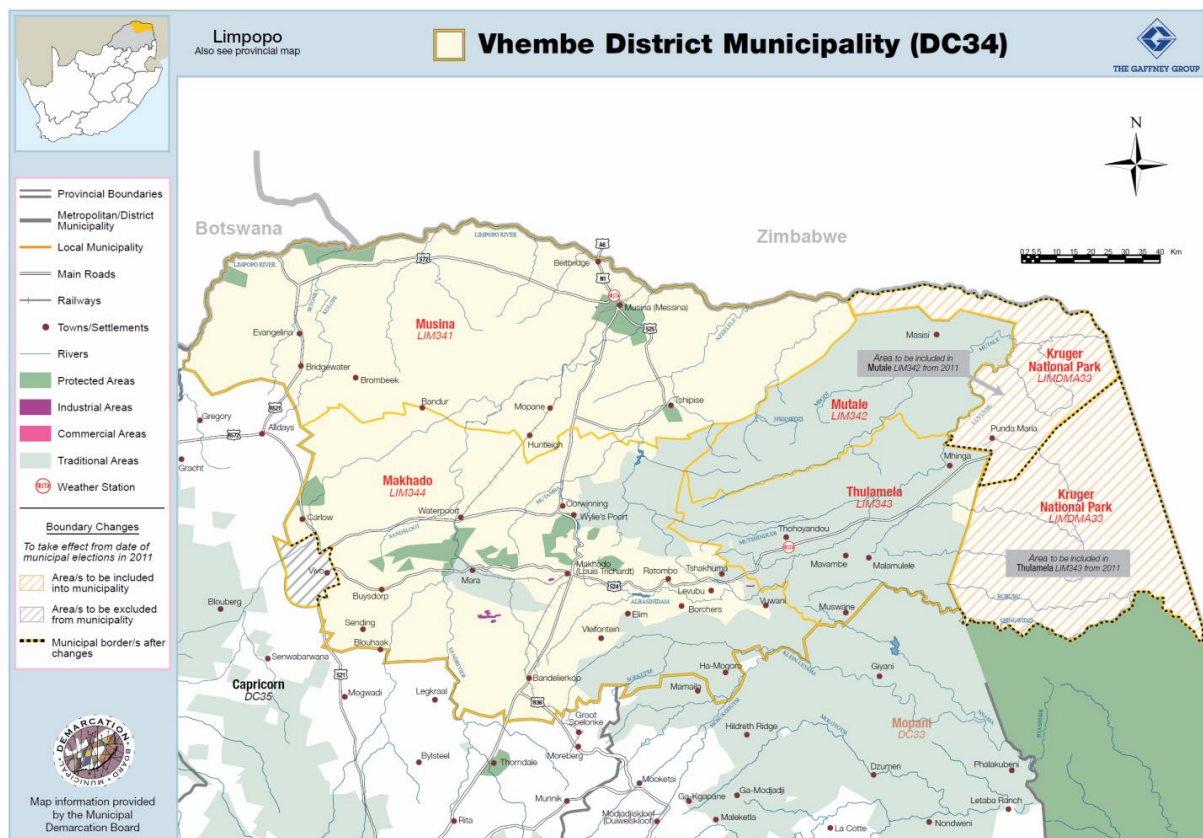


Figure 4.2: Vhembe District Municipality

Source: Municipal Demarcation Board

According to Local government (2012/13), there are 524 employees working at Thulamela, 829 employees in Makhado, 357 employees in Musina, 168 employees in Mutale and there is a 2 051 staff complement working in Vhembe district municipality. The total number of municipal employees in the entire region is 3 929. The population was deemed suitable for the study for statistical purposes and it was expected that respondents yield accurate information to contribute towards solving the problem and supporting the purpose of this study.

4.4.2.1.2 Sampling and description of sampling

Chakraborty (2016:101); Ahuja (2014:123); Jackson (2011:20), Prasad (2011:41) and Finn *et al.* (2000:112) define the sampling frame as the exhaustive list of elements or populations from which the sample for the study is to be drawn. The aim of selecting a sample is to achieve precision in estimates within a given sample size and to avoid bias in the selection of the sample (Kumar 2005:169; Maree 2016:84). Therefore only employees working in the Department of Planning and Development and those in the Offices of Municipal Managers from different municipalities in the Vhembe district were chosen. The reason for choosing these employees within these departments is that these are departments in the municipality that drive matters that relate to the IDP and LED cluster which incorporates tourism,

business and agriculture. Interviews were thus conducted among 30 employees spread across five municipalities in the region (Vhembe District Municipality, Musina Local Municipality, Mutale Local Municipality, Makhado Local Municipality and Thulamela Local Municipality) in order to use systematic procedures to discover non-quantifiable relations between the existing variables which are sustainable tourism development and tourism impacts. These interviews were conducted by the researcher and each one lasted 60 minutes. It was conducted at the different offices of the municipal employees. Six interviews were conducted at each municipality during the week days (Monday – Friday) from March 2016 to September 2016. According to Kothari and Garg (2014:55) the method of selecting a sample is of fundamental importance and depends upon the nature of data and of the investigation.

The sample is the segment or subset of the population that is selected for investigation. The method of selection may be based on a probability or a non-probability basis (Brymen & Bell 2017). Non-probability sampling is that sampling procedure which does not afford any basis for estimating that probability that each item in the population has been included in the sample. It is also known by different names such as deliberate sampling, purposive sampling and judgemental sampling. It is used when the individual members of the population do not have an equal opportunity of being selected to be a member of the sample (Jackson 2011:119). On the other hand there is probability sampling which is also known as ‘random sampling’ or ‘change sampling’ (Chakraborty 2016:106). Under this sampling design, each member of the population has an equal likelihood of being part of the sample (Jackson 2011:116). The different methods are captured in Table 4.1.

Table 4.1: Distinguish between probability and non-probability sampling

PROBABILITY SAMPLING	NON-PROBABILITY SAMPLING
Simple random sampling	Stratified purposive sampling
Each unit in the population has an equal chance of being included in the sample.	Participants are selected according to pre-selected criteria or defining characteristics relevant to a particular research question that also makes them holder of the data needed for the study
Systematic sampling	Criterion sampling method
This is a variation on simple random sampling where one starts with a random number and then select every ...nth unit to form part of the sample	This implies that the researcher decides at the design stage of the study the typical characteristics of the participants to be included as well as their number.
Stratified random sampling	Snowball sampling method
This allows for a proportional representation of the different parts of a population to be	This is a method whereby participants with whom contact has been made are used to penetrate their

included in the sample.	social networks to refer the researcher to other participants who could contribute to the study
Multi-stage cluster sampling	Convenience sampling method
The primary sampling unit is not the units of the population to be sampled but groups of clusters of those units.	This is a haphazard, accidental sampling method that does not have a systematic selection process.
	Expert sampling method
	With this method people are identified who the researcher deems 'experts' and who have specialist knowledge with which to make informed opinions or comments
	Quota sampling method
	This method involves the researcher calculating a set number of participants for inclusion in the sample based on some predetermined 'variable' inherent in the overall study population.

Sources: Nieuwenhuis (2007:79); Jennings (2010:139-140); Bryman & Bell (2017)

Hence, sampling is the process of selecting units from a population of interest so that by studying the sample one may fairly generalise the results back to the population from which they were chosen (Chakraborty 2016:101). Kothari and Garg (2014:52) indicated that sample design may as well lay down the number of items to be included in the sample i.e., the size of the sample.

In the implementation of non-probability sampling samples are gathered according to a process that does not give all the individuals in the population equal chances of being selected (Bryman & Bell 2017). According to Maree (2016:197) this method does not make use random selection of population elements and it would therefore be dangerous to draw important conclusions about the population. For this study, a non-probability sampling method was chosen since respondents were chosen with a specific purpose in mind. With purposive sampling, the researcher believes that some subjects are fit for the research compared to other individuals (Maree 2016:198). This is the reason why they are purposively chosen as subjects (Bryman & Bell 2017). Therefore only employees working in the Department of Planning and Development and those in the Offices of the Municipal Managers were chosen. The reason for choosing these employees is that these are departments within the municipality that drive matters that relate to the municipality's Integrated Development Plan (IDP) and Local Economic Development (LED) cluster which incorporates tourism, business and agriculture.

Interviews were thus conducted among 50 employees spread across five municipalities in the region (Vhembe District Municipality, Musina Local Municipality, Mutale Local Municipality, Makhado Local Municipality and Thulamela Local Municipality) in order to use systematic procedures to discover non-quantifiable relations between the existing variables being sustainable tourism development and tourism impacts. These interviews were conducted by the researcher and each interview lasted 60 minutes. It was conducted at the different offices of the municipal employees.

4.4.2.1.3 Data collection method

The data were collected by means of semi-structured interviews. In this case the interviewer has a general interview guide with a list of topics of issues. The questioning style is usually informal and the phrasing and sequencing of questions might vary from interview to interview (Bryman & Bell 2017). In these interviews both closed-ended and open-ended questions were posed to accumulate information that relates to the following:

- Demographic information (gender, age, level of education, place of residence, experience in the tourism field);
- management practice perceived as contributing to improvement of rural tourism;
- employees' views on the role of tourism development in the area;
- involvement of members of the community in tourism development;
- tourism-related programmes aimed at benefiting members' local community in tourism industry; and
- the ways in which communities are benefiting economically from tourism programmes (see Appendix 1 for the interview schedule).

4.4.2.1.4 Data analysis

Data was organised in accordance with the sequence of the questions so that it is easy to follow, and it allowed the systematic identification of concepts and themes. The data was analysed by reading the transcripts of interview questions, key words were highlighted and clustered enabling the thematic approach. A systematic method was followed by:

- coding techniques for finding and making the underlying ideas in the data;
- grouping together similar kinds of information into categories;
- relating different ideas and themes to one another;
- finding and organising ideas and concepts by looking at frequently used words/phrases, finding meaning in language usage, looking out for the unexpected;
- building over-arching themes in the data;
- ensuring reliability and validity in the data analysis and in the finding through triangulation methods; and

- finding possible and plausible explanations for the findings.

4.4.2.2 Phase B: Quantitative research

Quantitative research entails the collection of statistical data to turn it into information that elaborates on a specific fact. Since it is grounded on larger sample sizes, to produce outcomes, it can be generalised to a broader population (Saunders, Lewis & Thornhill 2009:151). Seeing that the study adopted a research strategy that emphasises quantification in the data collection and analysis process, the quantitative research approach, based on the positive pattern, was deemed appropriate as the second part of this study (Stylidis 2012:116) more particularly for residents and tourism establishments.

4.4.2.2.1 Population

Residents:

In this part of the study the target comprised the residents and tourism businesses of the Vhembe District Municipalities in the Limpopo Province of South Africa. According to the Vhembe District Municipality IDP Review (2013/14:22), the district covers 21 407 square kilometres of land with a total population of 1 294 722 million people (Statistics South Africa 2011). According to the Vhembe District Municipality IDP Plan Review (2013/14:12), population as per each local municipality stands as follows: Musina – N = 68 359 (Musina Local Municipality), Mutale – N = 91 870 (Mutale Local Municipality), Thulamela – N = 618 462 (Thulamela Local Municipality) and Makhado – N = 516 031 (Makhado Local Municipality). The population was appropriate for the study for accuracy and statistical purposes and supports the purposes of this study. Residential areas in the vicinity of tourism attractions were selected based on the notion that residents living around these attractions are more familiar with tourists, their activities and the effects of these visitors.

Tourism businesses:

Based on the same notion business units (e.g. accommodation, transport, hospitality, attraction, entertainment, and arts and culture) situated next to the main tourist attractions were the second group to be researched in the quantitative phase. The number of businesses was unknown and thus a database had to be developed for this purpose.

4.4.2.2.2 Sampling and description of sampling

Residents:

The sampling of residents of the Vhembe district followed a two-pronged approach. Stratification sampling was chosen based on the different municipal areas, namely Musina Local Municipality, Mutale Local Municipality, Thulamela Local Municipality and Makhado Local Municipality.

Large samples enable researchers to draw more accurate conclusions and make more accurate predictions (Schaller 1992:66). From a statistical point of view, based on the 1 294 722 population of Vhembe, 380 questionnaires were considered adequate for purposes of this research. Krecjie and Morgan (1970:610) indicated that as the population increases at a diminishing rate (plateau) and eventually remains constant at slightly more than 380 cases there is little to be gained to warrant the expense and energy to sample beyond approximately 380 cases. However, 520 questionnaires were distributed to ensure adequate data. The larger the size of the populations in the municipality the larger the number of questionnaires used. One hundred and seventy questionnaires were distributed in Thulamela area, 140 questionnaires in Makhado area, 110 questionnaires in Mutale area and 100 questionnaires in Musina.

In each of the municipal areas, neighbourhoods close to tourism attractions were included in the study. Random sampling was implemented in the different neighbourhoods. 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. Data was collected over a period of three months by fieldworkers trained for the purpose of this study.

Tourism businesses:

Since the number of tourism businesses is unknown, a convenience sampling was applied due to the fact that this sampling refers to the situations where population elements are selected based on the fact that they are easily and conveniently available (Maree. 2016:197). So those available and willing to participate in the survey were targeted. The stratification of the sample was also based on the proximity of the businesses to main tourism attractions such as Kruger National Park, Nandoni Dam, Mapungubwe National Park and World Heritage Site, Phiphidi Water Falls, Tshatshingo Potholes, Nwanedi Nature Reserve, Sagole Big Tree, Beit bridge border post, Lake Fundudzi and Thathe Vondo Forest in the Vhembe district. Consultation with the Local Tourism Associations (LTAs) and municipalities in the region took place to determine the areas where data should be collected. One hundred questionnaires were distributed for purposes of this study. The questionnaires were shared equally among the four local municipalities which are those of Thulamela (25), Mutale (25), Makhado (25) and Musina (25). The data were collected during the months of June and July 2016 as the residents' survey by fieldworkers trained for the purpose of this study.

4.4.2.2.3 Data collection method

A structured self-administered questionnaire was used for both the community and business owners in accordance with the information required to collect data from the respondents.

Residents:

The questionnaire was divided into four sections with Section A focusing on measuring demographic information, Section B focusing on the perceptions of rural tourism as a tool for development, Section C focusing on rural tourism resources and its influence on development and Section D on the contribution to entrepreneurship. This was based on the work done by Scholtz and Slabbert (2018); Scholtz and Slabbert (2017) and Scholtz and Slabbert (2015) (see Appendix 2 for the questionnaire).

Tourism businesses:

The questionnaire was divided into two sections with Section A focusing on the business profile and Section B focusing on business perceptions of tourism development as determined by the in-depth literature review (Viviers, Slabbert, Saayman & Saayman 2017; Lekoata 2015; Balalia & Petrescu 2011; Duncan 2008; Udumo, Arikpo & Ekpo-Eloma 2013; Aniah *et al.* 2009; Cheuk *et al.* 2010) (see Appendix 3 for the questionnaire).

4.4.2.2.4 Pre-testing of the questionnaires

Residents:

In order to determine the validity of the questionnaire and whether respondents would understand the questions it was pre-tested among 10 residents of the Vhembe district, considering the spatial representation of the region (3x Thulamela local municipality, 3x Makhado local municipality, 2x Musina local municipality and 2x Mutale local municipality Areas). After completion thereof some wording in the questions was changed for inclusion in the final survey. The pre-testing results did not form part of the main survey.

Tourism businesses:

Questionnaires were pre-tested among 5 business owners of Vhembe district in the same pattern as above in the selected sampling areas in order to determine the validity of the questionnaire and whether respondents understand the questions. No changes were made based on the results of the pre-testing. These results did not form part of the main survey.

4.4.2.2.5 Data analysis

The data was collected and captured by the researcher and processed by the Statistical Consultation Services of North-West University. Community and business owners' perceptions of the impacts of rural tourism in the Vhembe district were analysed by means of frequency tables for demographic characteristics and residents' opinions on the effect of

tourism on their community. Secondly, for the community analyses, factor analyses were done for social effects of tourism, travel motivations, attractiveness and image of the destination. Thirdly, One-Way-Analysis of Variance (ANOVA's), *t*-tests and Spearman Rank Order Correlations were done to determine aspects influencing the assessment of the social impacts, and attractiveness as well as the correlations between social effects and attractiveness. SPSS was used for data analysis in this study.

The purpose of factor analysis is to determine which items "belong together" in the sense that they answered similarly and therefore measure the same dimension or factor (Maree 2016:242) whereas Leedy and Ormrod (2010:282) described factor analysis as to examine the correlations among a number of variables and identify clusters of highly interrelated variables that reflect underlying themes, or factors, within the data. Factor analysis is thus a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors.

One Way Analysis of Variance (ANOVA) is a collection of statistical models and their associated estimation procedures used to analyse the differences among group means in a sample. ANOVA is used when there are more than two independent groups that need to be compared on a single quantitative measure or score (Maree 2016:255; Leedy & Ormrod 2010:282). Chakraborty (2016:50) also stated that ANOVA is also usually used to analyse a factorial experiment.

t-tests are described as any statistical hypothesis test in which the test statistic follows a student's *t*-distribution under the null hypothesis. *t*-test is a statistical examination of the means of two populations (Leedy & Ormrod 2010:282). The *t*-test assesses whether the means of two groups are statistically different from each other (Maree 2016:250). This analysis is appropriate whenever wanting to compare the means of two groups, and especially appropriate as the analysis for the posttest-only two randomised experimental design (Chakraborty 2016:258). It is also useful to determine whether any significant differences exist between any two sets of data (Rice 2006:21).

Spearman Rank Order Correlation is a non-parametric measure of the strength and direction of association that exists between two variables measured on at least an ordinal scale. Leedy & Ormrod (2010:265) also conceded that non-parametric statistics are appropriate for data that are ordinal rather than interval. It makes no assumptions about the distributions of the two variables; it uses ranks instead of actual values (Maree 2016:267). When one or more of the variable is measured on an ordinal (ranking) scale, the appropriate correlation coefficient is Spearman's rank-order correlation coefficient (Jackson 2011:249). Spearman's

correlations show the strength and direction of association between different factors (Mukaka 2012:69). . The strength of the relationship is indicated by the size of correlation coefficient. A correlation of +1 or -1 indicates a perfect correlation. The direction of the relationship is indicated by the sign of the correlation coefficient – in other words, by whether the number is a positive or negative one (Leedy & Ormrod 2010:273) A correlation of 0 indicates a perfect positive correlation and a value of -1.0 indicates a perfect negative correlations. The correlations were interpreted according to the guidelines of Cohen (1988) that suggest small $\rho = .10-.29$, medium $\rho = .30-.49$ and large $\rho = .50-1.0$

For the business survey secondly a factor analysis was done to determine the factors of the effect of tourism on business. Thirdly, One-Way-Analysis of Variance (ANOVA's), *t*-tests and Spearman Rank Order Correlations were done to determine aspects influencing tourism development.

