

**THE USE OF THE SARDINE RUN AS A MARKETING TOOL BY
INDIGENOUS BUSINESS AND ITS ECONOMIC EFFECT ON THE SOUTH
COAST INDIGENOUS POPULATION**

By

Philisiwe Joyce Myeza

Submitted in fulfillment of the requirement for the Degree of Masters in Technology:
Marketing

Department of Marketing, Durban University of Technology

Supervisor: Dr R.B. Mason

May 2007

Approved for final submission

Supervisor Dr. R.B. Mason
PhD, MBL, BA, Dip Mkt Res & Adv, Dip Mkt Mngmnt

.....Date.....15/06/07.....

DECLARATION

I declare that this research project is my own work and that all the sources I have used or quoted have been indicated and acknowledged by means of complete references.

Philisiwe Joyce Myeza
Amanzimtoti
June 2007

ACKNOWLEDGMENTS

I would like to express my gratitude to the following people and organizations that contributed towards the successful completion of this study:

God Almighty, for providing strength support and courage without which it would be impossible to complete this study

My Supervisor, Dr R.B. Mason for his guidance, advice and his patience.

The Hibberdene and Margate community in the South Coast for allowing me to do research in their area and their support for the study.

My husband Mtunzi, for encouragement and support.

The financial assistance of the National Research Foundation is hereby acknowledged. Opinions expressed in this thesis, and conclusions arrived at, are those of the author and are not necessarily to be attributed to the National Research Foundation.

DEDICATIONS

This dissertation is dedicated to my late father, who never went to school but encouraged all his children to study, my kids, Ntokozo, Mbali and Kusa, and my mother, Aslinah.

ABSTRACT

The sardine run event has been hailed as a big tourism event, yet little is known about how the sardine run affects the economy as a tourism event. Although there are numerous articles to be found on the role of tourism events in economic upliftment, very little research has been done in South Africa on this particular event, especially relating to the indigenous community involvement and the financial gain achieved from the sardine run.

The study was conducted in KwaZulu-Natal (South Africa) in the Ugu districts of Hibberdene and Margate, using qualitative and quantitative research methods. The sample for the study consisted of three hundred and twenty nine respondents above the age of 16. The respondents were selected using convenience sampling and had to complete a questionnaire with the assistance of an interviewer.

The objective of the research was to determine the extent to which the indigenous community's services are being marketed during the sardine run events, and how the run contributes to the economic well-being of the inhabitants of the area.

The results of the research revealed that a large percentage of the respondents knew about the sardine run, with males generally having a higher awareness level than females. This finding is important because females often play a major role as breadwinners in their families. The fact that females take a less active role in the sardine run indicates an opportunity that can be exploited by those involved in the sardine run, and by local governmental and non-governmental organisations whose task it is to improve the social and economic well being of the community.

The main issue was that of participation, which is low. A low participation rate has implications for skills development and reflects an opportunity for central and local government, training and educational institutions, organisations involved in the sardine run and local businesses to provide training for unemployed or under-employed youth.

Findings also indicate the indigenous community's, desire to learn more about the sardine run, and to become more involved by being trained for the event. Despite the low level of participation, the community does seem to benefit financially from the sardine run. This study recommends more research on the female participation in KwaZulu-Natal tourism in general.

TABLE OF CONTENTS

PAGE

CHAPTER ONE

1.1 Introduction	1
1.2 Background and rationale for the study	1
1.3 Research problem	3
1.4 Objectives of study	3
1.4.1 Assessment of the knowledge of the indigenous community about the sardine run	3
1.4.2 Perception and attitudes of the indigenous community about the sardine run	3
1.4.3 Assessment of the marketing skills that are required of the indigenous community to contribute to the sardine run	3
1.4.4 An assessment of the level of involvement of the indigenous community in events around the sardine run	3
1.4.5 Evaluation of the monetary earnings of the indigenous community from the sardine run	3
1.5 Delimitations	3
1.6 Limitations	4
1.7 Summary outline of the chapters	4
1.8 Conclusion	5

CHAPTER TWO: LITERATURE REVIEW

2.1 Essence and background of literature review	6
2.2 History of the sardine run	6
2.2.1 The migration of the fish	6
2.2.2 Animal migration and impact to the economies	8
2.3 The characteristics of indigenous communities under study	8
2.3.1 Local indigenous communities of Hibberdene- geographic outline	9
2.3.2 Population- demographic characteristics	10

2.3.3 Population density, development and urbanisation	11
2.3.4 Education and skills development	11
2.3.5 Poverty situation and gender-specific issues	13
2.3.6 Economic analysis: major patterns and trends	13
2.3.7 Summary	14
2.4 Tourism as vehicle for development of local communities	14
2.4.1 Tourism as a contributor to economic development	14
2.4.1.1 The meaning of tourism: movement of people	15
2.4.1.2 Tourism as an industry	15
2.4.1.3 Conclusion	16
2.4.2 The tourist attraction	16
2.4.3 Ecotourism	17
2.4.4 Tourism development and economic importance	19
2.4.5 Segmenting the tourism market	21
2.4.6 Tourism marketing	22
2.4.7 Small and informal businesses and tourism	25
2.4.8 Community involvement in tourism	26
2.4.9 Government role	28
2.4.9.1 Government role in community involvement and development	28
2.4.9.2 Government' role in developing rural communities	30
2.4.9.3 Developing local communities through tourism events	30
2.4.10 Women and tourism	32
2.5 Hindrances towards tourism development	33
2.6 The role of sardine run as a tourism event	37
2.6.1 Sardine run as a tourism event	37
2.6.2 Employment	37
2.6.3 The contribution of the sardine run to economic development	37
2.6.4 Fishing as a means of survival	38
2.7 Summary	41

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction	42
3.2 Qualitative study	42
3.3 Quantitative study	43
3.3.1 Research design	43
3.3.2 Sampling	43
3.3.2.1 Sampling method	43
3.3.2.2 Target population	44
3.3.2.3 Sample size	44
3.3.3 Data collection	45
3.3.3.1 Planning and designing the questionnaire	45
3.3.3.2 Respondent interviews	46
3.3.4 Data analysis	46
3.3.5 Reliability and validity	46
3.3.5.1 Reliability	46
3.3.5.2 Validity	47
a) Content validity	47
b) Face validity	48
3.4 Conclusion	48

CHAPTER FOUR: PRESENTATION OF THE RESULTS

4.1 Introduction	49
4.2 The presentation of the results of qualitative study	49
4.3 The presentation of the results of quantitative study	49
4.3.1 Demographic data	50
4.3.1.1 Age of the respondents	50
4.3.1.2 Gender of the respondents	52
4.3.1.3 The level of education of the respondents	53
4.3.2 Knowledge of the sardine run event	54
4.3.3 Interest in getting awareness of the respondents	55
4.3.4 The participation of the respondents	56

4.3.5 Rate of the respondents' participation	57
4.3.6 Respondents' involvement	58
4.3.7 The alternative job for the respondents	59
4.3.8 The respondents' financial gain	60
4.3.9 Earning in rands	61
4.3.10 Family support from earnings	63
4.3.11 The respondents' training related to the sardine run	64
4.3.12 Summary of the analysis and results	65
4.4 Interpretation of variables relationships with chi-square test	65
4.4.1 Gender and knowledge	66
4.4.2 Gender and participation	68
4.4.3 Gender and involvement	69
4.4.4 Gender and other alternative job	70
4.4.5 Gender and level of involvement	71
4.4.6 Gender and financial gain	72
4.4.7 Gender and family support	73
4.4.8 Gender and training related to the sardine run	74
4.4.9 Knowledge and age of respondents	75
4.4.10 Knowledge and level of education	76
4.4.11 Conclusion	77

CHAPTER FIVE: DISCUSSION OF THE RESULTS

5.1 Introduction	78
5.2 Discussion of the results	78
5.2.1 Demographic results	78
5.2.1.1 Age of the respondents	78
5.2.1.2 Gender of the respondents	78
5.2.1.3 The education level of the respondents	79
5.2.2 Knowledge of the sardine run event	80

5.2.3 Interest in obtaining awareness by those not aware of the sardine run	80
5.2.4 The participation of the respondents	80
5.2.5 Rate of the respondents participation	80
5.2.6 Respondents' involvement	81
5.2.7 The alternative job for the respondents	81
5.2.8 The respondents financial gain	81
5.2.9 Earning in rands	82
5.2.10 Family support from earnings	82
5.2.11 The respondents' training related to the sardine run	82
5.2.12 Conclusion	83
5.3 Comparison of variables	83
5.3.1 Gender and knowledge	83
5.3.2 Gender and participation	84
5.3.3 Gender and involvement	84
5.3.4 Gender and other alternative job	85
5.3.5 Gender and level of involvement	85
5.3.6 Gender and financial gain	85
5.3.7 Gender and people benefit	85
5.3.8 Gender and training related to the sardine run	85
5.3.9 Knowledge and age of the respondents	86
5.3.10 Knowledge and level of education	86
5.3.11 Conclusion	87

CHAPTER SIX: CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction	88
6.2 Conclusions	88
6.2.1 Objective 1	88
6.2.2 Objective 2	89
6.2.3 Objective 3	89
6.2.4 Objective 4	89
6.2.5 Objective 5	90

6.2.6 Summary	90
6.3 Implications of the study	91
6.4 Recommendations	91
6.5 Areas of further study	93
 6.5 LIST OF REFERENCES	 95
 LIST OF APPENDIX	
Appendix A: Letter of information and consent	100
Appendix B: Questionnaire for Tourism Department	102
Appendix C: Imibuzo yomphakathi wase Hibiscus Coast	103
Appendix D: Questionnaire for indigenous community of Hibiscus Coast	106
Appendix E: Comparison table results	108
Appendix F: Chi-Square test results	114
Appendix G: Descriptive frequency results	118

LIST OF TABLES**PAGE NUMBER**

2.1 Synthesis of the added value created by the Senegalese fishing Industry.	40
4.1 Respondents' participation	57
4.2 Earnings in rands	61
4.3 Average earnings per respondent	62
4.4 Family support from earnings	63
4.5 Event knowledge and gender	66
4.6 Awareness interest and gender	67
4.7 Participation in the event and gender	68
4.8 Involvement in the event and gender	69
4.9 Other job involvement and gender	70
4.10 The level of involvement and gender	71
4.11 Event financial gain and gender	72
4.12 Family support and gender	73
4.13 Training required of sardine run and gender	74
4.14 Event knowledge and age	75
4.15 Event knowledge and level of education	76

List of Figures

2.1 Map of Hibberdene area	10
2.2 Education profile of Hibberdene area	12
2.3 Evolution in export and marine fishery in Senegal, 1994-2002	39
4.1 Age group of the respondents	51
4.2 Gender of the respondents	52
4.3 Level of education	53
4.4 Knowledge of the sardine run	54
4.5 Awareness of the sardine run	55
4.6 The participation of the respondents	56
4.7 Respondents' involvement	58

4.8 The alternative job for the respondents	59
4.9 The respondents' financial gain	60
4.10 The respondents' training related to the sardine run	64

Chapter 1 – The problem and its setting

1.1 Introduction

This chapter gives an overview of the reasons for conducting the study on the sardine run and also focuses on the problem statement and objectives of the study.

The study was carried out in conjunction with the Department of Ecology, University of KwaZulu-Natal. This Department is currently conducting scientific investigation into the movement of sardines and it felt that there was a need for a study which examines the marketing of the sardine run as well as how the event has been received on the South Coast. There have been monetary benefits for big businesses like hotels and bed and breakfast, but the purpose of this research is to ascertain the effects on the indigenous community during the sardine run. The study intends to find answers regarding the community's level of participation in and benefit from the event.

Through a personal survey of the rural people of the Hibiscus Coast, especially those in the Hibberdene area, this study attempted to gather information on whether the indigenous community benefited financially from the sardine run and the extent to which the event was used to market indigenous businesses. The method of study encompasses a survey of secondary information and a formal study based on primary information derived from personal questionnaires.

1.2 Background and rationale for the study

During the sardine run on the 14th of June 2005, the researcher visited the Hibberdene area. The purpose of the visit was to observe and compare the participation of the indigenous communities in relation to the non-indigenous urbanised communities. The researcher observed a relatively low level of participation by the indigenous community. Indigenous community in this study refers to Black people who reside in the area while resident community refers to White, Coloured and Indian communities who reside in the urban area. Discussions were held with people from the indigenous community about their knowledge of

the event. Some respondents did not know about the sardine run being an event of any relevance. Some respondents expressed knowledge about the event but were not participating in it.

The sardine run draws local and international tourists; there is no doubt that there are financial gains that can be made from the event. People who might be benefiting from the event are those in the hospitality industry and other local business people who get the sardines for resale.

The lack of indigenous community participation may place at risk the future development of the sardine run events for the following reason:

- Members of the community might commit crimes like theft, muggings and rape on international tourists which can lead to the decline in numbers of tourists who attend the event.

This study intends to determine whether the whole event has economic benefits for the indigenous community. Such information is important because many people in the Hibberdene area are very poor. Most of the breadwinners seek employment in Durban, which is very far from Hibberdene. They do domestic work and are labourers. If the sardine run has financial gains, it is possible that a lack of knowledge prevents the indigenous community from participating.

The study also aims to determine:

- the level of knowledge possessed by the indigenous community about the sardine run and why their services and products are not being marketed; and
- the level of marketing skills that that in existence in this particular community.

The information generated can be of assistance to the local government and municipality in addressing the issue of skills development in the area. The Skills Development Act was passed in 1998 to address the skills shortage in communities. Funds are available through the Department of Labour to train people, but there has not been any research to determine which skills are needed by the Hibberdene community and particularly skills that can be used to exploit the opportunity presented by the sardine run.

The findings of this study are to be made available to the local municipality as well as the people of the community.

1.3 Research problem

The sardine run has been hailed as a big event in the South Coast of KwaZulu-Natal. This research intends to address the question about the economic impact of the sardine run on the indigenous community of the South Coast to determine the following: the awareness of the event, the current level of participation and socio-economic opportunities presented by the event. There is a need to determine whether the event provides an economic benefit to the indigenous community.

1.4 Objectives of the study

The overall objective of the study is to identify to what extent the indigenous community services are being marketed during the sardine run events, and how the run contributes to the economic well-being of the inhabitants of the area.

Sub-objectives of the study are the following:

- To assess the knowledge of the indigenous community about the sardine run;
- To determine the perception and attitudes of the indigenous community about the sardine run;
- To assess the marketing skills that are required by the indigenous community to contribute to the sardine run;
- To assess the level of involvement of the indigenous community in the associated events; and
- To determine the direct financial benefits from the sardine run, that are drawn by the indigenous community.

1.5 Delimitations

This study is confined to the indigenous community of Hibberdene on the KwaZulu-Natal South Coast. Hibberdene falls within the Ugu district, thereby covering the Hibiscus coast municipal area. The sardine run study was carried out in conjunction with the Department of

Ecology at UKZN, who have indicated that this area is of interest because it is visited by many tourists and it is one of the main areas, and often the first area, where the sardines beach.

Owing to financial and time constraints, the research could only be conducted within the Hibberdene area and not the entire coastline along which the sardine run occurs.

1.6 Limitations

The fact that the sardine run is an annual event is a limitation since the interviews had to be conducted before or after the event took place. However, this is not a severe limitation as the study was structured in such a way that any time before the event, respondents could be questioned on their previous experience of the event. This limitation can be ignored. The interviews were done in 2005.

Secondly, the sardine run affects most of the Hibiscus coast which stretches from Hibberdene in the north to the town of Port Edward in the south, but only information from Hibberdene was used. Hibberdene has an indigenous community in close proximity to hotel accommodation and the launching sites of boats; it is a suitable focus for the study.

Thirdly, the sardine run is a natural phenomenon that can be anticipated but cannot be predicted with any certainty as to the timing and the extent to which it is going to happen. Observations made at what could be the pinnacle of the sardine run season may differ somewhat when compared to another season. This limitation can also be ignored.

1.7. Summary outline of the chapters

This section outlines the remaining chapters of the study.

Chapter 2: Literature review

This chapter reviews literature pertaining to the sardine run. The chapter starts by way of introducing the ecological case for the migration of the animal species. This is followed through by the growing interest from local and international tourists to experience such events. The chapter then shifts to discussions on the role of tourism as a vehicle for

development. The hindrances towards tourism based economic development are discussed. The discussion then emphasises the involvement of local communities in tourism and ecotourism events. The sustainability of tourism based development is then discussed. Lastly, the sardine run is discussed as a tourism event as well as its current contribution to economic development.

Chapter 3: Research Methodology

In this chapter, an overview of the research methodology is presented, including data collection and description of the research design. The nature of the research sample is described and research instruments are discussed. The procedure for the collection of data and their analysis are explained.

Chapter 4: Presentation of results

Chapter 4 presents the results of the research. It contains the findings of the study. A detailed presentation of chi square test results and graphical presentations is made. Interpretation of the results is also done.

Chapter 5: Discussion of findings

This chapter provides the discussion of the findings of the study. A detailed discussion of the questions is presented.

Chapter 6: Conclusions and recommendations

This chapter contains a summary, conclusions and recommendations of the study. All the objectives of the study are discussed in detail.

1.8 Conclusion

This chapter discussed the background of the study, research problem, and objectives of the study, delimitations and limitations. An outline of the chapters was also presented. In the following chapter, the literature review covering tourism and sardine run will be discussed.

Chapter 2 – Literature review

2.1 Essence and background of literature review

Migration of animals is a process that involves a round trip movement between two areas, to seek a more suitable breeding place, a greater food and water supply, or other more favourable environmental conditions (Dictionary of Science and Technology, Academic Press : 1992, 1380). Sardine fish is one of many species which follows this process.

In South Africa, it has been observed that the annual sardine run event has drawn the attention of an ever increasing number of tourists who come from all over the world to experience the event. Many researchers have researched how tourism events bring revenues for the country, ignoring the fact as to who are the beneficiaries of the revenues. Research has not been undertaken on the role that should be played by the local communities in tourism.

Before focusing on the specific event, i.e. the sardine run, it is necessary to review how tourism has played its role in developing local communities. It is also necessary to discuss the importance of the sardine run as a tourism event. However, first a short history of the sardine run is presented.

2.2 History of the sardine run

2.2.1 The migration of the fish

According to the Encyclopedia Britannica (2005: 450), sardines are small silvery, elongated fish with a single short dorsal fin, no lateral line and no scales on the head. They range in length from 15 to 30 centimetres and live in dense schools. Sardines migrate along the coast and feed on plankton. The species found on the South African coast is of the genus *Sardinops*.

Once a year during the winter months, July to August, the shoals of sardines leave their breeding grounds off Cape Agulhas and head north alongside the KwaZulu-Natal south coast. This annual migration sees vast numbers of sardines followed by predatory species such as sharks and dolphins that feast on the sardines.

In this study of the sardine run, it is very important to understand the kind of fish that sardines are and their scientific reasons for their movement. For the tourism event to be successful, it will depend on whether sardines have opted to move or not. Patterns of movement can assist the planners to understand the whole cycle of the event. Hence, a brief description will be given in this chapter about the scientific movement of sardines.

Sardines rely on phytoplankton and other minute free floating aquatic animals called zooplankton for food, as do their close relatives, the anchovies and herrings. Collectively, these small fish comprise twenty five percent of the world's fish catch by weight and thus form the most valuable group of fish (South African sardine run: big animals in congregation, 2006). It appears that sardines are fished for various purposes that include human consumption, animal feed, oil and as bait.

According to South African sardine run: big animals in congregation (2006), sardines are typically found in water with temperature ranging from fourteen to twenty degrees Celsius. During the winter months of June and July, the penetration of cooler water, eastwards along the Eastern Cape coast towards Port St. Johns, effectively expands the suitable habitat available for sardines. From the Port St. Johns region northwards, it is likely that a cool, northerly flowing counter-current, flowing inshore of the southerly flowing Agulhas current, may be one of the factors responsible for the leakage of large shoals of sardines further north in what has traditionally been known as the Sardine Run. Hence, the change in weather could affect the sardine run.