4.5 ETHICAL CONSIDERATIONS

The questionnaire/interviews were dealt with in accordance with the anonymity it deserves and in the results no reference is made to any individual. Communication was directed at all the respondents regarding the research process and the purpose of the research. Their willing responses were requested.

4.6 CONCLUSION

The purpose of this chapter was to provide 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 and qualitative design was adopted using the survey method.

The chapter also revealed that the study incorporated a literature review concentrating on sustainable tourism and rural tourism. As a result, a non-probability convenience sampling technique was selected for purposes of selecting respondents. Data were collected using a four-section survey questionnaire (for residents) and two-section questionnaire (for tourism businesses) as well as interviews for the municipal employees of various municipalities located in the Vhembe district.

Various ethical considerations were adhered to during the data collection process. The chapter also centred on the approaches followed to analyse the collected data since ethical considerations were 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 analyses

5.1 INTRODUCTION

Tourism is an important industry in the development of the Vhembe region, since the area has many tourism establishments which provide a variety of services to a number of markets. Even though there are various tourism attractions the flow of tourists to this area can be improved to bring more benefits to community members. The primary objective of this study is to analyse the perceptions of selected tourism stakeholders in the Vhembe district with reference to the community, tourism business owners and local government concerning rural tourism development in this region in order to improve attitudes towards tourists and tourism development. Attention will be given to the economic, social and environmental influences of tourism by focusing on both positive and negative aspects.

This study followed a mixed-method approach where both surveys (quantitative research) and interviews (qualitative research) were conducted. Two surveys were done; one in the community and a second one at tourism businesses in the Vhembe region. For the survey in the community the fieldworkers distributed the questionnaires to members in the community per selected households. The questionnaire was completed whilst fieldworkers were present and respondents could ask questions where clarity was needed. For the survey at the tourism businesses, the fieldworkers distributed the questionnaires among tourism business owners and managers willing to participate in the survey. In this case the questionnaires were left at these establishments and collected after three to five days since business owners do not always have the time to complete these immediately. In both cases the questionnaires were thus self-administered by the respondents. However, where assistance was required, a fieldworker was available to assist.

The qualitative research, through in-depth interviews, was conducted among members of the relevant municipalities (local government officials) to gain more in-depth insight into current tourism developments. Appointments were arranged for face-to-face interviews with all identified participants. The appointments were scheduled over a period of thirty days.

The purpose of this chapter is to empirically analyse the perceptions of selected stakeholders by assessing economic, environmental and social aspects as well as to assess levels of participation by different stakeholders, success factors and challenges facing the tourism industry. Thus this chapter is divided into two sections, with the first section focussing on the reporting of the quantitative data and the second section focussing on the reporting of the qualitative data (see Figure 5.1).

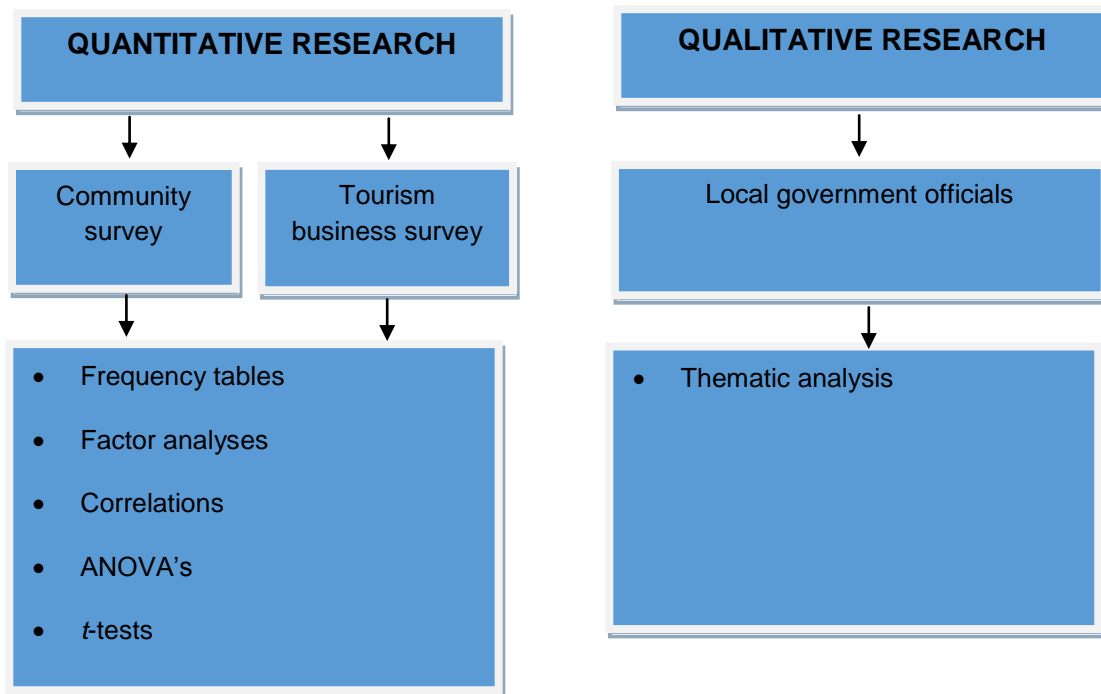


Figure 5.1: Statistical methods applied to the different stakeholders

Source: Own compilation

5.2 SECTION A: QUANTITATIVE RESULTS

Two groups of respondents formed part of the quantitative research phase, namely the community and the tourism businesses.

COMMUNITY RESPONSES TO RURAL TOURISM DEVELOPMENT

5.2.1 Descriptive results: Community responses to rural tourism development

The community is a very important stakeholder in the tourism product. The descriptive statistics for the community include the demographic details of respondents, overall visitor impacts on both community and individual livelihoods, general impacts of the tourism development in the

area, the image of the Vhembe region, reasons for tourist visits and other selected tourism aspects of the region. Four hundred and fifteen completed responses were utilised in this analysis.

5.2.1.1 Demographic characteristics

Section A of the questionnaire focused on the demographic details of the respondents. These demographic details were analysed using descriptive statistics. The section addresses information on six variables which include gender, age, home language, highest level of education, occupation and number of years living in the area.

Table 5.1: Demographic detail of respondents

VARIABLE AND CATEGORY	PERCENTAGE	VARIABLE AND CATEGORY	PERCENTAGE
Gender		Home language	
Male	48.4%	Tshivenda	76.5%
Female	51.6%	Xitsonga	23%
		Other	0.5%
Age		Highest level of education	
> 30 years of age	42%	No schooling	15.9%
31-40 years of age	25.1%	Grade 12	32.3%
41-50 years of age	19.5%	Diploma / Degree	27.5%
51-60 years of age	7.1%	Postgraduate qualification	8.2%
61-70 years of age	3.7%	Professional qualification	5.1%
More than 70 years of age	2.6%	Other	11%
Occupation		Number of years living in the area	
Professional	3.4%	1-10 years	15.8%
Management	7.2%	11-20 years	20.1%
Self-employed	10.4%	21-30 years	27.7%
Technical	4.6%	31-40 years	21.2%
Sales	5.5%	41-50 years	10.5%
Mining	3.9%	51-60 years	2.8%
Administrative	5.8%	61-70 years	1.9%
Civil service	3.6%		
Education	15.4%		
Housewife	6.7%		

Pensioner	5.8%			
Unemployed	20%			
Other	7.7%			

Gender

The results in Table 5.1 indicate that 48.4% were males and 51.6% were females. This shows that there was almost equal representation of gender in this study. Both male and female members of the community who participated in this study reside in the Vhembe region.

Age

Forty-two percent of the respondents were younger than 30 years, 25.1% were aged between 31-40 years, 19.5% were aged between 41-50 years and 13.4% were older than 50 years of age. On average participants in this study were 36 years of age with very few elderly residents participating. The reason for the average age to be 36 years old was that the research was conducted during the week where most of the older generations are at different workplaces outside their actual residential areas. The other factor might be the development of new residential areas which are mostly occupied by the middle-age group. Younger people to some extent are more willing to participate in surveys.

Home language

The results of this study indicated that 76.5% Tshivenda and 23% speak xiTsonga as their home language. Only 0.5% speak other languages which include, amongst others; Afrikaans, isiZulu, isiNdebele, isiXhosa, Sesotho, isiSwati and Sepedi.

Highest level of education

Table 5.1 shows that out of 415 respondents who completed the questionnaires, 15.9% have no schooling qualifications, 32.3% were holders of grade 12 certificates, 27.5% hold a diploma or degree, 8.2% possess postgraduate qualifications, 5.1% were professionals and 11% have other types of qualifications which were dominated by ABET certificates. Most of the respondents were thus fairly well educated.

Occupation

The results of this study indicated that the majority of the respondents were unemployed (20%), 15.4% work in education, 10.4% were self-employed, and 5.8% were either in administrative positions or were pensioned. The least percentage represents those who are professionals (3.4%).

Number of years living in the area

As shown in Table 5.1 out of the total number of the respondents that had completed the questionnaires most respondents had been living in this area between 21 and 30 years (27.7%). This was followed by those living in the Vhembe region between 31 and 40 years (21.2%) and for 11 to 20 years (20.1%). On average respondents had been living in the area for 26.39 years.

In summary, the respondents were residents of Vhembe region where Tshivenda-speaking residents dominated the study. It was evident from the information provided above that almost equal representation of gender and average age of participants occurred in this study, namely 36 years. From the information given, it was evident that the majority of respondents hold grade 12 certificates and were also qualified in different professions. Above all it was apparent that a high unemployment rate prevails in the Vhembe region even taking into account that most of the respondents hold a matric certificate. Tourism can play a significant role in creating opportunities for residents.

5.2.1.2 Impacts of tourism on the Vhembe region and its residents

Tourism has an effect on residents and their surrounding environments. Section B of the questionnaire focused on the overall impacts of visitors on the community in general and the individual resident (respondent). These are explored to provide an overview of residents' opinions and attitudes towards this industry.

5.2.1.2.1 Overall impacts of visitors on the community and individuals

Descriptive statistics were used to analyse these results. The section addressed information on two variables which include visitors' impact on community as a whole as well as on the individual. From Table 5.2 it is clear that residents feel that tourism has a very positive impact on the community (75.9%) and the individual (73.9%). This is a very positive response as residents really feel that tourism is making a difference in their communities. Seven point five percent of

the respondents indicated a very negative effect on the community and 10.6% a very negative effect on the individual.

Table 5.2: Overall impact of visitors on the community and its individuals

ITEM	VARIABLE AND CATEGORY	Very negatively	Neutral / no effect	Very positively
1	Overall impact of visitors on community	7.5%	16.6%	75.9%
2	Overall impact of visitors on individuals	10.6%	15.5%	73.9%

5.2.1.2.2 Impacts of tourism development on the Vhembe region

Section C of the questionnaire focused on the impacts of tourism development on the Vhembe region. Descriptive analyses were used to analyse the perceptions of respondents pertaining to tourism development in the area. The results are reported in Table 5.3.

As displayed in Table 5.3 respondents *moderately to strongly agreed* with the following positive impacts:

Because of tourism development in the area the:

- Residents have more pride in their community (38.1%)
- Entertainment opportunities have increased (37.4%)
- Interactions between locals and visitors have increased (33.9%)
- Employment opportunities have increased (32.3%)

As indicated in Table 5.3 respondents *moderately to strongly agreed* with the following negative impacts:

Because of tourism development in the area the:

- The prices of some goods and services have increased (37.6%)
- Incidents of crime have increased (35.6%)
- Excessive drinking and/or drug use have increased (33.3%)

Table 5.3: Descriptive statistics on respondents' perceptions of the impacts of tourism development on the Vhembe region

ITEM	BECAUSE OF TOURISM DEVELOPMENT IN THE AREA:	Strongly disagree	Moderately disagree	Somewhat disagree	Somewhat agree	Moderately agree	Strongly agree	Mean and standard deviation
1	Employment opportunities in the area have increased	13.3%	12.2%	15.9%	26.3%	22.7%	9.6%	3.62 (±1.52)
2	Entertainment opportunities have increased	3.6%	14.9%	17.6%	26.5%	22.9%	14.5%	3.93 (±1.38)
3	Residents have more pride in their community	7%	6.4%	19.3%	29.2%	24.6%	13.5%	3.98 (±1.36)
4	Litter in the area has decreased	7.7%	8.9%	21.7%	36.4%	17.8%	7.5%	3.71 (±1.28)
5	Opportunities for local businesses have increased	6.7%	7.5%	22.2%	30.8%	21%	11.8%	3.87 (±1.34)
6	Public funding for community activities has increased	7%	9.3%	26.3%	32.8%	15.9%	8.7%	3.67 (±1.29)
7	The rights of local residents have increased	5.3%	6.1%	26%	32.3%	21.4%	8.9%	3.85 (±1.23)
8	The overall cost of living has increased	5.5%	7.7%	23.4%	30.8%	22.2%	10.4%	3.87 (±1.29)
9	Disruptive behaviour has increased	4.1%	9.2%	28.4%	30.6%	17.6%	10.1%	3.79 (±1.24)
10	Damage to the environment has increased	5.5%	7.8%	26.5%	30.8%	18.3%	11.1%	3.82 (±1.29)
11	Excessive drinking and/or drug use has increased	5.5%	10.1%	22.2%	28.9%	17.6%	15.7%	3.90 (±1.38)
12	Incidents of crime have increased	6%	6.9%	23.1%	28.4%	24.8%	10.8%	3.92 (±1.31)
13	Prices of some goods and services have increased	4.7%	8%	21.7%	28%	20%	17.6%	4.03 (±1.37)
14	Noise levels in the area have increased	6.5%	7.5%	24.1%	34.9%	17.8%	9.2%	3.78 (±1.27)
15	Interactions between locals and visitors have increased	4.8%	5.8%	19.8%	35.7%	21.9%	12%	4.00 (±1.25)
16	Parking availability in the area has increased	8.9%	9.9%	26.8%	28.9%	17.3%	8.2%	3.60 (±1.34)
17	The turnover for local businesses has increased	8.9%	5.7%	27%	30.4%	20%	8%	3.71 (±1.31)
18	Traffic congestion in the area has increased	8.2%	5.3%	25.1%	32.5%	20.2%	8.7%	3.77 (±1.30)
19	Opportunities for shopping have increased	7.7%	7.7%	24.1%	30.4%	21.7%	8.4%	3.76 (±1.32)

ITEM	BECAUSE OF TOURISM DEVELOPMENT IN THE AREA:	Strongly disagree	Moderately disagree	Somewhat disagree	Somewhat agree	Moderately agree	Strongly agree	Mean and standard deviation
20	Infrastructure in the area has improved	6.5%	8%	22.2%	36.6%	20.7%	6%	3.75 (±1.23)
21	Trading in the area has increased	5.1%	7.3%	24.8%	36.6%	17.8%	8.4%	3.80 (±1.21)
22	More tourists visit this area	6.7%	7.6%	24.8%	33%	19%	8.9%	3.77 (±1.28)
23	The image of the city/town has improved	8.4%	5.1%	24.1%	31.8%	21.7%	8.9%	3.80 (±1.31)
24	The living standards of locals have improved	4.3%	7.7%	27%	31.6%	21.2%	8.2%	3.82 (±1.21)
25	The economy of the area has improved	5.8%	8%	25.7%	32.3%	17.6%	10.6%	3.80 (±1.28)
26	The maintenance of public facilities has improved	5.8%	9.2%	27%	29.6%	18.8%	9.6%	3.75 (±1.29)
27	The overall appearance of the area has improved	5.3%	8.9%	27.5%	29.6%	17.1%	11.6%	3.79 (±1.30)
28	There are opportunities for people to have fun	3.1%	10.5%	23.6%	34.9%	15.9%	12%	3.86 (±1.24)
29	More people are aware of Vhembe as a destination	5.3%	8.9%	24.6%	31.6%	17.1%	12.5%	3.84 (±1.31)
30	There are more opportunities for entrepreneurs	5.1%	7.6%	22.2%	33.5%	19.3%	12.3%	3.91 (±1.29)
31	Residents get irritated with the number of people attending	9.4%	6.6%	26.7%	31.1%	13.7%	12.5%	3.72 (±1.39)

According to the mean values of each statement it was clear that the increase in prices of some goods and services (\bar{x} = 4.03; 67%) as well as the increased levels of interaction between locals and visitors (\bar{x} =4.00; 67%) had the highest effect. However, the increase in the availability of parking (\bar{x} =3.60; 60%) and employment opportunities had the lowest effect (\bar{x} =3.62; 60%). Thus more than two-thirds of the respondents agreed with the highest and lowest statements making it worthy to take note of and make recommendations for improvement.

5.2.1.3 The image of the Vhembe region

It is important to determine what residents think of the place in which they are living since they cannot sell a place that they are not convinced is able to attract people. The affective image of a destination such as the Vhembe region refers to respondents' feelings towards this area whereas the cognitive image refers to the more tangible aspects related to tourism in this area.

5.2.1.3.1 The affective image of the Vhembe region

Table 5.4: The affective image of the Vhembe region

ITEM	VARIABLE	CATEGORY	PERCENTAGE	MEAN VALUE AND STANDARD DEVIATION
1	Boring	1 – very boring place	5.5%	5.23 (\pm 1.53)
		2 – fairly boring place	1.7%	
		3 – boring place	1.7%	
		4 - neutral	13.3%	
		5 – exciting place	23.9%	
		6 – fairly exciting place	33.7%	
		7 – very exciting place	18.3%	
2	Pleasant	1 – very pleasant place	3.9%	5.33 (\pm 1.51)
		2 – fairly pleasant place	2.9%	
		3 – pleasant place	3.4%	
		4 - neutral	14%	
		5 – pleasant place	22.2%	
		6 – fairly pleasant place	29.6%	
		7 – very pleasant place	24.1%	

It is evident from the information above in Table 5.4 that respondents regarded Vhembe region as a fairly exciting place (33.7%) as well as a fairly pleasant place (29.6%). Based on the mean values residents consider the area as exciting to fairly exciting and pleasant to fairly pleasant.

5.2.1.3.2 Cognitive image of the Vhembe region

It is very crucial for any research that seeks to bridge the gap within the context of tourism development. Table 5.5 below indicated respondents' feedback pertaining to the cognitive image of the Vhembe region.

Table 5.5: Descriptive statistics of the cognitive image of the Vhembe region

ITEM	VARIABLE AND CATEGORY	Do not agree at all	Do not agree	Neutral	Agree	Totally agree	Mean value and Standard deviation
	THE VHEMBE REGION:						
1	Offers a variety of fauna and flora	8%	13.3%	25.8%	32%	21%	3.45 (± 1.18)
2	Offers various historical and cultural attractions	4.8%	11.3%	27.2%	39%	17.6%	3.53 (± 1.05)
3	Has beautiful landscapes	3.1%	8.7%	31.6%	38.6%	18.1%	3.60 (± 0.98)
4	Offers interesting cultural activities	3.4%	12%	34%	32.8%	17.8%	3.50 (± 1.02)
5	Has good shopping facilities	8%	14.9%	39.5%	28%	9.6%	3.16 (± 1.05)
6	Offers great nightlife activities	8.9%	18.6%	37.8%	23.6%	11.1%	3.09 (± 1.10)
7	Offers good restaurants	6.3%	17.8%	39.3%	24.1%	12%	3.19 (± 1.07)
8	Offers good sport facilities	6.3%	15.4%	36.9%	28.7%	12.5%	3.27 (± 1.07)
9	Has well-developed general infrastructure	5.5%	15.9%	39.5%	25.1%	13.7%	3.26 (± 1.06)
10	Can be seen as a 'luxury' destination	6.5%	18.3%	38.3%	27.5%	9.4%	3.15 (± 1.03)
11	Can be seen as fashionable to visit	8.7%	17.8%	33.3%	26%	14.2%	3.19 (± 1.14)
12	Has a good name and reputation	3.6%	13.5%	37.1%	29.4%	16.4%	3.41 (± 1.02)
13	Offers a good quality of life	3.9%	13.5%	35.9%	32.5%	14.2%	3.40 (± 1.01)
14	Is a safe tourism destination	3.9%	11.1%	37.6%	29.9%	17.6%	3.46 (± 1.02)
15	Is clean	4.1%	12.5%	39.3%	28.2%	15.9%	3.39 (± 1.02)
16	Has friendly residents	3.1%	10.6%	37.8%	28%	20.5%	3.52 (± 1.03)
17	Has good tourism infrastructure	3.6%	12.5%	34.5%	32%	17.1%	3.47 (± 1.03)

18	Is tourism friendly	5.3%	8.7%	31.8%	33%	21%	3.56 (± 1.08)
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As reflected in Table 5.5 respondents *agreed* and totally agreed with the following:

- Has beautiful landscapes (56.7%)
- Offers various historical and cultural attractions (56.6%)
- Is tourism friendly (54%)
- Offers a variety of fauna and flora (53%)
- Offers interesting cultural activities (50.6%)

It is evident from Table 5.5 that respondents *do not agree at all* and *do not agree* with the following:

- Offers great nightlife activities (27.5%)
- Can be seen as fashionable to visit (26.5%)
- Can be seen as a 'luxury' destination (24.8%)
- Offers good restaurants (24.1%)
- Has good shopping facilities (22.9%)

According to the mean values of each statement the highest was achieved for the offering of beautiful landscapes (\bar{x} =3.60; 72%) and the lowest rating for the offering of nightlife activities (\bar{x} =3.09; 62%). Nature and culture clearly influences the cognitive image of this region and should be considered strong points in the tourism offering. There is however opportunity to develop specific amenities in the area that would contribute to the attraction of a higher number of visitors.

5.2.1.4 Motivations for visiting the Vhembe region

Respondents' views on reasons why tourists visit this area are important as it not only highlighted tourist motivations but also possible attractiveness factors. Given the results of the previous section these motivations can be linked to the natural and cultural attractiveness of the Vhembe region.

Table 5.6: Descriptive statistics on the reasons why tourists visit the area

ITEM	VARIABLE AND CATEGORY	Not important	Less important	Important	Very important	Extremely important	Mean value & Standard deviation
1	To get away from their normal routine	6%	15.4%	30.4%	32.8%	15.4%	3.36 (± 1.10)
2	To relax	2.9%	10.6%	35.2%	34.5%	16.9%	3.52 (± 0.98)
3	To spend time with family	3.4%	8%	29.2%	33.5%	26%	3.71 (± 1.04)
4	To spend time with friends	2.9%	10.6%	34.5%	31.1%	21%	3.57 (± 1.02)
5	To discover new cultures	4.3%	12.3%	36.6%	25.5%	21.2%	3.47 (± 1.08)
6	To gather knowledge	2.7%	8.7%	42.9%	27%	18.8%	3.51 (± 0.98)
7	To discover new places	3.1%	12.3%	39.8%	27.7%	17.1%	3.43 (± 1.01)
8	To attend cultural events	3.6%	11.3%	41.4%	28.2%	15.4%	3.40 (± 0.99)
9	To relieve stress and tension	4.3%	15.9%	33.5%	28%	18.3%	3.40 (± 1.09)
10	To seek adventure & pleasure	5.3%	13.5%	37.3%	29.4%	14.5%	3.34 (± 1.05)
11	To seek recreation and entertainment	5.3%	14.2%	36.9%	26.7%	16.9%	3.36 (± 1.08)
12	For business purposes	3.6%	17.6%	31.6%	29.6%	17.6%	3.40 (± 1.07)
13	Vhembe is easily accessible	4.1%	15.4%	39.3%	23.6%	17.6%	3.35 (± 1.06)
14	Curiosity	5.5%	13.3%	37.1%	27.5%	16.6%	3.36 (± 1.07)
15	Natural beauty	3.6%	10.4%	28.7%	29.9%	27.5%	3.67 (± 1.09)

From Table 5.6 it becomes clear that respondents considered the following statements as being *not important and less important* reasons for tourists to visit the area:

- To get away from their normal routine (21.4%)
- For business purposes (21.2%)
- To seek recreation and entertainment and Vhembe is easily accessible (19.5%)
- To seek adventure, pleasure and curiosity (18.8%)

Respondents indicated that the following statements were *very important and extremely important* reasons for tourists to visit the area:

- To spend time with family (59.5%)
- Natural beauty (57.4%)
- To relax (51.4%)
- To spend time with friends (52.1%)

According to the mean values of each statement, to spend time with family (\bar{x} = 3.71; 74%) received the highest rating and to seek adventure and pleasure (\bar{x} =3.34; 67%) the lowest rating. Spending time with family is not a unique motivation for visitation but more should be done in the Vhembe region to offer a unique experience where the motivation is to spend time with family. The competition in the tourism industry is fierce and selling the unique attributes and experiences become increasingly important.

It is clear from these results that residents appreciate the effect of tourism on both the community and themselves as individuals. Respondents indicated that due to tourism the community are more proud of their environment and realise that this industry can lead to more employment and entertainment opportunities even though there is room for improvement. In residents' opinions tourism leads to the increase in prices, crime and drinking and drug abuse, which needs attention to prevent negative attitudes from developing. Their overall image of the area in which they are living is positive and respondents recognise the beautiful landscapes, variety of historical and cultural attractions and consider the area to be tourism friendly. Respondents believe that tourists visit this area as a family destination which people visit to enjoy the natural beauty of the area, relax and spend time with friends.

5.2.2 Exploratory results: Community responses to rural tourism development

To obtain a more summative and direct view of the effect of tourism on the community, reasons considered as motivation to visit the area and the image of the Vhembe region three-factor analyses were done and are subsequently discussed.

5.2.2.1 Social effects (impacts) of tourism on residents

To examine the factors underlying the social effects of tourism on residents, a principal axis factor analysis with oblique rotation (direct oblimin) was undertaken. The thirty-one social effects yielded six factors with eigenvalues higher than 1.0 (Field 2005:633). These factors explained 54% of the variance, which is acceptable (Field 2005:653) and were labelled: 'Development effect', 'Spill-over effect', 'Negative effects', 'Public Effects', 'Quality of life effects' and 'Economic effects' (see Scree Plot below). Six aspects had factor loadings of higher than 0.467 with only one item having a factor loading of 0.361. Bartlett's test of sphericity was significant ($p < 0.000$) and the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) was 0.866, both of which are acceptable. In all cases the Cronbach Alpha value of the factors were above 0.7 which therefore show high levels of internal consistency. It is clear from the component

correlation matrix (Table 5.7) that small correlations exist between the factors; thus supporting the individuality of each factor as social effect.

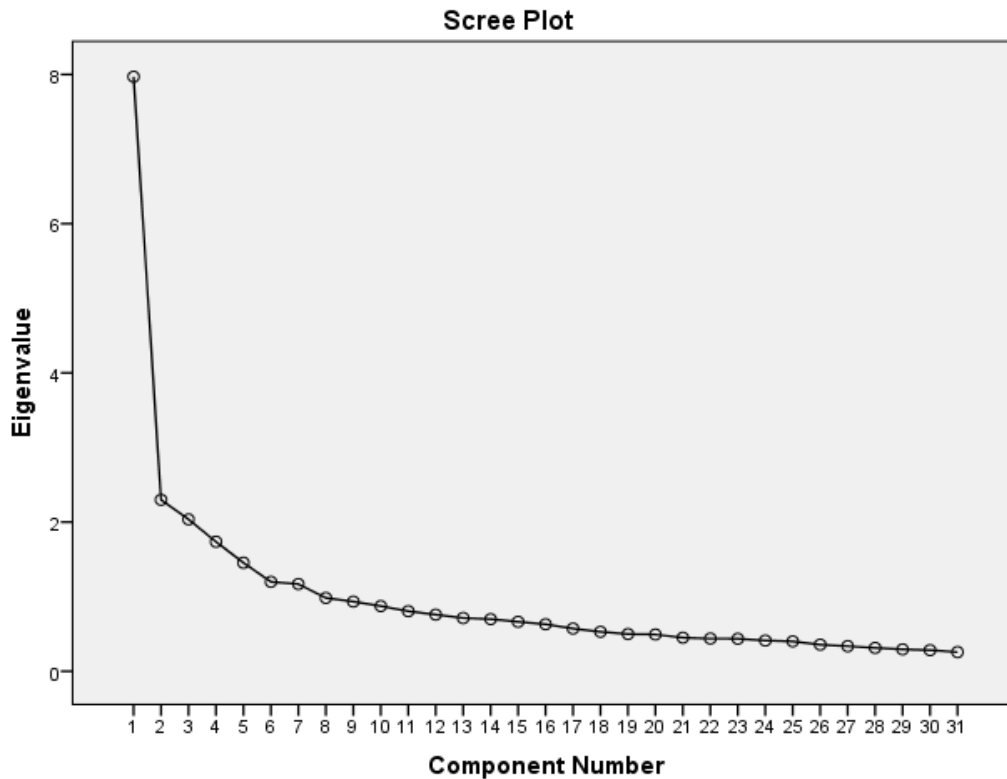


Figure 5.2: Scree plot for social effects

Table 5.7: Component correlation matrix

COMPONENT	DEVELOPMENT EFFECT	SPILL- OVER EFFECTS	NEGATIVE EFFECTS	PUBLIC EFFECTS	QUALITY OF LIFE EFFECTS	ECONOMIC EFFECTS
DEVELOPMENT EFFECT	1.000	0.229	0.283	0.290	0.254	-0.279
SPILL-OVER EFFECTS	0.229	1.000	0.187	0.214	0.113	-0.233
NEGATIVE EFFECTS	0.283	0.187	1.000	0.258	0.067	-0.137
PUBLIC EFFECTS	0.290	0.214	0.258	1.000	0.149	-0.182
QUALITY OF	0.254	0.113	0.067	0.149	1.000	-0.152

LIFE EFFECTS						
ECONOMIC EFFECTS	-0.279	-0.233	-0.137	-0.182	-0.152	1.000

Table 5.8: Principal axis factor analysis with oblimin rotation for social effects (impacts) of tourism on residents

Factor label	Factor loadings					
	DEVELOPMENT EFFECT	SPILL-OVER EFFECTS	NEGATIVE EFFECTS	PUBLIC EFFECTS	QUALITY OF LIFE EFFECTS	ECONOMIC EFFECTS
Opportunities for shopping have increased	0.740					
The turnover of local businesses has increased	0.729					
Parking availability in the area has increased	0.727					
Traffic congestion in the area has increased	0.631					
Interaction between locals and visitors have increased	0.608					
Infrastructure in the area has improved	0.496					
More people are aware of Vhembe as a destination		0.760				
There are opportunities for people to have fun		0.753				
There are more opportunities for entrepreneurs		0.688				
The overall appearance of the area has improved		0.609				
The maintenance of public facilities has improved		0.510				
Residents get irritated with the number of people		0.483				
Excessive drinking and/or drug use has increased			0.782			
Prices of some goods and services have increased			0.740			
Incidents of crime have increased			0.639			
Noise levels in the area have increased			0.559			
The overall cost of living has increased			0.457	0.375		
Damage to the environment has increased			0.361	0.316		
Public funding for community activities has increased				0.720		

Factor label	Factor loadings					
	DEVELOPMENT EFFECT	SPILL-OVER EFFECTS	NEGATIVE EFFECTS	PUBLIC EFFECTS	QUALITY OF LIFE EFFECTS	ECONOMIC EFFECTS
The rights of local residents have increased				0.712		
Opportunities for local businesses have increased				0.613		
Litter in the area has decreased				0.544		
Disruptive behaviour has increased				0.467		
Entertainment opportunities have increased					0.807	
Employment opportunities in the area have increased					0.731	
Residents have more pride in their community					0.700	
The image of the city/town has improved						-0.589
The economy of the area has improved						-0.586
More tourists visit this area						-0.555
The living standards of locals have improved						-0.552
Trading in the area has increased						-0.368
Cronbach Alpha	0.809	0.777	0.750	0.754	0.748	0.737
Inter-item mean	0.414	0.371	0.333	0.379	0.497	0.359
Mean and Standard deviation	3.77 (±0.93)	3.81 (±0.90)	3.89 (±0.88)	3.78 (±0.91)	3.85 (±1.16)	3.80 (±0.88)

‘Development effect’, factor 1, included factors such as opportunities for shopping has increased, the turnover of local businesses has increased, parking availability in the area has increased, traffic congestion in the area has increased, interactions between locals and visitors have increased and infrastructure in the area has improved. This was labelled as environmental improvement in a study done by Scholtz and Slabbert (2017). Factor 2 was labelled ‘Spill-over effect’ and constituted factors such as more people are aware of Vhembe as a destination, there are opportunities for people to have fun, there are more opportunities for entrepreneurs, the overall appearance of the area has improved, the maintenance of public facilities has improved and residents get irritated with the number of people. Some of these elements were also identified in a study done by Khunou (2016).

Factor 3 was labelled 'Negative effects' and constituted 'excessive drinking and/or drug use has increased, prices of some goods and services have increased, incidents of crime have increased, noise levels in the area have increased, the overall cost of living has increased and damage to the environment has increased. Some of these effects were also identified by Scholtz and Slabbert (2017), Khunou (2016) and Viviers (2009). Factor 4 was labelled 'Public effects' and constituted factors such as overall cost of living, damage to the environment, public funding for the community activities, the rights of local residents, opportunities for local businesses, littering and disruptive behaviour (Scholtz & Slabbert 2017). Factor 5 was labelled 'Quality of life effects' and constituted factors such as entertainment opportunities, employment opportunities and pride of residents in their community (Viviers 2009). Lastly factor 6 was labelled 'Economic effects' and constituted factors such as the image of the city/town, economy of the area, more tourists visit this area, living standard of locals and trading in the area. This was also found by Viviers (2009).

Negative effects (Factor 3) revealed the highest mean value of 3.89 (± 0.91) and 'Development effects' the lowest mean value (3.77; ± 0.93) and it is clear that respondents feel that because of tourism excessive drinking and drug usage occurs in the area.

5.2.2.2 Reasons why tourists visit the Vhembe region: resident perspective

To examine the factors underlying the reasons why tourists might visit the Vhembe region, a principal axis factor analysis with oblique rotation (direct oblimin) was undertaken. The fifteen reasons why residents think tourists visit the area resulted in four factors explaining 62% of the variance which is acceptable (Field 2005:653). These were labelled 'Destination activities, Relaxation, Destination attributes and Personal motivations'.

These aspects had factor loadings of over 0.434, the Bartlett's test of sphericity was significant ($p < 0.000$) and the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) was 0.876, both of which are acceptable. It is clear from the component correlation matrix (Table 5.9) that small correlations exist between the factors; thus supporting the individuality of each motivation factor. In all cases the Cronbach Alpha value of the factors were above 0.7 which therefore show high levels of internal consistency.

Table 5.9: Component correlation matrix

COMPONENT	DESTINATION ACTIVITIES	RELAXATION	DESTINATION ATTRIBUTES	PERSONAL MOTIVATIONS
DESTINATION ACTIVITIES	1.000	0.247	0.306	-0.350
RELAXATION	0.247	1.000	0.290	-0.375
DESTINATION ATTRIBUTES	0.306	0.290	1.000	-0.238
PERSONAL MOTIVATIONS	-0.350	-0.375	-0.238	1.000

Factor 1 was labelled ‘Destination activities’ which included factors such as seeking adventure and pleasure, seeking recreation and entertainment, for business purposes, attending cultural events and relieve stress and tension. Factor 2, labelled ‘Relaxation’, included aspects related to relax, spend time with family, get away from their normal routine and spend time with friends. This factor yielded the highest mean value of 3.54 (± 0.79); therefore residents consider this the most important reason for tourists visiting this area. This was also an important factor in studies done at different destinations (Slabbert & Viviers 2014; Kruger & Saayman 2010). Factor 3, labelled ‘Destination attributes’, included factors such as people are curious about Vhembe, its natural beauty and accessibility. Lastly, Factor 4, labelled ‘Personal motivations’, constituted discovery of new cultures, new places and knowledge. Although still considered to be important Destination activities yielded the lowest mean value of all four reasons for visiting this area (see Table 5.10). It might be that these activities are not well-developed in the area.

Table 5.10: Principal axis factor analysis with oblimin rotation for the reasons why tourists visit the Vhembe region

FACTOR LABEL	FACTOR LOADINGS			
	DESTINATION ACTIVITIES	RELAXATION	DESTINATION ATTRIBUTES	PERSONAL MOTIVATIONS
To seek adventure and pleasure	0.735			
To seek recreation and entertainment	0.712			
For business purposes	0.609			
To attend cultural events	0.519			
To relieve stress and tension	0.508			

To relax		0.883		
To spend time with family		0.721		
To get away from their normal routine		0.720		
To spend time with friends		0.434		
People are curious about Vhembe			0.721	
Because of its natural beauty			0.703	
Because it is easily accessible			0.687	
To discover new cultures				-0.779
New Places				-0.661
Knowledge				-0.588
Cronbach Alpha	0.782	0.753	0.752	0.715
Inter-item mean	0.417	0.434	0.504	0.456
Mean and Standard deviation	3.38 (±0.77)	3.54 (±0.79)	3.46 (±0.88)	3.47 (±0.82)

5.2.2.3 The cognitive image of Vhembe as a tourism destination

To examine the factors underlying the cognitive image of Vhembe as a tourism destination, a principal axis factor analysis with oblique rotation (direct oblmin) was undertaken. The eighteen image aspects yielded three factors labelled 'Facilities, Tourist accessibility and Attractions'. These factors described 55% of the variance with factor loadings of over 0.484. The Bartlett's test of sphericity was significant ($p < 0.000$) and the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) was 0.862, both of which are acceptable. It is clear from the component correlation matrix (Table 5.11) that small correlations exist between the factors; thus supporting the individuality of each image factor. In all cases the Cronbach Alpha value of the factors were above 0.7, which therefore show high levels of internal consistency.