Upwelling of cool water along this section of the coast caused by northeasterly winds may also assist in the movement of large shoals of sardines northwards. The cool band of water inshore is critical to the run. If the water is too warm i.e. over twenty degrees celsius or sixty eight frosty, the sardines will remain in the cooler water further south or move northwards further offshore and at greater depths where the water is cooler, consequently, making themselves unavailable to the seine-net fisherman and many of the predators associated with them. This trend was the case in 2003 when unseasonably warm sea surface temperatures of twenty one to twenty three degrees celsius or seventy or seventy four frosty were recorded off southern KwaZulu-Natal coast during the months of June and July (South African sardine run: big animals in congregation, 2006).

2.2.2 Animal migration and impact to the economies

It appears that there are two most important things about the sardine run. Firstly, the migration process brings tourists to the coastal region and, secondly, the sardines are consumed by human beings. This finding is supported by Baker (1980: 92-93) who states that the movement of fish is so important economically that all leading fishing nations have government-sponsored tracking programmes and many have their own research establishments. More money and effort is put into studying the migration of fish than of any other group of vertebrates. Information is needed about where fish spend the different stages of their lives and, most importantly, the locations of their spawning grounds and nursery areas. The interdependence of fish species dictates that, to present a balanced picture, a broad perspective must be maintained with regard to monitoring and research.

To support the migration process, the Mara group ranches are effectively subsidizing the migration of Wildebeest to the benefit of the world community at an opportunity cost to themselves for not growing wheat or raising better cattle to the tune of millions of dollars (Mari and Croze, 1999: 45).

In the following sections, more attention will be focused on tourism as a vehicle for development of local communities. It is also important to provide the background information about the area under study, that is, the community of Hibberdene. The community's living pattern will be discussed. The community's background information, which is their economic survival and poverty situation, will assist in designing the questionnaire.

2.3 The characteristics of indigenous communities under study

This section discusses the geographic patterns of the Hibberdene community, their population density, economic analysis, education and poverty situation. Note that the only published literature on the Hibberdene community was found in Municipal profile (2001).

2.3.1 Local Indigenous communities of Hibberdene - geographic outline

The lower KwaZulu-Natal coast goes by the name of Hibiscus Coast, which is an urban conurbation from Hibberdene in the north, including the bigger town of Port Sheptone and ends further south in a smaller town called Ramsgate. Two spatial logics define this area. The first one is coastal. The second is inland. The functional area of the region can thus be described in relation to these two parameters (Guyot, 2000).

Municipal profile (2001) reveals that the Ugu district municipality, of which Hibberdene is part, is one of the ten districts that make up the KwaZulu-Natal province. The IsiZulu word "Ugu" means "coast". The area is bordered on the north by the eThekweni municipality and on the western side by the uMgungundlovu and Sisonke municipalities and the Eastern Cape Province. The eastern boundary is the Indian Ocean.

The district consists of six local municipalities. Figure 2.1 is a map showing boundaries of the six local municipalities. These local municipalities also incorporate a number of defunct transitional local councils starting from Scottburgh-Umzinto in the north to Port Edward in the south, as well as from Port Shepstone in the east to Harding in the west.

The overall district municipal area is 5866 km² in extent and enjoys a coastline of some 112 kilometres with 42 estuaries. Mineral deposits found in the district include gold, asbestos, limestone, kaolin, bauxite, graphite, copper and nickel. Of these minerals, only limestone is mined on a large scale within the marble delta at the confluence of the uMzimkhulu and UMzimkhulwana Rivers (DWAF, 1999-2000).

Figure 2.1 Map of Hibberdene Area (Map showing location of Hibberdene within the province of KwaZulu-Natal)



Source: SA routes (2005)

2.3.2 Population: demographic characteristics

Based on the 1996 national census, the district has a population of approximately 667 000 people. There have been some reservations raised about the accuracy of the 1996 census data. Another source of demographic information is estimated the Hibberdene population to be around 687 735 (DWAF, 1999-2000). It is also estimated that there are approximately 102 237 households in the Ugu District. The Independent Electoral Commission (IEC) and the Municipal Demarcation Board drew their population statistics from the 1996 national census, which is believed to have undercounted the extent of the population in the area. The majority of the district's population is under 20 years of age. Population composition by gender shows that 54% of the population is female whilst 46% is male. This demographic profile suggests the needs of the current and future population to be education, health, recreation and welfare facilities for the youth, and access to employment opportunities for the economically active section of the population. This profile also calls for initiatives targeting women headed households in the district. An important aspect of this profile is that it reflects

an age group that is more vulnerable to HIV/AIDS, crime and violence (Municipal profile, 2001).

According to DWAF (1999-2000), approximately 16% of the population is located within the urban coastal strip and approximately 84% is located in the rural areas. The rural areas are characterised by a low density and dispersed settlement patterns.

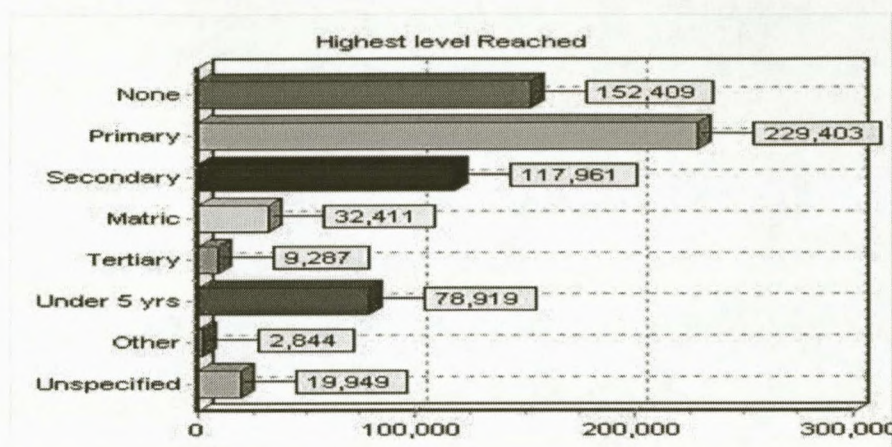
2.3.3 Population density, development and urbanisation

The major developments within the district have taken place in a four to ten kilometre strip along the coast. This coastal strip generally has well developed infrastructure and services and forms the economic base of the district. Only limited infrastructure development has taken place within the inland region, which was the former KwaZulu-Natal districts before 1994. Consequently, there is a noticeably uneven development within the district. It is this distribution of natural and economic resources that informs the present population densities. On the one hand, this distribution has resulted in noticeably high-density settlements in coastal areas, mission stations, industrial and commercial centres. On the other hand, the majority of the district's people reside in rural/traditional settlements varying from 120.21 to 368.29 persons per square kilometre (Municipal profile, 2001). For the hinterland inhabitants who are essentially black, the coastal towns stay as areas of potential jobs, the rest of the coastal tourism having been controlled by the white population (Guyot, 2000).

2.3.4 Education and Skills Development

The population education profile of Ugu, as shown on the Figure 2.2 below, suggests a great need for focus on educational development. The key challenges are to improve literacy rates.

Figure 2.2 Education profile of Hibberdene area



Source: Municipal Profile (2001:8)

Skills development in the district is regulated through the Skills Development Act No. 97 of 1998. The Act calls for the establishment of 27 sector education-training authorities (SETA). Each sector, such as tourism and hospitality, health and welfare, forestry and energy, is represented by a sector education and training authority (SETA). The SETA focuses, amongst other objectives, on:

- The educational and training needs of the employers, employees and The unemployed people;
- The potential for coherent occupational structures and career paths;
- Consensus between labour, employers, employees and the unemployed;
- Development of a sector skills plan;
- Promoting gender equity throughout the sector; and
- The usage of a proportion of levies derived from the national skills fund for skills development.

The Ugu district municipality falls under the local government, water and related services SETA. The Municipality's skills development facilitator promotes the investment in people programme. This programme aims at attitude change competencies which are in keeping with best practice on a global scale and skills which are beneficial to people and organisations. A district level SETA for the sector still needs to be established. Local knowledge with a focus

on the rural community's employment needs is basic to SETA representation. Central to this process is ensuring gender equity throughout SETA activities (Municipal profile, 2001).

The district chamber of commerce is promoting the SETA concept. The Services SETA has been established at a district level; eighty percent of the Services SETA is made up of small, medium and micro enterprises employing less than twenty people. Some of the services that the SETA represent are: marketing, public relations, rental and hiring, property management, valuation, estate agency, beauty, cosmetology, funeral services, project management, postal services and domestic workers. There is a learnership programme focusing on the unemployed, previously disadvantaged people, women, disabled people and the youth. Economic empowerment of women and gender awareness is basic to the equity goals of the SETA.

2.3.5 Poverty situation and gender-specific issues

The provincial Department of Social Welfare and Population Development is one of the most well known government departments in the district. This popularity stems from the fact that 66,000 households are living below the proverbial bread line minimum level and, therefore, rely on direct and indirect grants to survive. It is also noted that according to census information, the number of women-headed households is the same as the number of households living below the minimum living level. This finding, however, should not be understood to mean that all women-headed household are below the minimum living level. The district has an average dependency ratio of 1:3 (Municipal profile, 2001).

2.3.6 Economic analysis: major patterns and trends

The Ugu district has a stable manufacturing base, with some two hundred and thirty five industries supporting a consistently higher growth rate than the rest of KwaZulu-Natal. Port Shepstone is the administrative centre of the district and it is identified as the district service centre. Port Shepstone is, hence, the major employment centre within the district. The district has a significant population, which receives employment in centres such as Durban and Pietermaritzburg.

With regard to the distribution of business sectors, Port Shepstone is dominant in respect of government and commercial work opportunities. Transport, commerce, and manufacturing are important economic sectors for job opportunities.

Other employment centres within the district include Margate, Izingolweni, Harding, Umzinto, Scottburgh and Dududu. The Port Shepstone magisterial district contributes about 44% of the gross geographic product and the community services sector is dominant in the hinterland areas. The district generally known as the South Coast, uses the coast and sea as primary tourist attractions complemented with golfing, scuba diving, whale watching and the sardine run. The bulk of tourism facilities and amenities, and of tourist and special interest attractions complement the spatial framework and are, therefore, found along the coastal corridor. The total number of beds offered by the holiday facilities above is 51000 in the Hibiscus Coast; more than 50% of these beds are found between Shelly Beach and Port Edward. The hinterland holds a wealth of tourism potential, yet it remains largely undeveloped as an adventure, eco and cultural tourism destination. Attractions include potential sites such as the Msikazi Mountain, Execution Rock and Mfangisale. Ugu is home to four of the five private commercial game farms in KwaZulu-Natal. These are the Solana Game Park, which lies off the inland N2, between Paddock and Ezingolweni; the Mbumbazi Game Reserve just outside Margate, the Nyamazane Game Ranch at Ezingolweni and, lastly, the site of the Oribi Gorge Hotel area (Municipal profile, 2001).

2.3.7 Summary

This section concludes that the Hibberdene area requires development to alleviate poverty. The following section will look at the role of tourism in developing local communities.

2.4 Tourism as a vehicle for development of local communities

There are specific examples in South Africa where there was one main driver of economic and also social development in a particular area. In the Gauteng province, rapid economic development was on the back of gold, the commodity available there. Another example is the rapid development in the town of Kimberley, in the Northern Cape province. The presence of diamonds was the main driver towards economic development. Whereas the actual mining activities were not sustainable over a long term, extensive industry was created in order to

support the mining activities. Such diversified 'support' industry has evolved and survived over the longer term, ensuring that economic activities are sustained in the former mining areas. The north western part of Gauteng province, the Magaliesberg, offered beautiful views of the mountains for city dwellers. Due to market demands, the once sparsely inhabited rural area now boasts a large number of hotels, conference centres and private game parks. This hospitality industry is now the main income generator and driver of development in the area. Another example is the development of hotels in the Drakensberg mountains. There is a growing tourism consumer market as more people become affluent. The last two tourism based examples are regions that really had nothing else to offer of value other than their tourism attractiveness. Tourist attractions, when properly exploited, can bring about economic development (Cleverdon, 2002).

2.4.1 Tourism as a contributor to economic development

2.4.1.1 The meaning of tourism: movement of people

Holloway (2002: 2) describes tourism as the temporary short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations. Tourism includes movement for all purposes, as well as day visits or excursions.

2.4.1.2 Tourism as an industry

Elliot (1997: 20) describes tourism as an industry or a series of industrial sectors such as hotels, restaurants and transport, all loosely grouped together, which provide services for tourists. Tourism can also be defined as an experience from the tourist's point of view, an experience of relaxation and pleasure. For the host communities, tourism can be viewed as pleasurable and profitable, or as a troublesome nuisance.

According to Hall (2003:15) the tourism industry consists of many interrelated parts. It is an industry with many components, hospitality, marketing, government regulation, and service, to name but a few. It is clear that impacts in one part of the tourism industry have significant implications for other sectors. For example, the opening up of a new transport route to a

previously neglected destination has substantial implications for the development of tourism at that destination.

Lickorish and Jenkins (2003:68) write that contributions received by government from tourism may be direct or indirect. Direct contributions arise from charging taxes on income; for example, private and company incomes generated by tourism employment and business. Indirect sources of income will mainly comprise the range of taxes and duties levied on goods and services supplied to tourists. In order that governments may raise revenue, there has to be some level of economic activity.

2.4.1.3 Conclusion

Tourism can be defined as the movement of people from one place to another. During the movement process the tourism industry offers to provide basic needs to the people, for example, accommodation, food or sight seeing at a cost. The tourism industry plays a major role in attracting tourists. In the following section, the tourist attraction as well as ecotourism will be discussed.

2.4.2 The tourist attraction

According to Ntuli and Potgieter (2001), South Africa is rich in tourist attractions. These attractions include accessible wildlife sanctuaries, unspoiled landscapes or beaches, wilderness areas and indigenous forests, diverse cultures, sunny and mild to hot climate and a well developed infrastructure. These features attract not only local but also foreign tourists.

This attraction, argues Holloway (2002), prompts the tourist to travel in the first place, but the concept of an 'attraction' is a very broad one, encompassing a great many different sights and sites. The term is used synonymously with destination; the attraction of a holiday by the sea primarily consists of warm water, a good beach and a pleasant climate. The attraction of a trip by car through the countryside is the scenery, but this trip will be heightened for some by the occasional stop at a village for a walk around and a visit to a pub, while for others the pleasure of the trip may be a picnic stop.

Bennett (1995:9) identifies two prominent types of tourist attractions, the first one being natural attractions which have their origin in the physical environment and are usually determined by one or more of the following factors: landscape, animals, plants, beaches, geographical features and water. Outstanding examples of natural attractions in South Africa include the Kruger National Park, Clifton Beach, the flowers of Namaqualand, Robben Island, the Sterkfontein Caves and the St. Lucia Wetlands. The second type of tourist attractions are socio-cultural attractions, which relate to historical, religious, scientific, administrative, cultural events, such as the battlefields of Isandlwana, Blood River and Majuba, war graves, religion, traditional African art and craft centres.

2.4.3 Ecotourism

Goodwin (1996) says that ecotourism has been variously defined. All definitions of ecotourism emphasise that it must take place in natural areas, which could include state managed protected areas, private land and communal land. The key criteria for ecotourism are:

- The activity must be environmentally and culturally sensitive;
- The activity must directly benefit conservation and local people who, in turn, have an incentive for conservation; and
- The activity must be self-sustaining within the context of the natural and cultural habitats in which it takes place.

According to Hammit and Symmonds (2001), the primary objective of ecotourism management is to conserve the natural and cultural diversity while, secondarily, providing for an acceptable level of tourism or recreation.

According to Stone (2002), ecotourism is one of the fastest expanding tourism markets. Ecotourism has received much attention in developing countries and economically impoverished regions around the world. As an agent of change, ecotourism has been linked to sustainable development strategies and initiatives in many places. However, ecotourism can induce a variety of both positive and negative environmental, cultural and socioeconomic impacts at a destination. Ecotourism provides the tourist with a quality nature experience, generates funds and support for conservation efforts, has minimal environmental impact and provides socioeconomic benefits to local host communities. While there is evidence that

ecotourism's espoused benefits can be realized, there are equally as many, if not more, cases where ecotourism has fallen short of its proposed objectives. Indeed, ecotourism's impact has been highly variable. At the same time, some have criticized that there have been relatively few practical assessments of ecotourism's status at specific destinations. The existing tourism-park/resource-community relationships and impacts are evaluated at Jianfengling and Diaoluoshan National Forest Parks, in Hainan Province, China. Hainan, although endowed with a wealth of natural resources, is one of China's most economically backward provinces. Ecotourism has been identified as an important provincial strategy for balancing economic growth and conservation.

Gilberto (2004) articulates that sustainable tourism development strategies are regarded as suitable for developed countries, while pro-poor tourism strategies are seen as suitable approaches for underdeveloped countries. Both approaches stress the importance of local community-based or collaborative tourism management. The goal of these strategies is for local communities to achieve a more equitable share of benefits accruing from tourism development. Policy changes need to be brought about to ensure sustainable tourism development on Bazaruto Island. From an economic perspective, one would wish to examine the economic returns to tourism, ensuring that as many of the benefits as possible stay within Mozambique while some accrue to local community members. In addition, from an ecological perspective, it would be necessary to ensure that much of the pristine environment is retained. The local community would wish to ensure significant participation in preserving and promoting its culture as part of the development of tourism.

Young (1993) points out that the increase in the popularity of tourism has led to the rise of mass tourism which has begun to place tremendous pressure on tourist destinations. Ecotourism, or sustainable tourism, is seen to be the only solution to curb the negative effects of mass tourism. It is, therefore, argued that resources used by the tourism sector are finite rather than renewable and that the use of these resources should be controlled so that they may be passed on to future generations. In fundamental contrast to traditional tourism, ecotourism places greater emphasis upon environmental protection, education and preservation of the local culture. Ecotourism can also play a significant role in providing economic benefits that, in turn, provide incentives for nature conservation. Ecotourism, therefore, presents an excellent opportunity for local economic development, provided the area has tourist attractions. Ecotourism is, therefore, seen as a way to develop a region or

town while simultaneously conserving the environment. Tourism planning aimed at conservation will, therefore, ensure that the advantages of tourism, in the form of ecotourism, will be optimised in the long-term.

2.4.4 Tourism development and economic importance

Gaisford (1997) investigates the situation regarding tourism as a sustainable land use and development option in the eastern Tsumkwe district in China, as part of a mixed economic strategy for the area. It is examined as a form of supply-led, sustainable form of ecotourism, mitigating against many of its negative impacts and enhancing many of its positive impacts. It is also examined as a necessary component of Community-Based Natural Resources Management (CBNRM), linking conservation of natural resources and wildlife with benefits. It has been found that tourism does not provide the solution for all development problems. A number of threats and constraints on a local, regional and national level have been found to be impeding tourism and development. The decimation by the Herero of the wildlife is posing a threat to tourism, as is the movement of the Hereros, with their conflicting land use patterns, resulting in the degradation of natural resources. Tourism in the area is uncontrolled. The sustainability criteria have not been met. Management strategies at local level are necessary. Constraints on community management and control include problems with community representative decision-making and leadership structures, inadequate institutional capacity, and the lack of clearly defined rights and authority over natural resources. Further constraints include the remoteness, relative inaccessibility and lack of facilities. It appears that tourism should remain small scale and form part of a mixed economy in the area.

Ali (1998) stipulates that the peripheral region of South Sinai in Egypt is experiencing large-scale tourism development on the Gulf of Aqaba coast. Its Bedouin community is facing great challenges in its struggle for livelihood and transformation from a pastoral and fishing community to an urbanized one. It is revealed that the contextual sources of rapid development, beginning in 1986, included urban, economic, and national defence policies; increased integration within international tourism markets; and support from international aid agencies. It is concluded that the tourism development boom contributes to Bedouin marginalization. Bedouin livelihood no longer depends on fishing and grazing as a means of subsistence as expansion of tourism resorts along the coast has displaced other land-uses and denied Bedouin fishermen access to the sea. Tourism resorts and tourism operations,

controlled by multinational corporations, leave little economic benefits to local Bedouins who engage in marginal tourism-related activities. Migrant entrepreneurs from other parts of Egypt compete with Bedouins over work opportunities. Regional and local plans point to increased tourism development and in-migration. This trend will result in further marginalization of Bedouins if development planning does not consider Bedouin interests.