Table 5.11: Component correlation matrix

COMPONENT	FACILITIES	TOURIST ACCESSIBILITY	ATTRACTIONS
FACILITIES	1.000	-0.375	0.326
TOURIST ACCESSIBILITY	-0.375	1.000	-0.233
ATTRACTIONS	0.326	-0.233	1.000

Table 5.12: Principal axis factor analysis with oblimin rotation for the cognitive image of Vhembe

FACTOR LABEL	FACTOR LOADINGS		
	FACILITIES	TOURIST ACCESSIBILITY	ATTRACTIONS
Offers good sport facilities	0.845		
Has well-developed general infrastructure	0.777		
Can be seen as a luxury destination	0.713		
Can be seen as fashionable to visit	0.702		
Offers good restaurants	0.617		
Offers great nightlife activities	0.554		
Has good shopping facilities	0.548		
Is tourism friendly		-0.789	
Has good tourism infrastructure		-0.766	
Has friendly residents		-0.741	
Is a safe tourism destination		-0.712	
Is clean		-0.697	
Offers a good quality of life		-0.610	
Has a good name and reputation		-0.484	
Offers various historical and cultural attractions			0.822
Offers a variety of fauna & flora			0.779
Has beautiful landscapes			0.733
Offers interesting cultural activities			0.631
Cronbach Alpha	0.836	0.846	0.772
Inter-item mean	0.423	0.440	0.464
Mean and Standard deviation	3.19 (±0.77)	3.46 (±0.75)	3.52 (±0.82)

Factor 1, labelled 'Facilities', included good sport facilities, well-developed general infrastructure, can be seen as a luxury destination, can be seen as fashionable to visit, offers good restaurants, offers great nightlife and good shopping facilities. Factor 2, labelled 'Tourist accessibility', constituted tourism-friendly, good tourism infrastructure, has friendly residents, safe tourism destination, is clean and has a good name and reputation. Factor 3, labelled 'Attractions', comprised various historical and cultural attractions, offers variety of fauna and flora, has beautiful landscapes and offers interesting cultural activities (see Table 5.12).

Factor 3, Attractions, yielded the highest mean value of 3.52 (± 0.82) and can therefore be regarded as an important cognitive image element for the Vhembe region. This is followed by tourist accessibility (3.46; ± 0.75) and facilities (3.19; ± 0.77).

5.2.3 Inferential results: Community responses to rural tourism development

Inferential results for community responses with reference to social effects, motivation to visit and cognitive image of the Vhembe region, in other words to determine what influences these variables.

5.2.3.1 Inferential results for social effects

In this section the inferential results for the social effects of tourism are discussed where the data was analysed by means of spearman rank order correlations, *t*-tests and ANOVA's.

5.2.3.1.1 Correlations between social effects and selected demographic variables

Table 5.13: Correlation analysis for social effects

		AGE	LEVEL OF EDUCATION	NUMBER OF YEARS IN THE AREA	EFFECT ON THE COMMUNITY	EFFECT ON THE INDIVIDUAL
DEVELOPMENT EFFECT	Correlation Coefficient	0.051	-0.002	-0.001	.166**	.128**
	Sig. (2-tailed)	0.301	0.973	0.983	0.001	0.009
	N	415	369	415	415	415
SPILL-OVER EFFECT	Correlation Coefficient	0.015	0.054	-0.051	.195**	.212**
	Sig. (2-tailed)	0.765	0.303	0.297	0.000	0.000
	N	415	369	415	415	415
NEGATIVE EFFECT	Correlation Coefficient	0.022	0.076	0.062	0.077	.121*
	Sig. (2-tailed)	0.661	0.146	0.205	0.119	0.014
	N	415	369	415	415	415
PUBLIC EFFECT	Correlation Coefficient	.098*	0.100	0.040	.225**	.294**
	Sig. (2-tailed)	0.047	0.055	0.422	0.000	0.000
	N	415	369	415	415	415
QUALITY OF LIFE EFFECT	Correlation Coefficient	0.056	0.065	0.055	.291**	.292**
	Sig. (2-tailed)	0.252	0.215	0.264	0.000	0.000

	N	415	369	415	415	415
ECONOMIC EFFECT	Correlation Coefficient	0.043	0.012	-0.014	.151**	.150**
	Sig. (2-tailed)	0.382	0.822	0.771	0.002	0.002
	N	415	369	415	415	415

* small $r_s = .10-.29$; ** medium $r_s = .30-.49$; *** large $r_s = .50-1.0$ (Cohen 1988)

Spearman rank order correlations were used to describe the strength and direction of the linear relationship between the social effects and selected demographic variables. From Table 5.13 it is evident that correlations exist between the effect of tourism on the community and the individual and the social factors. One can see the trend that as the social effects increase the effects on the community and the individual also increase. Based on the parameters set by Cohen (1988) all these correlations can be considered small. The strongest correlation was between Quality of life effect and the effect on the community ($r_s=0.291$) and the individual ($r_s=0.292$). This was also the case for public effect which increases as the effect of tourism on the individual ($r_s=0.294$) and community ($r_s=0.225$) increases. Since tourism influences the community as a whole as well as the individual their quality of life improves. The positive social effects have a direct effect on the individual and the community as a whole.

5.2.3.1.2 Comparison of social effects by gender

The t -test was used to compare social effects by gender. The results are presented in Table 5.14.

Table 5.14: t -test for social effects by gender

Gender	Male Mean & Std dev	Female Mean & Std dev	p-value	F-value	Effect size
Development effect	3.72 (± 0.92)	3.81 (± 0.92)	0.331	0.132	0.10
Spill-over effect	3.81 (± 0.85)	3.81 (± 0.95)	0.996	1.757	0.00
Negative effect	3.83 (± 0.87)	3.94 (± 0.88)	0.235	0.007	0.12
Public effect	3.71 (± 0.90)	3.84 (± 0.92)	0.143	0.313	0.14
Quality of life effect	3.77 (± 1.14)	3.90 (± 1.18)	0.254	0.420	0.11
Economic effect	3.74 (± 0.93)	3.86 (± 0.84)	0.168	1.794	0.13

*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 (larger than 0.8) ****

Table 5.14 indicates that a *t*-test on gender was conducted to compare the statistical differences ($p < 0.05$) on social effects between males and females. It is clear that no statistically significant differences were found between the two groups. Thus across gender the social effects are experienced in the same manner.

5.2.3.1.3 Comparison of social effects by home language

The *t*-test was used to compare social effects by home language. The results are presented in Table 5.15.

Table 5.15: *t*-test for social effects by home language

Home language	Tshivenda Mean & Std dev	Xitsonga Mean & Std dev	p-value	F-value	Effect size
Development effect	3.67 (± 0.94)	4.03 (± 0.86)	0.002	0.176	0.37
Spill-over effect	3.74 (± 0.91)	4.06 (± 0.84)	0.002	1.256	0.36
Negative effect	3.84 (± 0.90)	3.98 (± 0.82)	0.148	0.319	0.17
Public effect	3.72 (± 0.94)	3.93 (± 0.79)	0.056	4.754	0.22
Quality of life effect	3.76 (± 1.15)	4.11 (± 1.15)	0.010	0.071	0.31
Economic effect	3.70 (± 0.89)	4.11 (± 0.76)	0.000	1.545	0.47

**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 5.15 indicates that a *t*-test on home language was conducted to compare the statistical differences ($p < 0.05$) on social effects between Tshivenda- and Xitsonga-speaking respondents. It is clear that four statistically significant differences were evident between the two groups. Firstly a statistically significant difference was found on development effect ($p = 0.002$) where Xitsonga-speaking respondents rated this social effect higher in importance than did Tshivenda-speaking respondents with a small effect size of 0.37. This was the same for Spill-over effect ($p = 0.002$), Quality of life effect ($p = 0.010$) and Economic effect ($p = 0.000$). Clearly the Xitsonga-speaking respondents consider these social effects of tourism of higher importance than do the Tshivenda-speaking people.

5.2.3.1.4 Comparison of social effects by occupation

Table 5.16: ANOVA for social effects by occupation

Occupation	Professional	Management	Self-employed	Technical	Sales	Mining	Administrative	Civil service	Education	House duties	Pensioner	Unemployed	p-value	F-value
	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev		
Development effect	4.11 (±0.78)	3.92 (±1.03)	3.95 (±0.87)	4.07 (±0.51)	3.98 (±0.73)	3.66 (±0.78)	3.94 (±0.94)	3.87 (±1.16)	3.57 (±0.95)	3.77 (±0.98)	3.50 (±1.21)	3.77 (±0.79)	0.253	1.249
Spill-over effect	4.20 (±0.77)	3.88 (±0.85)	3.73 (±0.87)	3.95 (±0.54)	3.96 (±0.84)	3.73 (±1.08)	3.97 (±0.62)	3.79 (±1.26)	3.89 (±0.96)	3.79 (±0.76)	3.55 (±0.89)	3.72 (±0.97)	0.674	0.766
Negative effect	4.30 (±0.93)	3.93 (±0.82)	3.89 (±0.80)	3.98 (±0.72)	3.81 (±0.67)	3.97 (±1.23)	3.82 (±0.77)	3.82 (±1.12)	3.65 (±0.94)	4.11 (±0.98)	3.63 (±1.11)	3.96 (±0.72)	0.297	1.183
Public effect	4.08 (±0.52)	4.08 (±0.92)	3.79 (±0.69)	3.94 (±0.49)	3.87 (±0.70)	3.63 (±0.87)	4.04 (±0.77)	3.87 (±0.66)	3.61 (±1.12)	3.91 (±0.98)	3.67 (±1.14)	3.69 (±0.84)	0.307	1.168
Quality of life effect	4.45 (±0.95)	3.68 (±1.53)	4.10 (±0.74)	4.10 (±0.89)	4.27 (±1.14)	3.64 (±0.70)	4.28 (±0.88)	3.57 (±1.32)	3.70 (±1.18)	4.17 (±1.11)	3.60 (±1.34)	3.67 (±1.19)	0.027	2.001
Economic effect	4.24 (±0.62)	3.81 (±1.11)	3.81 (±0.79)	3.87 (±0.40)	3.81 (±0.83)	3.61 (±0.94)	4.00 (±0.72)	3.69 (±1.13)	3.69 (±0.95)	3.90 (±0.85)	3.50 (±1.01)	3.84 (±0.77)	0.490	0.953

Tukey's post hoc tests showed no significant differences on social effects between the different occupations. Even though there is a significant effect shown for Quality of Life effect it is too small to show significance on the post-hoc tests.

5.2.3.2 Inferential results of reasons for visiting the area

In this section the inferential results of reasons for visiting the area are discussed where the data was analysed by means of correlations, *t*-tests and ANOVA's.

5.2.3.2.1 Correlation analyses between reasons for visiting the area and selected demographic characteristics

Table 5.17: Correlation analysis of reasons for visiting the area

		AGE	LEVEL OF EDUCATION	NUMBER OF YEARS IN THE AREA	EFFECT ON THE COMMUNITY	EFFECT ON THE INDIVIDUAL
DESTINATION ACTIVITIES	Correlation Coefficient	-0.051	0.000	-.141**	0.075	.209**
	Sig. (2-tailed)	0.300	0.999	0.004	0.127	0.000
	N	415	369	415	415	415
RELAXATION	Correlation Coefficient	0.061	-0.001	0.047	.198**	.244**
	Sig. (2-tailed)	0.212	0.988	0.340	0.000	0.000
	N	415	369	415	415	415
DESTINATION ATTRIBUTES	Correlation Coefficient	-0.019	0.038	-0.073	.119*	.268**
	Sig. (2-tailed)	0.703	0.471	0.138	0.015	0.000
	N	415	369	415	415	415
PERSONAL MOTIVATIONS	Correlation Coefficient	-0.027	0.003	-.098*	0.093	.118*
	Sig. (2-tailed)	0.577	0.949	0.045	0.058	0.016
	N	415	369	415	415	415

* small $r_s = .10-.29$; ** medium $r_s = .30-.49$; *** large $r_s = .50-1.0$ (Cohen 1988)

Spearman rank order correlations were used to describe the strength and direction of the linear relationship between the reasons for visiting the area and selected demographic variables. From Table 5.17 it is evident that correlations exist between the effect of tourism on the

community and the individual and the motivations for visiting the area. The effect of tourism on the individual increases as destination activities ($r_s=0.209$), relaxation ($r_s=0.244$), destination attributes ($r_s=0.268$) and personal motivations ($r_s=0.118$) increase. The effect on the community as a whole increases as relaxation ($r_s=0.198$) and destination attributes ($r_s=0.119$) increase. The longer the community stay in the area the less they think tourists are motivated by destination activities ($r_s=-0.141$) and personal motivations ($r_s=-0.098$). Thus more opportunities for tourists to enjoy tourism will have a positive effect on the individual and the community as well.

5.2.3.2.2 Comparison of motivations for visiting the area by gender

The *t*-test was used to compare motivations for visiting the area by gender. The results are presented in Table 5.18.

Table 5.18: *t*-test for motivations for visiting the area by gender

Gender	Male Mean & Std dev	Female Mean & Std dev	p-value	F-value	Effect size
Destination activities	3.31 (± 0.75)	3.44 (± 0.80)	0.086	0.973	0.16
Relaxation	3.50 (± 0.75)	3.57 (± 0.82)	0.419	2.085	0.08
Destination attributes	3.42 (± 0.85)	3.50 (± 0.91)	0.336	0.583	0.09
Personal motivations	3.43 (± 0.78)	3.51 (± 0.86)	0.352	4.092	0.09

**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 5.18 reports that a *t*-test on gender was conducted to compare the statistical differences ($p < 0.05$) on motivations for visiting the area between males and females. It is evident that no statistically significant differences were found between the two groups.

5.2.3.2.3 Comparison of motivations for visiting the area by home language

The *t*-test was used to compare motivations for visiting the area by home language. The results are presented in Table 5.19.

Table 5.19: t-test for motivations for visiting the area by home language

Gender	Tshivenda Mean & Std dev	Xitsonga Mean & Std dev	p-value	F-value	Effect size
Destination activities	3.35 (±0.78)	3.47 (±0.73)	0.176	0.967	0.16
Relaxation	3.48 (±0.79)	3.66 (±0.77)	0.053	0.002	0.23
Destination attributes	3.42 (±0.91)	3.53 (±0.79)	0.287	3.242	0.12
Personal motivations	3.41 (±0.81)	3.55 (±0.79)	0.163	0.015	0.17

**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 5.19 illustrates that a *t*-test on home language was conducted to compare the statistical differences ($p < 0.05$) on motivations for visiting the area between Tshivenda- and Xitsonga-speaking respondents. It is evident that no statistically significant differences were found between the two groups.

5.2.3.2.4 Comparison of motivations for visiting the area by occupation

Table 5.20: ANOVA for motivations for visiting the area by occupation

Occupation	Professional	Management	Self-employed	Technical	Sales	Mining	Administrative	Civil service	Education	House duties	Pensioner	Unemployed	p-value	F-value
	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev		
Destination activities	3.16 (±0.86)	3.50 (±0.83)	3.38 (±0.62)	3.32 (±0.87)	3.51 (±0.57)	3.27 (±0.59)	3.27 (±0.66)	3.70 (±0.67)	3.35 (±0.74)	3.47 (±0.82)	3.63 (±1.03)	3.23 (±0.79)	0.287	1.197
Relaxation	3.84 (±0.73)	3.70 (±0.94)	3.61 (±0.60)	3.59 (±0.60)	3.65 (±0.66)	3.36 (±0.61)	3.58 (±0.62)	3.75 (±0.83)	3.53 (±0.87)	3.78 (±0.83)	3.47 (±0.89)	3.44 (±0.79)	0.569	0.871
Destination attributes	3.80 (±0.71)	3.73 (±0.84)	3.31 (±0.74)	3.42 (±0.95)	3.29 (±0.81)	3.25 (±0.81)	3.54 (±0.58)	4.06 (±0.77)	3.42 (±0.93)	3.59 (±0.87)	3.63 (±0.97)	3.35 (±0.90)	0.054	1.788
Personal motivations	3.80 (±0.70)	3.68 (±0.80)	3.49 (±0.74)	3.16 (±0.57)	3.40 (±0.68)	3.54 (±0.58)	3.36 (±0.69)	3.79 (±0.58)	3.50 (±0.88)	3.68 (±0.73)	3.55 (±0.96)	3.32 (±0.90)	0.181	1.377

Tukey's post hoc tests showed no significant differences in motivations for visiting the area between the different occupations.

From the results it is evident that residents consider the motivations of tourists to visit in the same manner. The potential of the Vhembe region to increase the number of tourists to the area exists and should be sustainably developed.

5.2.3.3 Inferential results for the cognitive image of the Vhembe region

In this section the inferential results for the cognitive image are discussed where the data was analysed by means of correlations, *t*-tests and ANOVA's.

5.2.3.3.1 Correlation analyses between the cognitive image of the Vhembe region and selected demographic variables

Table 5.21: Correlation analysis for cognitive image factors

		AGE	LEVEL OF EDUCATION	NUMBER OF YEARS IN THE AREA	EFFECT ON THE COMMUNITY	EFFECT ON THE INDIVIDUAL
FACILITIES	Correlation Coefficient	0.049	0.030	-0.048	.159**	.213**
	Sig. (2-tailed)	0.324	0.561	0.332	0.001	0.000
	N	415	369	415	415	415
TOURIST ACCESSIBILITY	Correlation Coefficient	-.113*	0.027	-.215**	.158**	.225**
	Sig. (2-tailed)	0.021	0.600	0.000	0.001	0.000
	N	415	369	415	415	415
ATTRACTIONS	Correlation Coefficient	.128**	0.047	.139**	.202**	.235**
	Sig. (2-tailed)	0.009	0.367	0.005	0.000	0.000
	N	415	369	415	415	415

* small $r_s = .10-.29$; ** medium $r_s = .30-.49$; *** large $r_s = .50-1.0$ (Cohen 1988)

Spearman rank order correlations were used to describe the strength and direction of the linear relationship between the cognitive image factors and selected demographic variables. From Table 5.21 it is evident that correlations exist between the effect of tourism on the community and the individual and the cognitive image factors. One can again see the trend that as the cognitive image of facilities ($r_s = 0.159$; $r_s = 0.213$), tourist accessibility ($r_s = 0.158$; $r_s = 0.225$), and attractions ($r_s = 0.202$; $r_s = 0.235$), increase so does the effect on the community and the individual also increases. The longer residents stay in the area the less accessible ($r_s = -0.215$) they believe it to be for tourists but the better the attractions become ($r_s = 0.139$). The older residents get the less accessible ($r_s = -0.113$) they believe it to be for tourists but the better the

attractions become ($r_s=0.128$). Based on the parameters set by Cohen (1988) all these correlations can be considered small. It is therefore evident that as the effect of tourism on the community and individual increases their view of facilities, tourist accessibility and attractions improves. Age and length of stay also influence perceptions concerning the cognitive image.