According to Albertyn (2002), more than half of the population of Southern Africa live in rural areas and lead a marginal existence. They are dependant on natural resources that are at their disposal for their survival. The resources that they use are renewable but are currently exploited faster than they can be replaced. The pressure that the rural populations are placing on nature cannot be sustained. The concept of "sustainable development" came into being in 1987. The principle of this new concept was to permit development to meet the needs of the present generation without compromising the ability of future generations to meet their own needs. Sustainable development proposes a lifestyle that preserves nature as well as social and cultural characteristics of a community. The tourism industry of Southern Africa has great potential and is still growing. Ecotourism, the idea of nature based tourism that will benefit both the socio-economic circumstances of the community and conservation, has increased in the past ten years. If ecotourism is managed correctly, it can be the answer to poverty in many rural communities and, at the same time, conserve nature. There are organisations that concentrate on sustainable rural development and that introduce communities to the potentials and benefits of the tourism industry. There are already communities that adopted this new paradigm with great success.

According to Saayman and Olivier (2005), tourism in South Africa is the fastest growing industry and contributes about 7.1% of the Gross Domestic Product. South Africa is the fastest-growing tourism destination in the world, with 6.4 million tourists having travelled to the country during 2002. Overseas arrivals increased by 20.1% during 2002. All of South Africa's key markets posted double-digit growth for the year, with Europe up 24.2% and North America up to 9.2%. There was also an increase of 20.7% in travel from Asia, and 14.5% percent from Australasia. Africa, contributing the bulk of foreign arrivals into South Africa, grew by 2.1% with close to thirty five thousand additional arrivals from Kenya, identified as one of South Africa's key emerging markets. The 2003 first quarterly tourist-arrival statistics showed an increase of 11.3% compared with the same period in 2002. South Africa maintained its 2002 performance in the first quarter of 2003, despite adverse global

conditions which included the war on Iraq, recession in three of the world's major economies and the outbreak of Severe Acute Respiratory Syndrome. This performance compared favourably with many of South Africa's competitors, who recorded sharp decreases across the board during the same period. Saayman and Olivier (2005), further mention that tourism employs about 3% of South Africa's workforce and is regarded as potentially the largest provider of jobs and earner of foreign exchange. It is projected that in 2010, the South African tourism economy will employ more than 1.2 million people. Tourism is the fourth-largest industry in South Africa,

It can be concluded that tourist attractions and ecotourism present the potential for sustaining development by preserving the heritage of the country. However, what cannot be overlooked is the threat that ecotourism posed in marginalisation of local communities. The tourism destination is considered to be a priority in the satisfaction of tourists but it is very important to understand the customers in terms of their choice. The following section will discuss the tourism marketing as well as market segmentation.

2.4.5 Segmenting the tourism market

Market segmentation allows a business to determine the buying habits, patterns and preferences of different types of consumers, thereby splitting the heterogeneous total market into homogeneous segments containing people with similar needs and buying habits (Foster, 1988: 217).

Market segmentation is, therefore, defined as a process of dividing a heterogeneous market into fairly homogeneous subsets of customers and provides the following benefits to businesses, according to Strydom et al. (2000: 102):

- It compels businesses to focus on customer needs as attention is paid to each segment;
- It helps to identify new market opportunities, for instance, after dividing the mass heterogeneous market into a homogeneous market, opportunities may be identified through unsatisfied needs of consumers;

- It provides guidelines for the development of separate marketing mix elements for each segment; and
- It helps guide the proper allocation of marketing resources. A large and growing market may be allocated a greater portion of the marketing budget as opposed to the shrinking market.

Strydom et al. (2000: 105) furthermore suggest that, for a segment to be selected, it must possess certain characteristics such as:

- It must be measurable, in terms of size, purchasing power, potential profit and profiles of the segment;
- It must be large enough. This size allows the company to generate profit in order to repay costs of developing the segment;
- It must be accessible through advertising and distribution;
- It must be actionable. This means that it must be possible to develop the marketing offering in order to reach the market segment; and
- It must be differentiable, which requires that different market segments possess different needs.

To capture ecotourism benefits, local entrepreneurs and authorities must first understand the different types of tourists or potential tourists who come to the area. The market needs to be segmented. Market segmentation entails identifying the characteristics of visitors seeking particular sets of benefits for their tourism purchase. Steps need to be taken in order to gain a good understanding of how consumers choose between similar services. This process is the role of marketing in tourism and, therefore, tourism marketing will be discussed in the next section.

2.4.6 Tourism marketing

Fyall and Garrod (2004: 43) state that tourism marketing is the managerial process of anticipating and satisfying existing and potential visitor wants more effectively than competitive suppliers or destinations. The management of exchange is driven by profit, community gain, or both, either way, long-term success depends on a satisfactory interaction between the consumer and supplier. It also means securing environmental and societal needs as well as core consumer satisfaction.

According to Hannam (2004), tourism marketing and promotion is clearly essential for successful tourism development but is sometimes overlooked. Tourism marketing is no longer concerned simply with representing or conveying an image of a place, but with attempting to sell an experience of a place by explicitly relating to the lifestyles of consumers.

Cleverdon (2002) points out that marketing need not only attract tourists but also manage their travel patterns. To spread the benefits of tourism, it is vital to encourage more tourists to visit places other than Cape Town and the Kruger National Park. He further mentions that marketing is also needed to create a culture of recreation travel among the middle-income African market.

Saayman (1997) points out that effective marketing of tourism has the potential of raising the tourism industry in South Africa to become the country's main source of income. The tourism market consists of potential tourists with specific needs, and who are prepared to spend money on a unique experience. Market segmentation is used to trace this potential tourist and to provide for his/her specific needs.

Success in marketing does not necessarily mean attracting more and more tourists, but establishing a secure and appropriate market (Ashley and Roe, 2002). However, they further indicate that price, product quality, reliability and the characteristics of the wider destination all contribute to commercial attractiveness. Therefore, if pro-poor tourism products are to compete with the vast array of other tourism products on offer, then quality and reliability are essential.

Buhalis (2001) argues that the marketing of destinations should balance the strategic objectives of all stakeholders as well as the sustainability of local resources. The vast majority of third world destination marketing is created and distributed by first world promoters who are economically motivated to sell a particular brand of fantasy to a first world market.

According to Hannam (2004), in marketing terms, a brand is a unique combination of product characteristics and added values that have taken on a particular meaning in the minds of consumers. When consumers make brand choices about products including destinations, they are making lifestyle statements since they are buying into not only an image but also an

emotional relationship. Tourism destination brands are reaching beyond the tourism industry and are now seen as integral to wider processes of economic development.

Saayman (1997) says that safety is seen as the single most important factor determining a tourist's choice of a destination. Even though South Africa scored well in scenery, wildlife and nature as well as value for money, these aspects were regarded as less important than safety. Government, at all levels, has an important role to play in guaranteeing tourist safety, for example, by the introduction of tourist policing in order to combat crime against tourists, as was done in Durban. Tourism marketing has two dimensions, namely, external and internal marketing. External marketing consists of the offer of the right value package to the right tourism market at the right time and place, using the right methods. Internal marketing aims at achieving and maintaining acceptable levels and active support for the whole destination community. This support includes transport, accommodation, attractions, entrepreneurs and local authorities.

In conclusion, tourism marketing incorporates the following factors:

- that the marketing of destinations should balance the strategic objectives of all stakeholders as well as the sustainability of local resources;
- tourism products are to compete with the vast array of other tourism products on offer;
- quality and reliability are essential; management of exchange is driven by profit, community gain,
- tourist safety as well as maintaining acceptable levels and active support for the whole destination community.

Once the tourism industry has been understood, in terms of destination and customer satisfaction, the question that arises is what shape tourism should take so as develop local communities, is it large corporate or small business. The following section will look at the role played by small and informal enterprises in the tourism sector.

2.4.7 Small and informal businesses and tourism

Kirsten and Rogerson (2002), state that one theme that has not received adequate attention in South African tourism research is a specific examination of the prospects for developing the SMME economy in the tourism sector. The neglect of SMMEs in tourism studies is surprising, given the emphasis placed on entrepreneurial opportunities in the White Paper (1998) on the development and promotion of tourism in South Africa. In addition, the department of environmental affairs and tourism's development strategy of 1998 to 2000 highlights the ability of the tourism sector in South Africa to both accommodate and be conducive to SMME development.

"Informal tourism enterprises, however, can assume a critical role in improving the livelihoods of poor communities and alleviating poverty. In rural areas of the developing world, self-employment linked to formal sector tourism may be extremely important in terms of its impacts on livelihoods. Although informal enterprises are often either neglected by governments in tourism planning or viewed as a nuisance and subject to official harassment, their role is given considerable attention in initiatives for developing a pro-poor tourism agenda. It is argued that the informal tourism sector is where opportunities for small-scale enterprise or labour by the poor are maximized. Improving the access of local informal entrepreneurs to tourism markets is therefore an essential element of alleviating poverty" (Kirsten and Rogerson, 2002: 159).

They further point to another interesting aspect called small enterprises and poverty alleviation. They point out that it is recognized that informal tourism enterprises in developing countries occupy the bottom rung of the ladder of entrepreneurship. Several studies have disclosed that the sellers or suppliers of handicraft goods, street guides and the providers of petty transport services are marginal to, but simultaneously dependent on, the dominant or larger tourism enterprises (Briton, 1982; Schafft, 1982; Crick, 1992; Timothy and Wall, 1997; Dahles, 1998 quoted in Kirsten and Rogerson, 2002). This dependence creates difficulty for most informal tourism enterprises to become established small enterprises. Business linkages are a way of involving local entrepreneurs and enable SMMEs, run by indigenous or local entrepreneurs, to participate in the dynamic segments of a growing market economy. Further outsourcing opportunities in tourism are identified in a host of activities, including food supply, handicrafts, laundry services, furniture production, transport services and guiding.

On the topic of cooperation, Hall (2003) states that the central role of 'community' in tourism planning has come to be recognized as one of the tenets of sustainable and socially responsible tourism. According to Hughes and Vaughan (2002), the critical point is not the lack of enthusiasm or willingness but the absence of basic skills to begin the process of entering the market as an SMME. Rogerson (2002) further points out that support structures for training a group of emerging tourism entrepreneurs are currently non-existent. Support structures for incorporating historically disadvantaged communities into the tourism economy are virtually non-existent and there is a lack of finance by the community to facilitate their entry into the tourism economy.

Harrison (1995) states that where indigenous entrepreneurs do emerge, they often come from those with existing links to the wider business community. Some entrepreneurs may be 'marginal; for example, ethnic Chinese in Malaysia whose experience elsewhere has increased their expertise and access to funds. Structures inherited from the past may prevent individuals or groups from developing entrepreneurial talents or restrict them to specific market sectors. In Kenya, only local owners of up country hotels catering for domestic tourists were successful and almost every venture undertaken by indigenous large scale investors in hotels collapsed.

Small and informal businesses can play a major role in involving local communities in tourism sector as well as poverty alleviation. However, the lack of financial and skills development support from the government is an obstacle. Small businesses are one way of facilitating indigenous community participation. However, there are other ways of involving the community in the tourism sector. The following section examines community involvement in tourism and the role that government should play in developing or involving local communities.

2.4.8 Community involvement in tourism

The United Nations described indigenous people as minorities and tribal populations with special problems related, in particular, to discrimination and deprivation of basic human rights, and with special needs concerning education, health, economic development and the environment (United Nations, 1991). While noting that indigenous communities around the

world vary greatly in demographic, economic, cultural and other terms, the United Nations Development Programme Report (1992) stated that:

“They share several common characteristics which taken together, define indigenous people as vulnerable groups often living in extreme poverty. These characteristics are a subordinate position within national societies, marginal and inhospitable territories, subsistence economies, languages which are for the most part unwritten, cultural marginalization, maladjustments due to migration from rural to urban areas, and threatened ancestral habitats, particularly rainforests”. (UNDP Report, 1992:2).

Community-based tourism initiatives aim to increase local people's involvement in tourism and are one useful component of pro-poor tourism. Pro-poor tourism involves more than community focus, it requires mechanisms for unlocking opportunities for the poor at all levels and scales of operation. Butler and Hinch (1996: 246) describe indigenous themed tourism as activities in which indigenous people are directly involved either through control and/or by having their culture serve as the essence of the attraction. These activities enable indigenous communities to influence tourism development.

Ashley and Roe (2002) identify three types of products that can be used as an intervention of the local indigenous people. They point out the development of cultural products that are complementary to the core tourism product. These products include trips to a traditional healer from lodges, black history tours and cultural performances in Namibia. development of mainstream upmarket products, such as safari lodges, where the pro-poor component comes from the shared ownership of the venture and provision of inputs into the tourism industry through developing supply linkages with poor producers.

Mahony and Van Zyl (2002) state that the success of the Umngazi River Bungalows project was due to the participation of the local community in decision-making. Then there were a number of benefits from the hotel which created several positive social and cultural benefits for the local community. The hotel has provided a market for locally produced arts and crafts, thus contributing to the maintenance of certain traditional skills. Socially, the hotel serves as a source of local employment, allowing for the maintenance of cohesive family units. The hotel further serves as a significant resource centre for the local community, who rely on it for social support and access to various external role-players. Various community members have

benefited from capacity building and training programmes, they learnt building, plumbing and thatching skills under the supervision of an established contractor. Umngazi also introduced a community profit sharing scheme in an acknowledgement by management that the success of the hotel is dependent on the service that their staff provides to guests. Through collective community benefits, three schools have been constructed with partial funding from Umngazi. The hotel has made portable water available to the local community.

Kruger and Verster (2001) highlight the success of the Vulamehlo handcraft project in developing a good relationship between the villagers and the staff of KwaZulu-Natal Nature Conservation Service (KZNNCS). They point out that the project brought both social and economic benefits to a community; the handcraft project partnership established a line of communication between the community and the KZNNCS. There is a strong recognition and acknowledgement of its importance by the local chief and community members. The income from craft item sales gave them financial independence, which improved both their social and economic status. This project highlights the important aspects that will be researched by the sardine run and its contribution to community upliftment.

2.4.9 Government role

2.4.9.1 Government role in community involvement and development

In the South African context, local action and local economic development have been encouraged by a range of government policy documents and acts of parliament. The Reconstruction and Development Programme (RDP) prioritizes community based development as the way through which most marginalized sections of the community can be empowered and drawn into employment. The local government white paper (South Africa, 1998) have charged local governments with promoting economic and social well being and introducing development and job creation endeavours in the areas under their jurisdiction. The result has been the emergence of a range of projects like local procurement and small business promotion strategies and efforts to encourage tourism based development, support for both formal and informal business and tourism-based development internationally and in South Africa (Binns and Nel, 2002).

However, Elliot (1997) stresses that governments are essential in tourism and in the modern world. The industry could not survive without them. It is only governments which have the

power to provide the political stability, security and the legal and financial framework which tourism require. They provide essential services and basic infrastructure. It is only national governments which can negotiate and make agreements with other governments on issues such as immigration procedures or flying over and landing on national territory.

Dahles and Bras (1999:26-27) report that the Indonesian government is relying on the development of small-scale enterprises to create additional employment. In 1975, a guidance and development project for small industries was launched to provide a coordinated programme of assistance to small businesses, providing services, training, common service facilities, and subsidized or bulk purchases of raw materials and machines. A linkage programme has been developed between the small industries and the larger industries and exporters in order to facilitate marketing and to provide technical and managerial assistance.

Elliot (1997: 36) emphasizes the role of authorities when he argues that local government is necessary to enable local people to appoint representatives and managers to administer the local area on behalf of the residents. It is better that decisions which affect local people directly are taken by local representatives at the local level. He then continues to say that politicians are elected to look after local people and are responsible for their welfare and represent their interests before all others. Local areas belong to local people and they pay taxes, for which they are entitled to the services of the politicians. Local government may have to protect the rights of locals against upper-tier government and private interests. Public sector managers are concerned about two main issues in tourism at the local level. One issue comes from the responsibility to look after local people, and is related to the impact of tourism on the community. Managers should try to manage tourism so that the impact is beneficial and not detrimental. Secondly, there is the responsibility for the development of the area, economically and socially.

Ghatak (1995) further highlights the role of government in the planning of focussed development initiatives. Economic planning has become one of the main instruments of achieving a higher growth rate and better standard of living. Planning can be defined as a conscious effort on the part of any government to follow a definite pattern of economic development in order to promote rapid and fundamental change in the economy and society. Such a concept of planning is fairly broad as it seeks to promote not only a fast growth rate

but also significant structural socioeconomic changes via public intervention. Government needs to play a major role in developing communities.

2.4.9.2 Government's role in developing rural communities

The South African Government has to grapple with the provision of effective, efficient and economic service delivery in rural areas. Rural areas have specific challenges that are entirely different from urban areas, namely: average incomes are very low, the sector is much larger than the urban area in terms geographical and population, it is out of reach and dispersed. These differences pose special challenges in providing some facilities that are perceived to be the norm in urban areas.

According to Motebang (2004), the prevailing perception about the rural poor is that there is little potential for cost recovery. Therefore, the rural poor do not have good investment potential. Rural reality is such that rural people, like anyone else, will take up opportunities as long as such opportunities are perceived to be real and viable.

In conclusion, successful projects which involved communities have been discussed. The role that needs to be played by Government have been examined. The following section focuses on the ways of developing local people through tourism events.

2.4.9.3 Developing local communities through tourism events

Davids et al. (2005:106-107) maintain that development acts as vehicle for transformation towards a better life for people. They also look at community development which is focused on the desired change that could be brought about in communities. Then they highlight rural development which focuses on the delivery of programmes and project inputs in rural areas. The basis of such rural development is participatory development that is self-sustaining, which means that development is controlled by the community.

Todaro (2000) writes that development is a process by which people gain greater control of their own destinies. Community development happens when a process takes place within a local community, usually, but not always, understood as the geographical area where people

carry out their day-to-day activities. This should also be a main goal in fisheries development and management projects in Rama Cay city in Norway.

Christenson and Robinson (1980) identify three basic approaches to community development. The first is community self-help. This process works toward slow and sustainable change, and sees the role of outsiders as facilitators and educators. The second approach is technical assistance where the change agent is seen as an advisor or consultant who works with community leaders and administrators. The third approach is the conflict approach where the change agent is seen as an organizer and the goal is a fundamental shift in community power and control of resources.

Butler and Hinch (1996) state that the United Nations proposed a series of activities to address the generally low socio-economic standards of indigenous peoples, with the emphasis on the improvement of living standards through better nutrition, agricultural output and health programmes, economic and technological development through the promotion of entrepreneurial capacity and the articulation of indigenous peoples' economic processes with existing structures and markets, the preservation of natural resources and environmental conservation and cultural revitalization.

Levett and McNally (2003) mention that tourism is supposed to create employment and government revenues that can be reinvested into public services. The sardine run event has attracted tourists from all over the world. This attraction has benefited the tourism industry. An economist has shown how important the industry is to wealth creation (Advanced leisure and tourism, 1996). Tourism generally makes a positive contribution to an area because facilities attract income and the people, who earn that income and spend a large part of it elsewhere in the local community. It all creates wealth in the area. Many schemes have been sold to communities on the basis that they will create jobs or wealth. By and large, jobs and wealth are created. The question they have to ask is how many jobs and how much wealth? The economist continues to caution that growth in tourism does not necessarily mean that the community really benefits. Some negative impacts of tourism can be surprising.

Tourism has been identified as a key strategy that can lead to economic upliftment, community development and poverty relief in the developing world. Tourism has emerged as a significant development option in post-apartheid South Africa (Binns and Nel, 2002).

Austin (2006) points out that the development of indigenous tourism products and experiences is a core part of the Australian Northern territory commission's overall approach to tourism development. Austin further argues that indigenous people make up one third of the territory's population, own approximately half of the land in the Northern territory and own the majority of the national parks that are jointly managed between government agencies and traditional owners. As such, indigenous people are essential stakeholders in developing tourism in the Northern territory. Such development will be achieved through building capacity for indigenous people to understand tourism and contribute to future decisions about tourism in their capacity as traditional land owners, protected area managers or business owners, to explore opportunities for sustainable indigenous economic development through tourism.