5.2.3.3.2 Comparison of cognitive image factors by gender

The *t*-test was used to compare cognitive image factors by gender. The results are presented in Table 5.22.

Table 5.22: *t*-test for motivations for cognitive image factors by gender

Gender	Male Mean & Std dev	Female Mean & Std dev	p-value	F-value	Effect size
Facilities	3.02 (± 0.73)	3.17 (± 0.80)	0.680	2.121	0.04
Tourist accessibility	3.38 (± 0.69)	3.53 (± 0.79)	0.042	5.794	0.19
Attractions	3.49 (± 0.83)	3.54 (± 0.81)	0.633	0.006	0.05

*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 5.22 reports that a *t*-test on gender was conducted to compare the statistical differences ($p < 0.05$) on cognitive image factors between males and females. It is evident that statistically significant differences were found between the two groups.

5.2.3.3.3 Comparison of cognitive image factors by home language

The *t*-test was used to compare cognitive image factors by language. The results are presented in Table 5.23.

Table 5.23: *t*-test for motivations for cognitive image factors by home language

Gender	Tshivenda Mean & Std dev	Xitsonga Mean & Std dev	p-value	F-value	Effect size
Facilities	3.18 (± 0.77)	3.17 (± 0.76)	0.863	0.687	0.02
Tourist accessibility	3.44 (± 0.78)	3.48 (± 0.66)	0.679	2.909	0.05
Attractions	3.44 (± 0.83)	3.77 (± 0.76)	0.001	3.075	0.41

*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 5.23 shows that a *t*-test on home language was conducted to compare the statistical differences ($p < 0.05$) on cognitive image factors between Tshivenda and Xitsonga. It is evident that one statistically significant difference was found between the two groups. In the case of attractions ($p = 0.001$) it was found that Xitsonga respondents rated the importance thereof ($\bar{x} = 3.77$) higher than did Tshivenda respondents and a ($\bar{x} = 3.44$) with a small effect size exist (0.41).

5.2.3.3.4 Comparison of cognitive image by occupation

Table 5.24: ANOVA for cognitive image by occupation

Occupation	Professional	Management	Self-employed	Technical	Sales	Mining	Administrative	Civil service	Education	House duties	Pensioner	Unemployed	p-value	F-value
	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev		
Facilities	3.60 (±0.70)	3.32 (±0.76)	3.40 (±0.73)	3.10 (±0.70)	3.01 (±0.95)	3.16 (±0.80)	3.02 (±0.56)	3.69 (±0.77)	3.10 (±0.78)	3.25 (±0.82)	3.20 (±0.95)	3.03 (±0.60)	0.024	2.043
Tourist accessibility	3.60 (±0.72)	3.69 (±0.65)	3.36 (±0.73)	3.39 (±0.48)	3.70 (±0.54)	3.54 (±0.74)	3.36 (±0.67)	3.98 (±0.73)	3.34 (±0.80)	3.33 (±0.87)	3.42 (±0.88)	3.44 (±0.72)	0.109	9.177
Attractions	3.66 (±0.53)	3.67 (±0.79)	3.75 (±0.73)	3.43 (±0.69)	3.40 (±0.92)	3.41 (±0.75)	3.73 (±0.55)	3.91 (±0.56)	3.39 (±0.96)	3.63 (±0.83)	3.27 (±0.98)	3.52 (±0.81)	0.206	1.330

Tukey's post hoc tests showed no significant differences on cognitive image between the different occupations. Even though a significant p-value is evident for Facilities the post-hoc test show no significant difference.

TOURISM BUSINESSES RESPONSES TO RURAL TOURISM DEVELOPMENT

5.2.4 Descriptive results: Tourism businesses responses to rural tourism development

It is important that the opinion of tourism business owners and/or managers are monitored and in this section attention is given to the business profile and business perceptions of tourism development in the Vhembe region.

5.2.4.1 Business profile of tourism businesses

In this section the results of descriptive analyses of tourism businesses' responses are discussed.

Table 5.25: Business profile of tourism businesses

VARIABLE AND CATEGORY	PERCENTAGE	VARIABLE AND CATEGORY	PERCENTAGE
Type of business		Type of enterprise	
Formal	81%	Public	11%
Informal	19%	Private	86%
		NGO	2%
		Other (NPO)	1%
Number of years in operation		Business sector	
<2 years	4%	Accommodation	42%
2-5 years	31%	Transport	7%
6-10 years	38%	Hospitality	19%
11-20 years	22%	Attraction	17%
More than 20 years	5%	Arts and culture	14%
		Entertainment	1%
Size of business		Profit generated per month	
Micro	61%	Less than R10 000	26%
Small	34%	R11 000 - R20 000	34%
Medium	5%	R21 000 – R30 000	21%
		R31 000 – R40 000	9%
		R41 000 – R50 000	8%
		R51 000 – R60 000	1%
		Above R60 000	1%
Number of employees		Number of employees	
Number of full-time:		Number of temporary:	
1-5 employees	43%	1-5 employees	87%

6-15 employees	49%	6-15 employees	10%
16-25 employees	4%	16-25 employees	3%
More than 25 employees	4%		
Number of employees			
Number of part-time:			
1-5 employees	82%		
6-15 employees	17%		
16-25 employees	1%		

Type of business

As displayed in Table 5.25 the respondents indicated that 81% of the businesses were formal and 19% informal. Formal businesses refer to those that are registered and monitored by government whereas informal businesses refer to those that are neither taxed nor monitored by any form of government. Unlike the formal businesses, activities of the informal businesses are not included in the gross national product (GNP) and gross domestic product (GDP) of a country.

Number of years in operation

From Table 5.25 it is evident that respondents in terms of the business existence indicated that 38% of businesses have been in operation between 6 and 10 years, businesses that have been in operation for less than two years were represented by 4% and it was clear that most businesses have been in operation for less than ten years.

Type of enterprise and size

As confirmed in Table 5.25, the respondents indicated that most of the tourism establishments in the Vhembe region are privately owned (86%), followed by those in the public domain (11%). Only 2% represented businesses that were non-government organisations and non-profit organisations which is only 1%. These businesses were mainly micro businesses (61%) and since these businesses have been in operation for a number of years it might be time to assist them to move to the next business level.

Business sector

Forty-two percent were accommodation establishments in the area followed by those in hospitality (19%) and attractions (17%).

Profit generated (per month)

Since most businesses are profit-driven it was clear from Table 5.25 that 34% of the businesses make a profit of between R11 000-00 and R20 000-00 with 26% making a profit

of less than R10 000-00. Only 2% of the businesses show a profit of more than R50 000-00. This is alarming as they have been in business for many years and higher levels of growth were expected.

Employment

Forty-nine percent of the businesses employ between 6 and 15 permanent employees, 87% employ between 1 and 5 temporary employees and 82% employ between 1 and 5 part-time employees. Thus in most cases the human resources in this industry are not permanent staff which will have an influence on staff turnover as well as salaries and commitment to the business. This is an aspect that needs to be addressed.

From the results it can be concluded that these businesses are now ready for the next phase of doing business and to grow their business. Efforts are needed to plan for tourism development to stimulate higher tourist numbers to this area. The number of current temporary and part-time employees is problematic and needs attention.

5.2.4.2 The possible effect of tourism on the Vhembe district

Table 5.26: Descriptive statistics on business perceptions of possible tourism development in the Vhembe district

ITEM	VARIABLE AND CATEGORY	Strongly agree	Agree	Not sure	Disagree	Strongly disagree	Mean value and standard deviation
1	Too many tourists will increase traffic to the area	30%	52%	6%	10%	2%	2.02 (±0.97)
2	Too many tourists will make it difficult for customers to access local businesses.	13%	22%	17%	45%	3%	3.03 (±1.15)
3	Tourism development will make the place very chaotic which may deter customers from coming to our businesses.	4%	13%	16%	49%	18%	3.64 (±1.04)
4	Tourism development will be of assistance in growing local businesses.	61%	31%	2%	5%	1%	1.54 (±0.84)
5	Tourism development will bring foreign currency into local businesses.	62%	27%	8%	3%	0%	1.52 (±0.77)
6	Tourism development will cause price inflation of basic goods and services in the area.	13%	60%	11%	15%	1%	2.31 (±0.91)
7	Tourism development will lead to more economic gain for businesses in the area.	65%	31%	4%	0%	0%	1.39 (±0.56)
8	Tourism development will attract industries that compliment local	54%	33%	10%	3%	0%	1.62 (±0.78)

	businesses.						
9	Tourism development will cause more competition among local businesses.	20%	56%	16%	8%	0%	2.12 (± 0.82)
10	Tourism development will make businesses in the area well-known nationally.	50%	40%	7%	3%	0%	1.63 (± 0.74)
11	Tourism development will put pressure on local businesses to cater for the demands of tourists.	19%	57%	12%	11%	1%	2.18 (± 0.90)
12	Tourism development will require technological upgrades in local businesses.	34%	58%	2%	6%	0%	1.80 (± 0.75)
13	Tourism development will cause pollution	13%	30%	15%	32%	10%	2.96 (± 1.24)
14	Through tourism development more employment opportunities are created.	73%	24%	3%	0%	0%	1.30 (± 0.52)
15	Tourism development will lead to an improvement of infrastructure.	65%	32%	2%	1%	0%	1.39 (± 0.58)
16	Municipalities' local economic development programmes assist in marketing of local businesses in the areas.	22%	55%	7%	14%	2%	2.19 (± 1.00)

As depicted in Table 5.26 respondents that *strongly agreed* and *agreed* indicated that:

- Through tourism development more employment opportunities are created and tourism development will lead to an improvement of infrastructure (97%)
- Tourism development will lead to more economic gain for businesses in the area (96%)
- Tourism development will be of assistance in growing local businesses (92%)
- Tourism development will require technological upgrades in local businesses (92%)

As indicated in Table 5.26 respondents that *disagreed* and *strongly disagreed* conceded that:

- Tourism development will make the place very chaotic which may deter customers from coming to our businesses (67%)
- Too many tourists will make it difficult for customers to access local businesses (48%)
- Tourism development will cause pollution (42%)
- Municipalities' local economic development programmes assist in marketing of local businesses in the areas (16%)

The highest level of disagreement was yielded for the statement that tourism development will make the place very chaotic which may deter customers from coming to our businesses ($\bar{x}=3.64$; 73%) and the highest level of agreement was yielded for the statement that tourism

development creates more employment opportunities (\bar{x} = 1.30). Clearly tourism is viewed in a positive light but more can be done for this industry to reach its full potential in the Vhembe region.

5.2.5 Exploratory results: Tourism businesses' responses to rural tourism development

A principal axis factor analysis with oblique rotation (direct oblimin) was undertaken to examine the factors underlying the effect of tourism on rural tourism development from the tourism businesses point of view. The sixteen aspects yielded four factors with eigenvalues higher than 1.0. The factors accounted for 53% of the variance and were labelled 'Economic development', 'Business growth effect', 'Negative effect' and 'Development effect'. The factor loadings of the thirteen aspects range between 0.509 and 0.850. The Bartlett's test of sphericity was significant ($p < 0.000$) and the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) was 0.653, of which both are acceptable in exploratory research.

It is clear from the component correlation matrix (Table 5.27) that small correlations exist between the factors; thus supporting the individuality of each business factor. In two cases the Cronbach Alpha value of the factors were above 0.6 which therefore show moderate levels of internal consistency. Two of the factors namely; negative effect and development effect yielded low levels of internal consistency and will therefore be reported on as individual items in the next analyses.

Table 5.27: Component correlation matrix

COMPONENT	ECONOMIC DEVELOPMENT	BUSINESS GROWTH EFFECT	NEGATIVE EFFECT	DEVELOPMENT EFFECT
ECONOMIC DEVELOPMENT	1.000	0.121	0.035	0.132
BUSINESS GROWTH EFFECT	0.121	1.000	-0.014	0.014
NEGATIVE EFFECT	0.035	-0.014	1.000	0.039
DEVELOPMENT EFFECT	0.132	0.014	0.039	1.000

Table 5.28: Principal axis factor analysis with oblimin rotation for business community

Factor label	Factor loadings			
	ECONOMIC DEVELOPMENT	BUSINESS GROWTH EFFECT	NEGATIVE EFFECT	DEVELOPMENT EFFECT
Tourism development will:				
Attract industries that compliment local businesses	0.850			
Lead to more economic gain for businesses in the area	0.734			
Lead to an improvement of infrastructure	0.701			
Make businesses in the area well-known nationally	0.693			
Through tourism development more employment opportunities are created	0.677			
Cause price inflation of basic goods and services		0.689		
Lead to too many tourists who will make it difficult for customers to access local businesses		0.675		
Make the place very chaotic which may deter customers from visiting		0.596		
Bring foreign currency into local businesses		0.524		
Be of assistance in growing local businesses		0.509		
Cause more competition among local businesses			0.693	
Increase traffic to the area			0.606	
Will cause pollution			0.600	
Require technological upgrades in local businesses				0.613
Municipalities' local economic development programmes assist in marketing local business in the area				0.608

Cronbach Alpha	0.794	0.619	-	-
Inter-item mean	0.447	0.253	-	-
Mean and Standard deviation	3.52 (±0.82)	3.46 (±0.75)	-	-

‘Economic development’, as factor one included aspects such as attract industries that compliment local businesses, lead to more economic gain for businesses in the area, lead to an improvement of infrastructure, make businesses in the area well-known nationally, and through tourism development more employment opportunities are created. This factor yielded the highest mean of $\bar{x}=3.52 (\pm 0.82)$ and can therefore be considered the most important factor.

Factor 2 was labelled ‘Business growth effect’ and constituted factors such as price inflation of basic goods and services in the area (Zuzana & Zuzana 2015:36; Kim *et al.* 2013:528; Egbali *et al.* 2011:67), lead to too many tourists who will make it difficult for customers to access local businesses (Eshliki & Kaboudi 2012:333; Kunasekaran & Gill 2012:38), make the place very chaotic which may deter customers from visiting, bring foreign currency into local businesses (Ionela *et al.* 2015:1050; Zaei & Zaei 2013:15) and be of assistance in growing local businesses (Dusi *et al.* 2016:170).

5.2.6 Inferential results: Tourism business responses

Inferential results for tourism business responses with reference to the effect of tourism on the Vhembe region.

5.2.6.1 Inferential results for the effect of tourism on the Vhembe region

In this section the inferential results for the effect of tourism on the Vhembe region are discussed where the data was analysed by means of spearman rank order correlations, *t*-tests and ANOVA’s.

5.2.6.1.1 Correlations between the effect of tourism on the Vhembe region and selected business variables

Table 5.29: Correlation analysis for the effect of tourism on the Vhembe region and selected business variables

		BUSINESS AGE	SIZE OF BUSINESS	PROFIT
Economic development	Correlation Coefficient	0.126	.240 [*]	-0.118
	Sig. (2-tailed)	0.211	0.016	0.242

	N	100	100	100
Business Growth	Correlation Coefficient	0.014	-0.020	-0.062
	Sig. (2-tailed)	0.886	0.840	0.543
	N	100	100	100
Too many tourists will increase traffic to the area	Correlation Coefficient	0.027	.309**	.254*
	Sig. (2-tailed)	0.788	0.002	0.011
	N	100	100	100
Tourism development will cause more competition among local businesses	Correlation Coefficient	.242*	-0.025	-0.043
	Sig. (2-tailed)	0.015	0.804	0.670
	N	100	100	100
Tourism development will require technological upgrade in local businesses	Correlation Coefficient	0.003	-0.085	-0.064
	Sig. (2-tailed)	0.980	0.399	0.525
	N	100	100	100
Tourism development will cause pollution	Correlation Coefficient	0.105	0.066	-0.015
	Sig. (2-tailed)	0.300	0.516	0.884
	N	100	100	100
Municipalities' local economic development programmes assist in marketing local businesses in the area	Correlation Coefficient	0.030	-0.163	-0.175
	Sig. (2-tailed)	0.766	0.105	0.081
	N	100	100	100

* small $r_s = .10-.29$; ** medium $r_s = .30-.49$; *** large $r_s = .50-1.0$ (Cohen 1988)

Spearman rank order correlations were used to describe the strength and direction of the linear relationship between the effects of tourism on the Vhembe region and selected business variables. From Table 5.29 it is evident that significant correlations ($p=0.016$) exist between Economic development and size of the business. Thus the bigger the business that responded to this research the higher Economic development was rated, with a small correlation ($r_s=0.240$). Added to this it is also evident that the bigger the business ($p=0.002$; $r_s=0.309$) and the higher their profits ($p=0.011$; $r_s=0.254$) the more they believe that too many tourists will increase traffic to the area. A significant correlation ($p=0.015$) was also found between business age and an increase in competition ($r_s=0.242$). Thus the older businesses indicated that tourism development will cause more competition. These are fairly positive results but it also shows the importance of growing the current businesses.

5.2.6.1.2 Correlations between the effect of tourism on the Vhembe region and type of employment

Table 5.30: Correlation analysis for the effect of tourism on the Vhembe region and type of employment

		NUMBER OF FULL TIME EMPLOYEES	NUMBER OF PART TIME EMPLOYEES	NUMBER OF TEMPORARY EMPLOYEES
Economic development	Correlation Coefficient	.329**	0.054	-0.037
	Sig. (2-tailed)	0.001	0.596	0.713
	N	100	100	100
Business Growth	Correlation Coefficient	0.030	-0.051	-0.179
	Sig. (2-tailed)	0.767	0.615	0.075
	N	100	100	100
Too many tourists will increase traffic to the area	Correlation Coefficient	.336**	.229*	.320**
	Sig. (2-tailed)	0.001	0.022	0.001
	N	100	100	100
Tourism development will cause more competition among local businesses	Correlation Coefficient	-0.034	-0.072	-0.083
	Sig. (2-tailed)	0.739	0.477	0.411
	N	100	100	100
Tourism development will require technological upgrade in local businesses	Correlation Coefficient	0.033	-0.038	-0.118
	Sig. (2-tailed)	0.744	0.709	0.244
	N	100	100	100
Tourism development will cause pollution	Correlation Coefficient	0.082	-.269**	-.228*
	Sig. (2-tailed)	0.417	0.007	0.023
	N	100	100	100
Municipalities' local economic development programmes assist in marketing local businesses in the area	Correlation Coefficient	-0.176	-0.187	-.274**
	Sig. (2-tailed)	0.079	0.063	0.006
	N	100	100	100

* small $r_s = .10-.29$; ** medium $r_s = .30-.49$; *** large $r_s = .50-1.0$ (Cohen 1988)

Spearman rank order correlations were used to describe the strength and direction of the linear relationship between the effects of tourism on the Vhembe region and type of employment. From Table 5.30 it is evident that correlations exist between Economic development ($r_s = 0.329$), too many tourists will increase traffic ($r_s = 0.336$) and full time employment ($p = 0.001$ in both cases). Thus the more full time employees in the business the higher Economic development was rated (with a medium correlation) but also an increase in the number of tourists will increase traffic (with a medium correlations). It was also evident that different types of employment and the number of tourists to the area correlate. As businesses employ more part-time ($r_s = 0.229$), temporary ($r_s = 0.320$), and full-time ($r_s = 0.336$), employees the more traffic will be created to the area. Added to this correlations

were found between an increase in pollution and the number of part-time ($r_s=0.269$), and temporary employees ($r_s=0.228$). The more of these people are employed the less the levels of pollution will be. The importance of permanent employment is evident from the results. Lastly, as municipalities local economic development programmes assist in marketing of local businesses in the area so does the number of temporary employees increase ($r_s=0.274$).

5.2.6.1.3 Comparison of the effect of tourism on Vhembe region by type of business

The *t*-test was used to compare the effect of tourism on Vhembe region by type of business. The results are presented in Table 5.31.

Table 5.31: *t*-test for the effect of tourism by type of business

Type of business	Formal Mean & Std dev	Informal Mean & Std dev	p-value	F-value	Effect size
Economic development	1.41 (±0.46)	1.72 (±0.50)	0.011	0.235	0.62
Business Growth	2.40 (±0.60)	2.46 (±0.60)	0.660	0.127	0.11
Too many tourists will increase traffic to the area	1.94 (±0.91)	2.37 (±1.17)	0.083	3.458	0.37
Tourism development will cause more competition among local businesses	2.14 (±0.77)	2.05 (±1.03)	0.693	3.714	0.08
Tourism development will require technological upgrade in local businesses	1.78 (±0.71)	1.89 (±0.94)	0.545	1.160	0.12
Tourism development will cause pollution	2.98 (±1.51)	2.89 (±1.63)	0.801	10.002	0.05
Municipalities' local economic development programmes assist in marketing local businesses in the area	2.23 (±0.99)	2.00 (±1.05)	0.361	0.451	0.22

**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 5.31 shows that a *t*-test on type of business was conducted to compare the statistical differences ($p < 0.05$) on the effect of tourism on the Vhembe region between formal and information businesses. One statistically significant difference exists in Economic development ($p=0.011$). Those in informal businesses ($\bar{x}=1.72$) agreed to a greater extent than those in formal businesses ($\bar{x}=1.41$) that tourism in the Vhembe region contributes to economic development. A medium effect size was also evident. The establishment of formal businesses is important to grow tourism in the Vhembe region.

5.2.6.1.4 Comparison of the effect of tourism on the Vhembe region by sector

The *t*-test was used to compare the effect of tourism on the Vhembe region by type of sector. The results are presented in Table 5.32.

Table 5.32: *t*-test for the effect of tourism by sector

Type of enterprise	Public Mean & Std dev	Private Mean & Std dev	p-value	F-value	Effect size
Economic development	1.53 (±0.52)	1.43 (±0.46)	0.518	0.573	0.19
Business Growth	2.78 (±0.49)	2.36 (±0.61)	0.028	0.686	0.70
Too many tourists will increase traffic to the area	2.73 (±1.00)	1.90 (±0.92)	0.006	2.138	0.82
Tourism development will cause more competition among local businesses	1.55 (±0.52)	2.16 (±0.81)	0.016	0.327	0.76
Tourism development will require technological upgrade in local businesses	1.73 (±0.91)	1.79 (±0.71)	0.786	0.869	0.07
Tourism development will cause pollution	2.36 (±1.20)	3.03 (±1.24)	0.091	0.588	0.54
Municipalities' local economic development programmes assist in marketing local businesses in the area	1.45 (±0.52)	2.29 (±1.03)	0.010	2.417	0.81

*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 5.32 shows that a *t*-test on sector of business was conducted to compare the statistical differences ($p < 0.05$) in the effect of tourism on the Vhembe region between public and private enterprises. Statistically significant differences exist in Business growth ($p = 0.028$), Too many tourists will increase traffic ($p = 0.006$), Tourism development will cause more competition ($p = 0.016$) and Municipalities local economic development programmes assist in marketing local businesses in the area ($p = 0.010$). Those in private enterprises agreed more on tourism development causing competition and that municipality's local economic development programmes assist in marketing local businesses than in public enterprises, with medium effect sizes for all three. However, those in public enterprises differed significantly from those in private enterprises and agreeing to a greater extent that tourism leads to business growth and also an increase in traffic. Clearly there are differences in opinions of those in the public and private sector.

5.2.6.1.5 Comparison of the effect of tourism on Vhembe region and business sector

Table 5.33: ANOVA for the effect of tourism on Vhembe region and business sector

Business sector	Accommodation	Transport	Hospitality	Attraction	Arts and Culture	p-value	F-value
	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev	Mean & Std dev		
Economic development	1.37b (±0.40)	2.05a (±0.64)	1.42b (±0.40)	1.68 (±0.51)	1.27b (±0.43)	0.001	5.240
Business Growth	2.44 (±0.57)	2.28 (±0.59)	2.49 (±0.57)	2.51 (±0.66)	2.16 (±0.69)	0.465	0.904
Too many tourists will increase traffic to the area	1.90 (±0.91)	2.43 (±1.13)	2.21 (±1.23)	2.06 (±0.75)	1.93 (±0.99)	0.619	0.663
Tourism development will cause more competition among local businesses	2.00 (±0.63)	2.57 (±0.79)	2.05 (±0.97)	2.24 (±1.03)	2.21 (±0.89)	0.464	0.905
Tourism development will require technological upgrade in local businesses	1.76 (±0.69)	1.86 (±0.38)	1.95 (±0.91)	1.82 (±0.73)	1.71 (±0.91)	0.904	0.258
Tourism development will cause pollution	3.17 (±1.14)	3.14 (±1.06)	2.47 (±1.30)	2.76 (±1.20)	3.21 (±1.53)	0.272	1.309
Municipalities' local economic development programmes assist in marketing local businesses in the area	2.40 (±1.21)	2.00 (±0.00)	1.79 (±0.63)	2.18 (±0.80)	2.21 (±1.12)	0.272	1.311

Statistically significant differences exist for economic development and the business sector ($p=0.001$). Respondents in Transport ($\bar{x}=2.05$) agree to a greater extent that tourism contribute to Economic Development than those in Accommodation ($\bar{x}=1.37$), Hospitality ($\bar{x}=1.42$) and Arts and Culture ($\bar{x}=1.27$).

5.3 SECTION B: QUALITATIVE RESULTS

This last section of the empirical study embraces the qualitative methodology through interviews with municipal workers in the Vhembe region to add more value and detail to issues addressed. Planning, monitoring and persistent adjustment are utmost requirements of sustainable tourism development, and this necessitates conscious direction from the local government authority. The responses were captured in accordance with over-arching themes namely the developmental role of municipalities on tourism in the region; the main tourist attractions and tourist attractiveness of the region, sustainability of tourism in the region and stakeholders' relationships in the region.

5.3.1 Developmental role of municipalities in tourism in the region

- **The role of tourism in sustainable development (Q4)**

The answers of seventeen out of thirty respondents revolved around economic aspects of sustainable tourism, where almost every respondent agreed that tourism provides economic benefits such as jobs, business opportunities, promotes economic growth, creates economic stability and is also a pillar of any economic development in the country. Interviewee 20 agrees with those who mentioned all the benefits of tourism in the region by saying that:

'It is a panacea for the economic ills of any developing country in the world. In essence tourism is a complex sector in accommodating people with different business.'

With these benefits in mind interviewee 4 emphasises that:

'Tourism increases consumer spending since tourists are likely to buy souvenirs to remind themselves about the places they have visited.'

In line with the social effects of sustainable tourism eight of the respondents indicated that tourism provides locals with education and promotion of culture and heritage through interacting with people from different cultural backgrounds. It grant locals opportunities to showcase their cultural diversity. Apart from cultural promotion, education and exposure there is one respondent who is concerned about the safety and security aspects of tourism. In his response, interviewee 8 indicated that:

'Having being located at close proximity with other African countries like Zimbabwe, Botswana and Mozambique, as a result of people passing through the area on a daily basis criminal elements are possible to emerge. However when tourism is booming, it allows government authorities to strengthen the safety and security measures in the area which in turn results to political stability in the area.'

Respondents are very wary when it comes to environmental challenges such as littering, traffic congestion, and overpopulation of tourist attractions, noise pollution and vandalism of property. Interviewee 11 in her response indicated that:

'Tourism involves more than a mere list of projects, it has a very strong strategic character and it involves the process by which public, business and non-government partners work collectively to create better conditions for economic growth and employment generation in pursuit of a better life for all in the Vhembe region.'

Even though the majority of respondents are positive about the role of tourism in the Vhembe region, respondent 7 stressed that:

'I personally do not think it has done much in developing the area as envisaged that once tourism is vibrant in the area chances are high that development of infrastructures is paramount to any developing area'

There are clearly positive and negative views about the benefits and the role of tourism in the region. Similar results were found by Khunou (2016) who studied the Bafokeng community in Rustenburg.

- **Tourist visits in the region and their interests (Q7)**

The researcher observed that there is no system in place to obtain statistical information related to the number of visitors to the Vhembe region. This was emphasized by the fact that from all municipalities where this research was conducted twenty-one respondents' answers ranged from Do not know, no statistics, don't have figures and not quite sure of the number of tourists. Whereas the remaining nine respondents indicated some figures that do not correlate. The figures range from having plenty, many and somewhere around fifty tourists visiting the area daily. Thus high levels of inconsistency were evident. This is problematic since one cannot manage tourism in a sustainable manner if the tourist and related statistics are not available or inaccurate.

- **Tourism promotion (Q10)**

Twenty-one respondents unanimously agreed that tourism in the Vhembe district can be promoted using different marketing platforms such as tourism exhibitions, newspapers, radio, television and billboards. Two respondents stated that tourism can be promoted through cooperation with other areas. Respondent 3 emphasised this issue by stating that:

'In order for tourism to be promoted in the whole of Vhembe district we need to ensure that we work with our neighbouring states through RETOSA (Regional Tourism Organisation of Southern Africa) so that our tourism products will not only be known within domestic tourism but will also be able to attract international tourists within the SADC (Southern African Developing Communities) region'

Four respondents indicated that it can be promoted through educating members of the communities on the importance of tourism, encouraging them to start tourism businesses and also ensuring that there are tourism business sessions where tourism stakeholders can interact to map out tourism development routes. Two respondents indicated that tourism can be promoted by having heritage awareness campaigns throughout the Vhembe region. Only

one respondent cited that it can be promoted by having a brand name for all tourism products in the Vhembe region. He also stressed that the district needs to also segment tourism products for marketing purposes. Clearly the level thinking about marketing is not what the current tourist requires and municipalities need to improve their efforts if they are to attract a higher number of visitors. It is important to consider training in terms of marketing and the 'new tourist' so that businesses should know how to develop and market their products and adhere to the needs of the tourist.

- **Plans / strategies to involve local communities (Q14)**

All respondents unanimously cited the Local Economic Development strategy as one of the tools that they utilize to involve local communities for the next five years. This strategy addresses, amongst others, the creation and strengthening of Local Tourism Associations (LTAs), establishment of youth forums, supporting the SMMEs in the region, job creation and sustainability of the tourism industry in the region. It is however important for awareness to be created around the strategy.

- **Increase community access to local resources (Q12)**

Eighteen respondents agreed that in order to increase community access to natural resources as part of tourism management in the region they provide free access to municipal-owned natural areas. They further indicated that they also have inter-government relationships with the Department of Economic Development, Environment and Tourism in the province through which it can be agreed that in areas where there are nature reserves managed by the provincial department, communities be allowed to enter free of charge during the heritage month. Twelve respondents indicated that municipalities also organise awareness campaigns on the importance of natural resources for the tourism industry and also encourage members of the communities to visit tourist attractions in the region. Respondent 11 said:

'We conduct tourism awareness campaigns in partnership with other stakeholders in ensuring that there is a balance between tourism and natural resource consumption since natural resources are the most critical part of tourism in the region'

- **Number of tourism businesses and type of businesses (Q19)**

From every respondent the researcher observed that tourism in the Vhembe region is mostly dominated by accommodations, attractions and transport. Only a few respondents cited the emerging market which constituted tour operations, resorts and recreational parks.

- **Improvement of the day-to-day business operations (Q20)**

In order to improve daily operations of different businesses in the tourism industry, all respondents agreed that there should be continuous marketing of products both by the municipalities and businesses. Respondent 1 said:

We need to consider having reduced municipal rates for small tourism establishments in the district'.

Respondent 3 indicated that *'there should be continuous training and workshops on financial management to assist them to be financially sustainable'.*

Respondent 4 stated that *'most of the accommodation establishments in the region are not graded and as result of that it affects the daily operations of these businesses. For those that are graded there must be continuous reviewal of grading standards and those without grading should be encouraged to be graded by the TGCSA (Tourism Grading Council of South Africa)' this was supported by respondent 9.*

Respondent 11 said: *'We need to develop tourism information brochures of the region and also assist these businesses with signage'.*

Clearly the lack of basic marketing material is already alarming.

5.3.2 Main tourist attractions and tourist attractiveness of the region

- **Main attractions and potential to be developed (Q8)**

The essence of the exceptional natural environment of Vhembe region lies in the majestic escarpments of the Soutpansberg mountain range. This has been acknowledged by most respondents' reflections of Mapungubwe NP and WHS, Kruger NP, Nandoni Dam, Nwanedi NR, Lake Fundudzi, Tshipise Forever Resort (natural hot spring) and Beit Bridge which also offers a magnificent view of the Limpopo River. Eighteen respondents agree with this notion whereas eight respondents have mentioned places such as Big tree, Phiphidi waterfalls, Tshatshingo Potholes and Venacia mine. Two respondents have said Tshavhadinda cave and Pont Drift border post are among the main attractions. Lastly, only two also highlighted Thulamela Heritage site as another place of interest in the Vhembe region.

Almost every respondent suggested that most of the tourists who visit Vhembe are attracted by its diverse culture and natural beauty which consists of mountains that provide tourists with a marvellous hiking trail, rivers, dams and outstanding wildlife. However, there are two respondents who said tourists visit the area to explore business opportunities and get away escape from urban life. Respondents focused significantly on current offerings and did not really highlight the possibility of new developments.

- **Municipal marketing assistance to businesses (Q21)**

One respondent indicated the issue of providing reasonable prices for marketing of their products. Respondent 1 indicated that *'we provide reasonable prices for marketing their businesses along the major routes in the district'*. Seven respondents indicated that the municipalities market tourism businesses on the municipalities' websites. Thirteen respondents indicated that *'they have a packaged brochure of tourism establishments who are part of the Local Tourism Associations in the region'*. Eleven respondents indicated that the municipalities in the district display tourism business brochures at their information respective centres. Six respondents stated that there are tourism forums which enable all tourism businesses in the region to network with one another for development of tourism. Only four respondents emphasized the importance of using the municipalities' newsletters as a tool to market tourism products in the Vhembe district. Respondent 28 said:

'We are using our newsletter to make sure that members of the community throughout the Vhembe region are aware of the different products that are available. The most fortunate part about this newsletter is that it is provided free of charge to everyone as part of ensuring that information reach our people.'

There is an emphasis on the more traditional types of marketing whereas types such as social media is not currently considered and this can be ascribed to numerous different reasons. It is however important to introduce the modern types of marketing as the market utilizes these (social media, facebook etc.) to a greater extent.

- **Future of tourism in the area (Q22)**

Every respondent indicated that the future of tourism in the region is good and bright. This feeling was emphasized by the response of interviewee 8 stating:

'Vhembe district has a potential for growth through partnership and cooperation with other stakeholders.'

While respondent 9 said that:

'There is lot of potential if heritage sites can be prioritized for developments.'

Respondent 10 indicated that:

'Mmmmm.....tourism will rise rapidly as more people are starting to be involved in this industry hoping to reap economic benefits that are projected from different sectors of tourism in the region.'

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Respondent 13 also concurs with others by saying that:

'It looks bright and the only thing that needs to be done is to improve the road infrastructures which lead to most of tourist attractions.'

However respondent 24 seemed to have a different view from others:

'Tourism in our area is threatened by various things which to my view include things like lack of tourism business interest among the youth and also destruction of natural resources in the area. We do have nature reserves in the area that experiences high volumes of poaching and firewood collection by members of the communities.'

It is evident that infrastructure for tourism exists, but that further development should take place given the potential of the area.

5.3.3 Sustainability of tourism in the region

- **Challenges affecting tourism development (Q5)**

It is clear from the interviewees' responses that most of the challenges affecting tourism development in the Vhembe region are associated with three pillars of sustainability which comprises economy, environment and society in general. From the economic point of view it was observed that two respondents cited challenges related to inflation of prices of goods and services during the peak seasons. This sentiment is shared by respondent 23 who said:

'There is an out-cry by members of the communities that during the festive season prices of goods and services become more expensive especially to the large population of grant recipients in the area. As a result of this the municipality is forced to divert a chunk of its budget to indigent assistance during this period where we provide those within the brackets of indigent with services such as food parcels and electricity subsidy. This also makes it difficult for us to focus on our priorities of providing proper services to our communities.'

Lack of funding for tourism projects in the area were also identified as another major challenge to tourism development in the area. It was also indicated that as a result of the injustice of the past municipalities find it difficult to acquire land for tourism development. Respondent 3 emphasized this as follows:

'We experience lack of funding of tourism projects, and land availability for tourism businesses is another issue which makes it difficult for us to acquire land for tourism development purposes. Maybe this is as a result of the injustice of the past where those who

own land do not want to sell due to the “willing buyer - willing seller” clause. And then another issue is a start-up capital for PDAs aspiring business owners in the area.’

The research has also observed that most of the challenges indicated are related to the environmental pillar of sustainability through which issues relating to lack of infrastructure such as roads to tourist attractions, lack of tourism signage, lack of access roads, different forms of pollution, littering and vandalism of properties are amongst the challenges being experienced. There is one respondent that raised a most important aspect which contributes to the challenges affecting tourism in the area.

‘Heavy-duty vehicles which pass through the CBD on N1 route everyday contribute to the excessive level of noise and destruction of road in the town of Musina. The municipality has been in a constant engagement with the SANRAL to develop an alternative route but it seems as if our plea is falling into deaf ears.’