In the Ugu district females constitute 54% of the population and the number of women-headed households is the same as the number of households living below the minimum living level (Dwaf, 1999-2000; Municipal profile, 2001). Since local community development often involves women, their role in tourism is important. Therefore, in the next section women and tourism will be discussed.

2.4.10 Women and tourism

Levy and Lerch (1991) provide detailed investigations of the employment of women in tourism. Both studies focused upon the relationships among gender, employment in tourism and status in society. The studies differ in respect to the type of tourist development under scrutiny. In Barbados, employment in large-scale, locally-run, guest houses was under study. Reproductive roles of women, including child care and household domestic duties, were emphasized as necessarily being combined with women's work in tourism. In Barbados, women relied on social networks to help with the burden of domestic duties. Women's employment, income and job security were all significantly lower than for men. As a result, many women had to take on additional means of gaining income, such as baking and sewing, to make ends meet. In hotels in Barbados, most women worked in housekeeping, reception and other occupations which have low job security and low income attainment levels. In the Sri Lankan study, even the women, who did own and manage their own guest house or

restaurant, did not gain increased status due to the low value commonly ascribed to women's work.

According to Lever (1987), much of the seasonal, 'unskilled' employment, with long hours and low pay, was taken up by rural women who migrated due to lack of stable employment at home. It is not easy to generalize about women and tourism employment. The type of tourism development determines the options available for direct employment and also affects the potential for indirect employment. Other factors, such as cultural sanctions, also affect women's employment opportunities. Maya women who sell handicrafts to tourists are public figures. Their images are featured in hotels, restaurants, airports, and other places frequented by tourists. Often, they are the only indigenous persons whom tourists, travelling to Guatemala and to the Mexican states of Yucatan and Chiapas, meet. In Guatemala, not only are Maya women represented in tourism brochures, guidebooks, postcards, and advertising campaigns, their images are used in newspaper articles on crime, the economy, and health reports that are not related to handicrafts sales.

A lot has been said about how community can be developed through participation in tourism. However, there are obstacles which prevent tourism development. These obstacles are discussed in the following section.

2.5 Hindrances towards tourism development

Akama (1999) warns about the degradation of the tourism product when he writes that the main goal of the Kenyan government, in terms of development of tourism has been to encourage more tourists to visit the country. The country's policy has put major emphasis in the expansion of tourism and hospitality facilities in order to attract increasing numbers of international tourists. In contrast, important social and environmental issues, which influence the development of tourism, have most often not received similar attention in tourism planning and policy responses. Akama further states that the tourism development scenario has led to many structural deficiencies including the development of spatially constrained tourism product, the degradation and reduction of the quality of the country's tourism product, decreasing per capita tourism earnings in real terms, and also the inequitable distribution of the country's total tourism revenues among different interest groups.

According to Ntuli and Potgieter (2001), to safeguard tourism as an income-generating source for South Africa, a countrywide priority committee on the safety of tourists has been established. The Provincial Priority Committee of KwaZulu-Natal is specifically charged with the safety and security of local as well as foreign tourists. Education programmes for local communities located in tourist attraction areas, the involvement of farming communities to ensure the safety and security of Bed and Breakfast locations, most of which are situated on farms, the creation of a tourism web-page to provide vital information about tourists attractions in South Africa and the compilation of an official manual for police officers containing information on tourism and the safety of tourists, are only some of the constructive efforts that have been introduced in an orchestrated effort to involve as many as possible stakeholders in a partnership with the police to prevent crime being committed against tourists.

Sequeira (2002) writes that when development projects are introduced into the Rama Cay community in Norway they may create competition among community members and outsiders. This situation might occur if the benefits of the project are limited to a few members of the community only. On the other hand, government or community leaders might not be willing to give up some power and control over possible profitable resources. This constraint can be one of the conflicting values that communities in search of development need to confront and make the best decision for the sake and security of the community members and to keep the resources sustainable over time. On the other hand, in many cases when community leadership agree to give up and share power and decision making, most of the time the opinion of the community members or leaders is not taken into consideration by external change agents. Thus, the community loses power over the resource and government or investors become the controllers.

Levett and McNally (2003) note that it has been argued in the literature that serious problems emerged from failure to involve local communities in tourism. Tourists have often found themselves being the target of the criminals.

Ashley and Roe (2002: 61) argue that, despite commercial constraints, much can be done to enhance the contribution of tourism to poverty reduction, and a pro-poor tourism perspective assists in this endeavour. Sharpley (2002: 112) supports this approach by stating that tourism has long been considered an effective catalyst of rural socioeconomic development and

regeneration. As much as positive evidence of the impact of tourism based development on communities can be found in localities such as Taquile island (Mitchell and Reid, 2001), the reality is that, in many countries, control remains in the hands of outsiders such that local communities are often only incorporated at a subservient level. This control can lead to negative effects.

Ghatak (1995:249), states that:

“the dimension of the rural poor have obvious implications for policies aimed at reducing poverty. But a mere shift in sectoral emphasis towards allocating resources to rural development is not sufficient if the benefits of policies aimed at this sector are slanted in favour of upper income groups in those rural areas. Policies will have to be designed that specifically favour the target group in question. In general terms, this means physical investment, investment in human capital to raise skills levels, increasing access to resources in the form of credit.”

The great Serengeti migration cannot be protected by police action alone. In the remote border areas of the ecosystem, anti-poaching efforts are both ineffective and alienating. Local communities need to be engaged rather than repelled, and provided with opportunities for alternative or augmented forms of livelihood, such as improved infrastructure and marketing for domestic stock. It has been demonstrated elsewhere that a combination of enlightened conservation education and access to equitable sharing of the benefits that accrue from tourism can turn poachers into conservationists (Mari and Croze, 1999: 45).

However, Rogerson (2002) points out several factors behind the weak state of black involvement in the local tourism economy of the Highlands Meander: there is a lack of appreciation, knowledge and understanding of the tourism industry and of its potential importance to local communities. He further mentions that often this lack of appreciation extends even to local councillors, who occasionally express the need for ‘real job’ in mines or factories rather than tourism.

Recent incidents of murder, armed robbery and violent vehicle hijackings are only a few indications of the brutal way in which foreign tourists have been attacked in the Province of KwaZulu-Natal and elsewhere in South Africa. These incidents generally had a negative

impact on the overseas image of South Africa as a tourist market and, in particular, the tourist industry of KwaZulu-Natal (Ntuli et al., 2001).

Ngubane and Diab (2003) argue that the principal reason for the failure in the development of tourism was the failure of past tourism initiatives to engage the local community in tourism planning in a meaningful way.

Cleverdon (2002) highlights many points which are constraints or caused a falling growth rate of tourism in South Africa after the year 1999. His findings indicate the following as the causes of decline in the growth rate of tourism in South Africa:

- Health issues;
- The law and order situation;
- The high levels of crime involving violence, including that directed against tourists, and widespread reportage of it in the Western media. This crime wave is deterring new investment in tourism and creating an image of uncertainty in tourist markets about safety of visiting South Africa;
- Constrained international access;
- Inadequate physical infrastructure, weak institutional capacity at provincial and local levels;
- Uncertain investment climate, the need to expand the country's tourism product range, a similar need to expand and change the focus of the country's marketing;
- Weak realization of tourism's role in meeting the government's socio-economic objectives; and
- The need to strengthen community-public-private partnerships in tourism and human resource development issues.

Community involvement will assist not only local communities to gain financially, alleviating poverty, but it will assist to market South Africa as the safe tourists' destination. Tourism events also play a major role in attracting tourists in that they bring about attractive highlights into an otherwise normal calendar. The following section will discuss the sardine run as a tourism event.

2.6 The role of the sardine run as a tourism event

This section discusses the contribution made by the sardine run in developing the economy. It also looks at employment created by the tourism event. A case study of Senegal is presented in order to give perspective to further opportunities that can be created by fish as food consumption.

2.6.1 Sardine run as a tourism event

According to Maxwell (2002), until a few years ago, the sardine run was a virtually untold story in spite of the fact that it was in its own right, comparable to the annual Wildebeest migration across the plains of East Africa.

According to Aitken (2005: 1):

“sardine run infrastructure provides regular updates and situation reports, ensuring optimum crowds at hot-spots as offices and factory floors experience a sudden rush of workers with all manner of urgent needs to take the rest of the day off. And these resulting crowds are a camera-clicking treat in their own right, producing guaranteed annual chestnuts for the daily papers and evening news bulletins. These range from ultra-cute toddlers with beach buckets brimful of booty to the sight of grandma with decorum thrown to the wind and her skirt full of sardines hoisted above waist height”.

2.6.2 Employment

Tourism employment is often described as being a low skilled or menial work (Lickorish, 1997: 73) and is affected by seasonal demand. Out of season, employees are laid off and this has various implications for the workers and their families. Where seasonality is a prevalent feature, it may well influence the planners' attitudes to the desirability of creating (seasonal) tourism jobs as against non-seasonal jobs in other sectors of the economy. The problems of seasonal demand and low skilled jobs are matters which are legitimate areas for policy consideration. Seasonality can be regarded as a marketing problem.

2.6.3 The contribution of the sardine run to economic development

According to Nancarrow (2004), there has been an estimated profit of about six million rands gained from the sardine run event. He further mentions that hotels and restaurants acquire this profit.

According to the Natal Sharks Board (2006), in the last three years, the sardine run has generated millions of rand worth of unpaid publicity for the Sharks Board. The sardine run has made the front page of daily and national newspapers, been the subject of countless magazine articles, radio and television shows, daily cartoons and has been featured on American, British, German and Dutch Television. Natal Sharks Board (2006) further mentions that the sardine run theme was used by property journalists, food writers, cartoonists and columnists who used sardine run metaphors and puns to introduce topics quite unrelated to the sardine run. A sardine telephone hotline was established with East Coast Radio and over sixty five thousands calls were received during the peak period. This coverage provided additional revenue and firmly established the Sharks Board as the expert voice on the sardine run, the only organisation that could speak authoritatively on all the issues surrounding the run and provides hourly updates on netting activity and where to spot the shoals. A special sardine supplement was published in the largest morning newspaper at the start of the run and extra copies were distributed to holiday accommodation venues.