Some of the social challenges that were identified relate to crime and high level of illiteracy in the area of Musina. Eight respondents highlighted that crime was one of the major challenges, where some the crimes committed include stock theft and illegal poaching in some of the government-owned nature reserves. This sentiment was shared by interviewees 26 and 27 respectively who said that:

‘Stock theft is one of the issues that are rising at the highest velocity in our area.’

‘There is illegal poaching which is being reported to have taken place in some of the government-owned nature reserves and this poses a threat to our indigenous wild animals.’

Other aspects which have been identified were lack of tourism-related skills among the members of the communities, lack of cultural awareness and no cultural village in the area.

According to respondent 4 in the area of Musina local municipality a huge problem exists relating to immigration of undocumented foreign nationals.

‘We also experience the influx of foreign nationals who are mostly not legally documented.’

- **Mechanism for addressing environmental problems (Q6)**

The findings on the issue of a mechanism for addressing environmental problems were most similar to one another. Twenty respondents indicated that in order to deal with environmental

problems in the Vhembe region they use municipal by-laws and the land-use management system (LUMS) to avoid littering, illegal dumping, noise and water pollution, and reduction of informal and formal trading which contribute to overpopulation mostly in the town's central business district (CBD). Respondent 3 said: 'Environmental problems in our area is a very complex issue as result of high unemployment people turn to flock into the towns in search of starting small businesses. They sell foods (Pap and Meat) and soft drinks, all these causes pollution in one way or the other, either through fires or littering of plastics. So to be precise, one of the strategies to deal with this matter is the enforcement of municipal by-laws for both informal and formal traders to reduce overpopulation and noise pollution in our towns.'

In an area such as Musina, interview 2 said:

'We are lobbying other government departments such as Department of Roads and Transport at a national level to look at the issue of creating the N1 by-pass which will reduce traffic congestion and noise pollution caused by heavy vehicles crossing the town every day.'

This was also supported by interviewee 4 who said'

'If the SANRAL cannot create an N1 by-pass to address issue of heavy vehicles which contribute severely to the environmental problems in Musina at least an extension of road lane can remedy the situation.'

- **Major benefits of tourism (Q9)**

Twenty-six respondents indicated that a job opportunity is one of the major benefits in the area. Eight out of thirty respondents indicated social cohesion as a major benefit due to the fact that tourism affords people from different backgrounds an opportunity to interact with one another. Other benefits of tourism as indicated by respondents includes protection of natural resources, small business development, revenue generation, crime reduction, selling of art and craft objects, infrastructure development, international recognition and local economic development.

- **Tourism revenue spending for local community upliftment (Q11)**

It is evident that most of the respondents indicated that tourism revenue is spent for infrastructure development, provision of facilities and small-business funding. This feeling was shared by twenty-three respondents. Three respondents were not quite sure how tourism revenue is spent. One respondent (5) indicated that 'we spend it on marketing of the local products through billboards, internet, printing flyers and brochures'. Only six respondents indicated that it is spent on arts and culture promotion in the region.

- **Local economic programmes and the future plans (Q15)**

The following are the local economic programmes indicated by various respondents:

- Market centre (arts and crafts) in Tshipise
- Local business support.
- Heritage programme which includes Musina and Makhado annual shows
- Two countries marathon (South Africa and Zimbabwe)
- Mapungubwe jazz festival
- Winter games
- Vhembe Annual Exhibition event
- Tourism heritage awareness schools competition
- Christmas and tourism safety awareness
- Mabudashango hiking trail

Respondents conceded that future plans include improving the marketing strategy of these programmes to benefit the communities at large.

- **Economic and social benefits of tourism to communities (Q16)**

All respondents were adamant that tourism has more benefits than other sectors in the region. It is evident from the research that local communities benefit economically through job creation, business development and selling their locally produced goods (arte facts) and services to the tourists. Respondent 27 indicated that:

‘Tourism amount to most of the jobs created in the district and also allow local communities to sell arte facts to the tourists.’

Apart from economic benefits social benefits are indicated such as social cohesion, cultural awareness and acquiring knowledge and skills from other people who come from outside the Vhembe region.

- **Extent at which municipalities provide support to small businesses (Q18)**

Twenty-two respondents indicated that the municipalities within the Vhembe district provide support such as marketing of local tourism establishments, workshops and training in financial management and customer services, provision of financial support to small businesses. Four respondents stated that they register them into the municipality database in order to recommend them to tourists. Three indicated that small businesses in the district benefit through networking forums where they exchange ideas on how to deal with

challenges affecting different tourism businesses in the area. One respondent (11) emphasized that:

'They support SMMEs through partnership developments with institutions such as SAPS, SEDA, NYDA, LEDET and LEDA to offer basic business-related training and supports. This type of partnership is working miraculously in keeping small businesses intact in providing goods and services for the region.'

Respondent 9 also stated that:

'to some extent it is working, however it requires improvements more particularly in financial management because we have a situation where we provide funds to small businesses and find out that the money were not used for its intended purpose.'

Seasonality is a major challenge for businesses to survive and then they become dependent of the government. Infrastructure is developed but it should be upgraded for tourism purposes. Businesses are concerned about theft and the high crime rates in the area as that will also influence the decisions of potential tourists. It is important to provide support and give attention to the finances and marketing of businesses and the training of staff.

5.3.4 Stakeholder relationships in the region

- **Relationship between community and the municipality (Q13)**

Every respondent agreed to the notion that the relationships between communities and the municipalities are good. Respondent 22 categorically stated that:

'In a democratic country like South Africa, no development can happen without the buy-in of the communities, so the municipalities in the Vhembe district is in relationship with communities when it comes to tourism development because these communities are the ones that are living side-by-side with tourism activities.'

This view was supported by respondent 6 who said:

'It is good since we are working together with one vision of developing tourism in our area because without each other's support nothing will prosper.'

- **Involvement of communities in planning, decision-making and development of tourism (Q17)**

According to the respondents, communities are involved in planning, decision-making and development through public participation and municipal imbizos. This was indicated by the majority of twenty-three out of thirty respondents. One respondent, in his response, in support of the above said:

'Whenever there are new projects we invite community for public participation and this eliminate unnecessary crises since you get a community buy-in and also reduce unnecessary expectations from members of communities.'

Three respondents indicated that they also use the IDP representative forums. This was the response of respondent 19. She said that:

'Through these IDP representative forums which consist of municipal officials, NGOs, community and other sector departments in the district we have managed to interact with communities on development agendas of the district. However in other instances attendance is not satisfactorily even though the message is canvassed through sms, loud hailing, social networking, website notices, local radio and newspaper notices'

One respondent indicated the use of a suggestion box from any municipality's facilities.

Clearly there are specific role-players that are important in the development of sustainable tourism, for example the community and local businesses. There are however also challenges where the community is reluctant to attend meetings related to tourism development. Municipalities should consider utilising a variety of platforms to inform different stakeholders on new developments and opportunities.

5.4 CONCLUSIONS

The purpose of this chapter was to empirically analyse the perceptions of selected stakeholders by assessing economic, environmental and social aspects as well as levels of participation by different stakeholders, success factors and challenges facing the tourism industry. This chapter has presented the views of key stakeholders including residents, tourism businesses and municipality employees regarding their perceptions of rural tourism development in the Vhembe district. From the community responses it was evident that they are positive towards the tourism industry and they consider Vhembe region to have potential as a tourism destination. They do have concerns in terms of crime and pricing but they value entertainment and employment opportunities created by this industry. In the minds of the residents this region is not boring but pleasant with emphasis on natural and historical attractions. When tourists visit this region residents believe that they do this to relax and

spend time with family and friends. This has an important effect on the positioning of the region and the markets to attract. The factor analyses revealed development effects, spill-over effects, negative effects, public effects, quality of life effects and economic effects as important social effects. These have a significant effect on the community as a whole and on the individual.

From the tourism businesses' perspective it can be concluded that most of the businesses have been in existence for a number of years, they are mostly privately owned but still they experience difficulties with marketing, seasonality, training and financial management. These businesses are however seeing the potential of the tourism industry and want to capitalize on that. The factor analysis revealed economic development, business growth, negative effects and development effects as the main responses to rural development. It was evident from the inferential statistics that the size of the business, the type of employment and the sector of operations influence these development effects.

Lastly interviews were conducted with municipal officials from different municipalities in the Vhembe district to determine the tourism management practices as contributing to the improvement of rural tourism. Clearly the co-operation between different role-players is important – especially the community as one of the most important role-players. High levels of involvement is a key factor. It can however be concluded that more should be done by the municipalities to train industry members with reference to marketing. To a certain extent it seems that the businesses are waiting for government to do all the work for them which is not possible. There are a number of offerings that can be further developed to contribute to the growth of tourist numbers.

CHAPTER 6: CONCLUSIONS AND RECOMMENDATIONS

6.1 INTRODUCTION

This is the closing chapter of this dissertation, succeeding the examination of data and discussion of the findings completed in Chapter 5. The purpose of this chapter is to report on the conclusions and recommendations of the study. This was achieved by firstly offering a summarised review of each chapter in this dissertation. Secondly, conclusions are drawn on all research objectives and thirdly recommendations are made for the study and future research.

Questionnaires were collected from selected tourism establishments and residents in the Vhembe district from respondents who were willing to participate. The questionnaires were self-administered and distributed to the tourism establishments with the permission of management and voluntary participation of the respondents. Interviews were also conducted in different municipalities in the Vhembe district wherein municipality employees working in the Department of Planning and Development and those in the Offices of the Municipal Managers were chosen. A rigorous research process was followed to ensure that the main aim of the study is achieved, namely to analyse the perceptions of selected tourism stakeholders in the Vhembe district with reference to the community, tourism business owners and local government concerning rural tourism development in this region. The study was intended to address the following objectives:

- To describe different roles, relationships, responsibilities and expectations of stakeholders in tourism by means of an in-depth literature review.
- To analyse rural tourism with reference to community involvement in tourism, business contribution and local government support and to identify types of resources integral to tourism in the rural areas by means of a literature review.
- To empirically analyse the perceptions of selected tourism stakeholders by assessing economic, environmental and social aspects as well as their level of participation, success factors and challenges.
- To draw conclusions and make recommendations on mechanisms that might contribute towards the sustainable development of rural tourism with the focus on relevant stakeholders.

The first objective was achieved in the second chapter of the dissertation and the second objective in the third chapter. The third objective was achieved in the fifth chapter and the last (current) chapter focuses on the conclusions and recommendations of the study.

6.2 SUMMARY OF THE DISSERTATION CHAPTERS

The dissertation apportioned into six different chapters, each intended to fulfil a distinct purpose. The first chapter gave an introduction to the study, provided an opening account to the study by providing the study background, the problem statement, aim and objectives, the importance of the study, research methodology, a summary of the research design, statistical analysis, ethical considerations, and definition of concepts and an outline of the dissertation chapters.

The second chapter provided a review of literature, focusing on the first objective of the study. The chapter discussed issues relating to an understanding of sustainable tourism and the role of stakeholders in this phenomenon. Initially, the chapter analysed literature that offers a general understanding of contextualizing the concept *sustainable tourism and sustainable development*. The chapter then moved to the sustainable tourism approaches, sustainable tourism planning models, stakeholder theory and stakeholders in the sustainable tourism development. Thereafter, specific roles, responsibilities and expectations of different stakeholders in tourism development, namely community, businesses, government and various tourism organisation (South African Tourism, Tourism Grading Council of South Africa, Tourism Enterprise Partnership and Tourism Business Council of South Africa) were discussed. The discussion then shifted to the expectations of the tourists in destinations, their motivation and decision to travel. The final sections of the chapter provided a discussion on various impacts of tourism. These issues were discussed as part of an understanding of sustainable tourism.

In the third chapter, analyses of literature were conducted on the rural tourism; a catalyst for community development. The chapter emphasised that the rural tourism experience should be understood as a complex, multi-faceted phenomenon, integrating a diversity of elements, with sensorial, effective, cognitive, behavioural and social dimensions marking the experience. Initially, issues were discussed which include understanding rural tourism. The chapter also highlighted issues such as the driving forces of rural tourism, the impacts of rural tourism, benefits of rural tourism, barriers to rural tourism development, heritages as an integral resource in rural tourism, social capitals as critical element of rural tourism development, relationship between rural tourism and agriculture, and community involvements as a vital role-player in rural tourism. In the final sections of the chapter, the analysis of literature was directed to the business contribution in rural tourism development.

In the fourth chapter, the research methodology adopted in this study was discussed in detail. This chapter provided clear guidelines of actions taken from the inception to the conclusion of the study. The chapter first discussed the research paradigm adopted in the study. The research design which was intended to give direction to the entire process of data collection, analysis and interpretation throughout the study was then discussed. The research method, which is the process of collecting data, was also specified in this chapter, including the questionnaire used in the survey. Other issues mentioned in the chapter include the sampling design, development of the measuring instrument, collection of data and the analysis of data. Ethical conditions were also considered, which pointed out that the questionnaire/interviews were dealt with in conformity with the anonymity it deserves and, in the results, no references are made to any individual. Communication was directed to all the respondents regarding the research process and the purpose of the research and their willing responses were requested. In each discussion in the chapter, reference was made to previous literature and reasons were given to motivate the choices made in this study.

The fifth chapter of this dissertation directed attention to empirical analyses of data as well as the discussions of findings, which are the outcomes of the research for residents, tourism businesses and municipality employees. Firstly, the chapter focuses on providing quantitative results in which community responses to rural tourism development were taken into consideration by analysing the demographic profile of respondents. This involved describing personal details such as gender, age, home-language, highest level of education, occupation, and number of years living in the area. Analyses of these details provided information on the type of respondents included in the study and indicated the extent to which different members of the communities in the Vhembe district were represented. Thus the chapter discusses the descriptive statistics for the impacts of tourism on the Vhembe region and residents which include the overall impacts of visitors on the community and the individual, impacts of tourism development on the Vhembe region, the image of the Vhembe region, and motivations for visiting the Vhembe region. This provided an indication of the levels of satisfaction of residents with each of these factors.

The chapter then discussed the application of the exploratory factor analysis for the social effects of tourism where six factors were identified, namely development effect, spill-over effect, negative effects, public effects, quality of life effects and economic effects. The tourism businesses' responses to rural tourism development involves describing business information such as profile of tourism businesses, namely type of business, number of years in operation, type of enterprise and size, business sector, profit generated (per month), and employment. Therefore the possible effects of tourism on the Vhembe district were also discussed. The chapter then discussed the application of exploratory factor analysis

approach for tourism businesses, which was to identify tourism businesses' responses to rural tourism development. Four factors were identified, which included the economic development, business growth effect, negative effect, and development effect. Further analyses were conducted which included the application of *t*-tests and ANOVAs to determine aspects influencing the social effects of tourism. Lastly a qualitative approach was conducted to understand the developmental role of municipalities on tourism in the Vhembe region and the results thereof were discussed based on the developmental role of municipalities on tourism in the region, the main tourist attractions and attractiveness of the region, the sustainability of tourism in the region and stakeholder relationships in the region.

In the sixth (current) chapter the study is concluded, and the purpose of this chapter is to draw conclusions related to the results of the study and recommend on mechanisms that might contribute towards the sustainable development of rural tourism with the focus on relevant stakeholders.

6.3 CONCLUSIONS

This section discusses conclusions based on the study objectives.

6.3.1 Conclusions based on the literature review with a view to understand sustainable tourism and the role of stakeholders in this phenomenon

The first secondary objective discussed literature on the description of different roles, relationships, responsibilities and expectations of stakeholders in tourism by means of an in-depth literature review. This objective was dealt with in the second chapter of this dissertation. From the literature it was clear that a variety of definitions of sustainable tourism are available and that there is no single standard definition but similar elements. However, after considering all the definitions, this study defined sustainable tourism as tourism which is developed and maintained in an area (community or environment) in such a manner that it remains viable over an infinite period and does not degrade or alter the environment (human or physical) in which it exists to such a degree that prohibits the successful development and well-being of other activities and processes. The literature emphasised that tourism is recognised as a resource-intensive industry; it needs, therefore, to be accountable in terms of sustainability at both local and global scales. Therefore it was deemed necessary to adopt three pillars of sustainable tourism which are environment, social and economy.

Sustainable tourism is regularly linked to the preservation of environment, promotion of social welfare, inter- and intra-generational equity, and public participation in decision-making. It is also considered the most desirable form of tourism development on a particular reception area; especially those which preserved the most natural and cultural authentic

values. It was also concluded that the need to sustain tourism resources as main draw card for destinations depends on a variety of aspects among hosts and guests in the destination areas. These aspects revolve around three pillars of sustainability which tend to be part of tourism impacts.

These tourism impacts differ from one place to another as a result of tourism development taking place in a particular area. Tourism development can have both positive and negative impacts on destinations. However, in order to ensure that there is an equitable sharing of positive spin-offs and also remedial processes of eradicating negative elements brought by tourism, there is a need for all tourism stakeholders to fulfil their roles and responsibilities diligently to ensure the sustainability of the tourism industry. This is however not always happening, especially in a developing country.

6.3.2 Conclusions based on the literature review on rural tourism – a catalyst for community development

The second objective of the study focused on discussing literature on the analysis of rural tourism with reference to community involvement in tourism, business contribution, local government support and identifying types of resources integral to tourism in rural areas. This objective was addressed in chapter three of the study. The literature proved that rural tourism is defined differently by various authors. However, for purposes of this study, rural tourism was defined as the process of visiting an area with abundance of natural and farming environments where specific natural, economic and socio-cultural features are harmoniously integrated so as to create unique tourism products. The literature also revealed that rural tourism can be perceived as a countryside experience which entails a wide range of attractions and activities that take place in a non-urban area. It further posits that top rural tourism destinations, particularly in developing nations, normally consist of national parks, wilderness areas, mountains, lakes and cultural sites.

Further analysis of the literature revealed several factors that contribute to rural tourism. These include eco-tourism, agri-tourism/farm tourism, cultural tourism and nature-based tourism. Rural tourism stands for showcasing the ethnic arts, crafts, culture and lifestyle in its traditional setting and provides platforms for tourist experiences. It also signifies the notion of home-stay in the host community. Rural tourism can assist stakeholders involved in rural tourism to improve their offer. It has also been identified as a most contributory factor of sustainable tourism, guaranteeing the satisfaction of all stakeholders. Rural tourism is considered an alternative for the development of rural areas besides the agricultural industry.

In the literature review, the driving forces were identified. It emerged that there is a greater understanding that emphasises the importance of the public sector in rural tourism development. The need to develop a positive and pro-active entrepreneurial attitude, local support and existing personal networks are key factors for further development of enterprises within the rural tourism context. All these necessitate government's involvement in providing the required support in rural tourism. It is therefore concluded that rural tourism proved to be one of the most important factors for securing sustainable rural development. Again it depends on the co-operation between stakeholders.

The literature review analysed the issue of rural tourism from its impacts and benefits. It emerged that rural tourism, like any other forms of tourism, contains both negative and positive impacts. The literature further revealed that the rural tourism can bring environmental, socio-cultural and economic benefits to the destination area. It further emerged that the rural tourism is making a valuable contribution to the rural economies. Therefore it can be concluded that rural tourism is one of the few activities which can provide remedies to many challenges facing the rural areas. Information on this is however scarce and more analyses concerning the South African contexts are necessary.

Community involvement as a vital role player in rural tourism was also analysed. It emerged from the literature that local communities enjoy being involved in the tourism sector as it improves their livelihoods. Through active participation among community members, rural entrepreneurship move towards prosperity and success of rural development. However, it also emerged from the literature that involvement of community may not only prove difficult but may also cause problems in achieving the goal or benefit delivery, provoking and creating internal conflicts and unrealistic expectations. It is therefore concluded that managers and planners of rural tourism development should provide educational information and programs to residents, visitors, industry and other stakeholders in order to raise public and political awareness of any development taking place in the destination areas.

The literature also analyses the business contribution in rural tourism development. It appeared that due to the complexity of the tourism industry, it is important for business development and destination planning programs to understand the motives of entrepreneurs and investors in the context of rural businesses. The perception of public sector effectiveness and support negatively influence the business behaviour towards sustainable rural tourism practices. It further emerged that in rural tourism, businesses' contribution is vital and businesses should also provide the monetary assistance to empower the local communities in order to attain the opportunities created through rural tourism development.

6.3.3 Conclusions with regard to analysing the perceptions of selected tourism stakeholders on rural tourism development in the Vhembe District

6.3.3.1 Conclusions with regard to the residents' survey

Conclusions with regard to the demographic profile of respondents

- Forty-eight percent of the respondents were male and 51.6% female, with 42% younger than 30 years. These were thus fairly young adults participating.
- Seventy-six percent of the respondents speak Tshivenda and only 23% speak xiTsonga. Thus indicating that the majority of residents in the region speak Tshivenda as their home language.
- In terms of the highest level of education, 32.3 percent of the respondents were holders of Grade 12 certificates and thus most respondents have a secondary school qualification.
- In terms of occupation, 20% were unemployed and those who work in education comprise 15.4% followed by 10.4% being self-employed.
- With regard to the number of years living in the area, 27.7 percent of the respondents had been living in the area between 21 and 30 years and 21.2% were living in the area for more than thirty years.

Conclusions with regard to the impacts of tourism on the Vhembe region and residents

The data on the impacts of visitors on community and individuals in the tourism industry in the Vhembe Region were analysed using descriptive statistics, factor analysis, *t*-tests, ANOVAs and Spearman's correlations.

- In the analysis of descriptive statistics it became clear that residents feel that tourism has a very positive impact on the community. It is concluded that residents in the tourism industry of the Vhembe Region really feel that tourism is making a difference in the communities.
- When analysing the impacts of tourism development on the Vhembe region, it became clear that on the positive impacts, residents have more pride in their community and also that entertainment opportunities have increased. On the negative impacts, respondents indicated that the prices of some goods and services have increased, incidents of crime and excessive drinking and drug use have also increased.
- It was clear that the increase in prices of some goods and services as well as the increase in interaction between locals and visitors has the highest effect. Whereas the employment opportunities had the lowest effect.

- To determine the image of the Vhembe region, it is clear from the respondents that it is a fairly exciting as well as a fairly pleasant place.
- With regard to the cognitive image of Vhembe, it is clear that the Vhembe region has beautiful landscapes. However, it was also clear that the Vhembe region's night-life activities scored the lowest percentage.
- In analysing the motivations for visiting the Vhembe region, it was found that one of the factors which motivate tourists to visit Vhembe region is influenced by spending time with family whereas to seek adventure and pleasure received the lowest rating.
- To determine the social effects (impacts) of tourism on residents, a principal axis factor analysis with oblique rotation (direct oblimin) was undertaken. Social effects of tourism are: Development effect, Spill-over effects, Negative effects, Public effects, Quality of Life effects and Economic effects. Development effect emerged as the most important factor and Negative effects and Economic effects were the least important factors.
- To examine the factors underlying the reasons for tourists to visit the Vhembe region from the residents' perspectives, a principal axis factor analysis with oblique rotation was undertaken. The reasons why residents think tourists visit their area were influenced by destination activities, relaxation, destination attributes and personal motivations. Residents considered relaxation which includes relaxing, spending time with family, getting away from the normal routine and spending time with friends as the most important factors.
- To examine the underlying cognitive image of Vhembe as a tourist destination, a principal axis factor with oblique rotation (direct oblimin) was undertaken. The image of Vhembe as a tourist destination is influenced by facilities, tourist accessibility and attractions. It is clear from the respondents that attractions are the most cognitive element of the Vhembe region.

The following overall conclusions can be drawn regarding residents:

- Overall it can be concluded that residents can provide an opinion on tourism since they have been living in the area for a number of years.
- Residents are in general positive about tourism which creates a number of opportunities for further development.
- A number of positive impacts have been identified such as pride in the community, creation of entertainment and job opportunities. Clearly residents are focused on the social effects of tourism and not merely the economic effects.
- It is also true that negative effects are evident such as an increase in prices of goods and services, incidents of crime and excessive drinking and drug use.
- The unique selling point according to residents is the beautiful landscapes. This should be marketed as part of the tourism offering.

- There was also a focus on the creation of family holiday opportunities which can be packaged and marketed.
- Tourism creates the following social effects: Development effects, Spill-over effects, Negative effects, Public effects, Quality of Life effects and Economic effects. Development effects were the most important with Negative and Economics effects being the least important. Residents thus experience the development effects of this industry but more can be done to improve the economic effects to the benefit of the residents.
- The social effects are influenced by residents' opinions of the effect of tourism on the community as a whole and on the individual as well as the language group.
- The social effects are not influenced by either gender or occupation.

6.3.3.2 Conclusions with regard to the business survey

Conclusions with regard to the tourism business profile

- Eighty-one percent of the businesses were formal and only 19% were informal businesses. Thus indicating that authorities are doing well in terms of monitoring the business registration in the area.
- In terms of number of years in operation, 38% of businesses have been in operation between 6 and 10 years whereas a small percentage of 4 indicate businesses that have been in operation for less than ten years.
- Eighty-six percent indicated that most of the tourism establishments in the Vhembe region are privately owned and thus represent the notion that tourism industry is privately dominated.
- With regard to the business sector, 42% of respondents indicated that most tourism establishments in the area are in accommodation and 19% in hospitality whereas only 17% are in the attractions sector.
- Thirty-four percent of businesses make a profit of R11,000.00 and 26% making a profit of less than R10,000.00 whereas only two percent of businesses are able to make a profit of more than R50,000.00. This is alarming considering the fact that most of these businesses have been in operation for more than 10 years and high levels of growth were expected.
- In terms of employment, forty-nine percent of the businesses employ between 6 and 15 permanent employees. 87% of these businesses employ 1-5 temporary employees and 82% employee between 1 and 5 part-time employees. This might be as a result of a seasonal nature of tourism businesses to draw more tourists.

Conclusions with regard to the possible effect of tourism on the Vhembe district

- To examine the factors underlying the effect of tourism on rural tourism development from the tourism point of view a principal axis factor analysis with oblique rotation (direct oblimin) was undertaken. Tourism development leads to economic development, business growth effect, negative effects and development effects. It is clear from the respondents that economic growth is the most important factor and this includes attracting industries that complement local businesses, lead to more economic gains for businesses in the area, lead to the improvement of the infrastructure, make businesses in the area to be well-known nationally and through tourism development more employment opportunities are created.

The following overall conclusions can be drawn regarding businesses:

- Most of the businesses were formally registered which show their commitment to business and the industry.
- The length of them being in business gives them the experience to adequately assess the effects of tourism on the Vhembe Region.
- The profit margins of these businesses are however low – a situation that needs attention.
- Business indicated that the social effects of the tourism industry include economic development, business growth, negative effects and development effects. For this group the economic effects are the most important.
- More can be done to market the region but that is considered the responsibility of government.

6.3.3.3 Conclusions with regard to the municipality interviews

To gain an in-depth understanding of the developmental roles of municipalities on tourism, a qualitative research was explored through interviews that were conducted among officials working in different sections of the municipalities in the Vhembe region.

Conclusions with regard to the role of tourism in sustainable development

- It is evident that seventeen out of thirty respondents agreed that tourism provides economic benefits such as jobs, business opportunities, promotes economic growth, creates economic stability and is also a pillar of economic development in the country.
- In relation to the social effects of sustainable tourism, eight of the respondents indicated that tourism provides locals with education and promotion of culture and heritage by interacting with people from different cultural backgrounds. It is also clear that tourism grants locals opportunities of showcasing their cultural diversity.

- Viewed from the environmental perspective, respondents were very wary about littering, traffic congestion, and overpopulation of tourist attractions, noise pollution and vandalism of property.
- With tourist visits in the region and tourists' interests in the region, it is clear that there is no system in place to obtain statistical information related to the number of visitors to the Vhembe region.
- Regarding the tourism promotion, twenty-one respondents unanimously agreed that tourism in the Vhembe region can be promoted through a variety of marketing platforms.
- For the plans/strategies to involve local communities, all the respondents emphasised the importance of the Local Economic Development (LED) strategy as some of the tools used to involve local communities.
- In order to increase community access to local resources, it was established that in order to increase community access to local natural resources as part of tourism management in the region they provide free access to the municipal-owned natural areas. It was also indicated that an inter-governmental relationship exists between the provincial department of economic development, environment and tourism, and municipalities in the region where there is an agreement that in areas where there are nature reserves, managed by the provincial department, during the heritage month (September) communities are allowed to enter free of charge.
- To determine the number of tourism businesses and the type of businesses, it was outlined that the tourism in the Vhembe region is mostly dominated by accommodation, attractions and transport. With few respondents indicating the emerging market comprising tour operations, resorts and recreational parks.
- In order to improve the day-to-day operations of different businesses, all respondents agreed that a continuous marketing by both the private and public sector is vital.

Conclusions with regard to main tourist attractions and tourist attractiveness of the region

- It was clear from the respondents that most of the tourists who visit Vhembe are attracted by its diverse culture and natural beauty which consist of mountains, with marvellous hiking trails, rivers, dams and outstanding wildlife.
- It was clear from the respondents that municipal marketing assistance is still something that requires more attention wherein only one respondent indicated that municipalities provide reasonable prices for marketing of business products in the region.
- Every respondent indicated that the future of tourism in the region is good and bright.

Conclusions with regard to the sustainability of tourism in the region

- It is clear from the respondents that tourism development has enormous challenges which require a thorough consideration to ensure the sustainability of the industry. Some of these were associated with economic aspects of sustainability such as price inflation of goods and services during the festive season as well as lack of funding for tourism projects and difficulties to acquire land for tourism development. Crime such as stock theft and illegal poaching were also cited among common environment ills in the area.
- Lack of tourism-related skills, lack of cultural awareness among the members of the communities and huge influx of illegal immigrants from our neighbouring states were identified as social challenges which hinder tourism development.
- Concerning mechanisms to address environmental problems, twenty respondents indicated that in order to deal with environmental problems in the Vhembe region, municipal by-laws are in place.
- Twenty-six respondents cited job opportunities as one of the major benefits in the area.
- Most respondents indicated that tourism revenue is spent on infrastructure development, provision of facilities and small business funding. This feeling was shared by twenty-three respondents.
- According to the respondents there are some local economic programmes in the region which aim to uplift the area economically.
- All respondents were adamant that when it comes to economic and social benefits of tourism to communities, tourism has more benefits than any other sector in the region.
- Twenty-two respondents indicated that the municipalities in the Vhembe district provide support such as marketing of local tourism establishments, workshops, and training in financial management and also financial support to small businesses.
- It was also established that seasonality of the tourism industry in the region is a major challenge which renders businesses to be dependent towards government.

Conclusions with regard to the stakeholders' relationship in the region

- Every respondent agreed that there is a good relationship between communities and the municipalities.
- According to the respondents, communities are involved in planning, decision-making and development through public participation which is one of the municipalities' outreach programmes.

The following overall conclusions can be made for government:

- Municipal employees view their role as very successful and they feel that they are contributing to tourism development.

- There is an awareness of the negative impacts of tourism but not necessarily a strategy to address these.
- The absence of a visitor monitoring system needs attention as such a system can aid in the development of the industry.
- Government is developing marketing strategies for tourism but the effectiveness thereof is not clear.
- The lack of skills was evident from the interviews.
- Government officials were however positive about the development of this industry.

6.4 RECOMMENDATIONS

Recommendations are provided for the study and for further research.

6.4.1 Recommendations with regard to the study

- It is recommended that the results of this study be considered also for policy development by tourism establishments and government institutions, in particular the municipalities of the Vhembe Region, since negative tourism impacts can influence the success of an area.
- All rural tourism development stakeholders involved in tourism should adhere to the sustainable development principles to ensure the judicious and harmonious development which will benefit everybody. Cooperation by means of integrated planning is important.
- Tourism stakeholders should continue to work together to ensure the sustainability of tourism industry by regular meetings and marketing efforts.
- More focus should be centred on nightlife activities where facilities such as shopping centres/malls operational hours be extended to reduce challenges such as traffic congestion and overpopulation of the tourist area.
- Tourism awareness campaign should be launched which aim at enlightening members of the local communities about the importance of buying goods and services during the tourism off-seasons in order to avoid suffering from the consequences of price inflation during the tourism peak seasons.
- A variety of market segmentation strategies should be developed in order to appeal to tourists that are not interested in eco-tourism, nature-based and cultural tourism since most sections of tourism in the Vhembe region revolve around these forms of tourism.
- There should also be road-shows throughout the district aimed at expanding the tourism market and tourist interests.
- Tourism facilities should be maintained and upgraded to cater for the needs of various tourists.

- Infrastructure development such as road construction networks that link different villages where tourist attractions are located should be undertaken to enable tourists to access different tourist sites without undue challenges.
- There should be continuous monitoring and evaluation of tourism products to ensure that tourism establishments are operating within the required legal parameters.
- Grading council should be brought in to provide necessary support for the development of tourism products (goods and services) in all tourism establishments in order to ensure the sustainability of the tourism industry in the region.
- Young and emerging entrepreneurs should be encouraged to bridge the tourism sector gap which predominantly features accommodation establishments. These entrepreneurs should venture into other forms of tourism business such tour operations, travel agencies and provision of recreational facilities in the region.
- Municipalities should assist tourism businesses with regard to tourism product development and marketing in order to increase the annual turn-over of most of the tourism businesses in the region.
- Currently the small businesses should be assisted to grow to a medium size business by means of training and a mentoring system.
- Tourism businesses should be encouraged to adapt to developments brought in by the fourth industrial revolution through the provision of technological facilities such as access to internet through free Wi-Fi and use of different social networking platforms in order to appeal to as many tourists as possible.
- Municipalities should continuously facilitate tourism businesses' networking sessions aimed at expanding business growth which will automatically eradicate the seasonality nature of tourism employment.
- Both the private and public sector in the region should continuously prioritise tourism investments since tourism has proved to have more positive spin-offs in the Vhembe region.
- Dumping sites should also be demarcated in the rural villages throughout the region in order to remedy issues relating to environmental problems such as pollution as a result of excessive littering in the areas.
- Campaigns should be launched to address the noise pollution which is caused by tourism in the region.
- Local governments should encourage and fund waste recycling programmes.
- There should be a roll-out of decentralisation of business centres to the peripheral areas to reduce traffic congestion and overpopulation of tourist facilities during the tourism peak seasons.

- Government should develop a system to monitor statistics in terms of tourist visits and occupancy rate in order to enable municipalities to provide accurate figures and this should be placed in all tourism establishments both private- and public-owned.
- Municipalities should embark on an initiative to identify tourism ambassadors in different municipalities' wards which will assist in tourism promotion in their respective areas.

6.4.2 Recommendations with regard to further research

The following recommendations with regard to further research are made:

- This type of research should be expanded to other regions and provinces and a distinction can also be drawn between the perceptions of selected tourism stakeholders on rural tourism development.
- Furthermore, it is recommended that a survey be done with the visitors to determine the reasons for visiting as well as their satisfaction levels with their tourism experience.

6.5 LIMITATIONS OF THE STUDY

- The study was limited due to the fact that data was only collected from the Vhembe Region.
- Given the topic of the research some of the residents needed guidance on some of the aspects in the questionnaire – the research process therefore took longer to complete.

This was the first study of its kind conducted in the Vhembe region where three critical stakeholders were included in the research. This already shows commitment from the area and the relevant stakeholders.

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Appendix 1

Interview Schedule

TOURISM DEVELOPMENT IN THE VHEMBE DISTRICT

The purpose of this research is to analyse the perceptions of selected tourism stakeholders in the Vhembe district with reference to the community, tourism business owners and local government concerning rural tourism development in this region.

For interviewer:

1. Which municipality? _____
2. Date and time of interview: _____
3. Name of the respondent / interviewee: _____

For the respondent / interviewee:

1. What is your current position in the municipality?

2. What are your responsibilities?

3. For how many years have you been in this position? _____

4. What is your view about the role of tourism in the Vhembe region?

5. What are the challenges affecting tourism development in the municipality?

6. What mechanism does the municipality put in place to address environmental problems caused by tourism in both natural and man-made sites?

7. How many tourists do you receive and what are their most interests in visiting tourism attractions in the municipality?

8. What are the current main attractions? Which attractions do you feel have the potential to be developed?

9. What do you see as the major benefits of tourism for this municipality?

10. How can tourism in this area be promoted?

11. How do you spend the tourism revenue for the upliftment of local communities?

12. How do you increase community access to natural resources as part of tourism management in the municipality?

13. How do you see the relationship between the community and the municipality in terms of tourism development?

14. Which plans/strategies are in place to involve the local communities in the tourism industry in the next five years?

15. Can you mention some of the tourism related local economic development programmes which currently benefit the local communities in the tourism industry? What are the future plans?

16. In what ways are the local communities benefiting economically and socially from tourism related development programmes mentioned in 9 above?

17. How do you involve communities in planning, decision-making and development of tourism? How effective is it and what are the challenges and success stories?

18. To what extent does the municipality provides support to the small businesses in the tourism industry? Is it working? Can it be improved?

19. How many tourism businesses? Which type of businesses?

20. What can be done to improve their day-to-day business operations?

21. What kind of assistance does the municipality provide in terms of marketing of these businesses?

22. What do you think is the future of tourism in this area?

23. Any comments

*A*ppendix 2

Resident questionnaire

*A*ppendix 3

Business Owners questionnaire

*A*ppendix 4

Language editing certificate