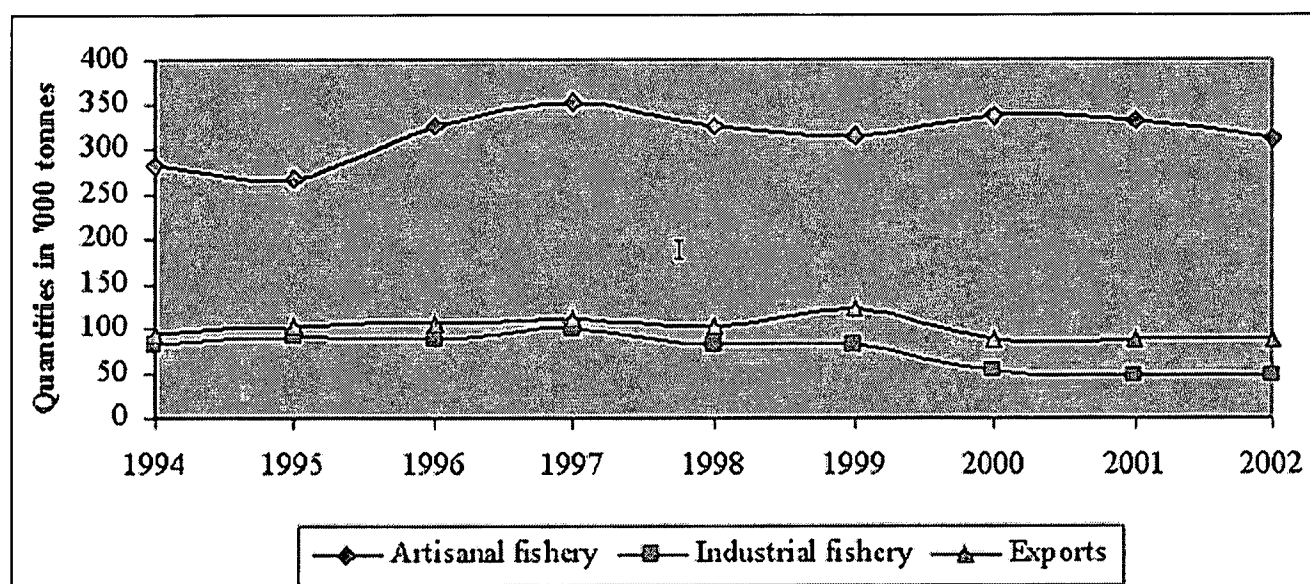
The sardine run is not only a tourism event which attracts tourists all over the world but it also contributes to economic development through employment. Another important aspect about sardines is that they are fished for various purposes that include animal feed, oil and as bait and human consumption. The following section presents a Senegal study on fishing as a means of survival. The reason for exploring the Senegal study is to bring into perspective another opportunity that can be created by fishing as food consumption.

2.6.4 Fishing as a means of survival in Senegal

The fishery sector in Senegal comprises three different segments of activity: maritime fishery, continental fishery and aquaculture. Most of the activity is in maritime fishery. Maritime fishery products play an important role in people's diet, providing seventy five percent of

animal protein. During 1990-2000, the fishing sector represented on average eleven percent of the GNP's primary sector. It was also in third position for sectorial GNP contributions after agriculture and farming. In comparison to the economy's total GNP, fishery contribution during this period was, on average, two and a half to two percent. The fishery sector has an even stronger incidence on external balance. During 1990-2000, this sector provided an average of thirty seven percent of exports in terms of value, making it the largest exporting sector, before groundnut (twelve percent) and oil products (eleven percent). Growth in fishery activity has been spectacular since the middle of the 1960s. Landings which totalled fifty thousands tonnes in 1965, reached three hundred and fifty eight thousands tonnes in 2002 (Cunningham and Bostock, 2003). Figure 2.3 illustrates these findings.

Figure 2.3 Evolution in export and marine fishery landings in Senegal, 1994-2002



(Cunningham and Bostock, 2003).

The fishing sector's added value is estimated at one hundred and ninety nine billion, of which 60% emanates from captures and forty percent from processing.

From a beneficiary point of view, twenty-five percent passes to the State (five percent of direct added value and thirty percent of indirect added value) while the "employees" benefit from forty six percent of the flow (thirty nine percent of direct added value and forty nine

percent of indirect added value). Table 2.1 is a synthesis of the added value created by the Senegalese fishing industry.

Table 2.1: Synthesis of added value created by Senegalese fishing industry (millions)

	Direct A.V.	Indirect A.V.	Total A.V.	Direct A.V. %	Total/% A.V. Industry
Industrial fishery	7 887	16 233	24 120	33%	12%
Artisanal fishery	31 958	20 690	52 648	61%	26.5%
Artisanal processing	1 049	1 912	2 961	35%	1.5%
Fish-trade processing units	6 154	85 361	91 515	7%	46%
Fish-trade-domestic market	1 396	4 481	5 877	24%	3%
Fish-trade-local consumption	1 186	938	2 124	56%	1%
Processing units	764	7 030	7 794	10%	4%
Fishmongers	82	876	944	9%	0.5%
Canning factories	3 085	5 429	8 514	36%	4%
Fishmeal	746	2 163	2 909	26%	1.5%
Total	54 307	145 113	199 406	27%	100

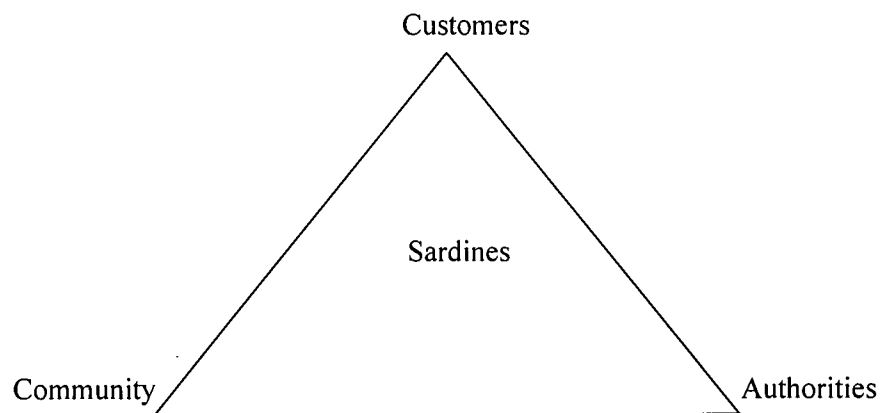
Source: Cunningham and Bostock (2003)

In the fisheries sector as well as in processing and marketing, employment figures are estimated at a total of six hundred thousand, mostly in artisanal fishery and processing. The sector's workforce represents seventeen percent of the working population: one out of every six working Senegalese is employed in the fishery sector. This study is very important to the sardine run because it illustrates an opportunity of fishing sardines for food consumption.

2.7 Summary

Through this literature review, it became apparent that tourism can be regarded as an opportunity that, when properly nurtured and managed, could only spell sustainable benefits to the stakeholders. The stakeholders of tourism are the customers, who bring the cash, the authorities who are tasked with overseeing the management of the attraction and collection of taxes and the members of the community. The tourism opportunity is presented in a form of a triangular model diagram. The three corners of the triangle represent the stakeholders and at the centre of the triangle lies the resource. Opportunity exists only if the triangle remains intact. This triangle emphasises the importance of cooperation between the stakeholders. The role of the authorities is fundamental in that they define the policies that will ensure that the rights and privileges of all stakeholders are protected.

Figure 2.4 Tourism opportunity model



Source: Developed from literature review.

The tourism industry exists to serve the needs of its customers. This service means that tourists have needs which must be satisfied by the organisation's offerings. Secondly, monetary gain out of the tourism industry is by government, businesses and individuals.

In the following chapter, the research methodology and tools that were used to conduct the study will be discussed in detail.

Chapter 3 – Research methodology

3.1 Introduction

Research is undertaken to achieve three objectives. These objectives are to discover facts that may be used to describe situations, to evaluate actions and to confirm hypotheses. In order to attain these objectives, it is vital that the facts revealed by the research be accurate and have a precision that is measurable in statistical terms.

Therefore, the purpose of this chapter is to explain how the data were collected and analyzed. The chapter will show the research design and questionnaire design. The target population, sampling method, and sample size will be explained. The validity and reliability of the data for the methods chosen will also be covered in this chapter.

3.2 Qualitative study

The qualitative study sought to determine and assess whether there had been any planning activities that precede or had preceded the sardine run event in the past. The study also sought to establish whether such plans had included a formal marketing strategy.

Four respondents were selected from the Hibiscus coast tourism department on the basis of their official roles as part of the marketing team of the sardine run. A separate questionnaire was designed for this group (See appendix B). The underlying reason was to build the knowledge of the researcher about the planning that is followed by the tourism department in preparation for and during the sardine run.

The researcher telephoned the tourism department to request appointments for conducting the interviews. The respondents were informed of the reason for the study and the estimated time for each interview. In requesting appointments for interviews, the researcher offered not to disclose the identities of the respondents. Out of the four officials, two honoured the appointments and were interviewed. The questionnaires were subjectively and manually analysed with a detailed summary of each question being created.

3.3 Quantitative study

3.3.1 Research design

Welman and Kruger (1999:46) define research design as:

“the plan according to which we obtain research participants and collect information from them. In it we describe what we are going to do with the participants with a view to reaching conclusions about the research problem.”

In this study, the research is quantitative as the primary data were collected by questionnaires and through personal interviews. It is a descriptive research as it was intended to describe the knowledge of the indigenous community about the sardine run event, their perception of and attitude to the run, the skills they possess, and the level of their involvement in the event. The research design also describes the knowledge of the councils and officials about the sardine run event and their involvement in marketing the event.

3.3.2 Sampling

The primary research was undertaken because the information available from secondary sources was inadequate or inappropriate to answer the problem at hand. The primary research was understood as the process of obtaining information directly from the primary source of information. This process involved drawing a sample from a defined universe since the carrying out of a census of the universe would have been impractical and costly. A sample in this case is a representative cross-section of the universe from which it is drawn (Leedy, 1996:199).

3.3.2.1 Sampling method

In this study, a non-probability method was used: the selection of the sample units was left to the researcher. According to Welman and Kruger (1999:62) “accidental or convenience sampling is the most convenient collection of the members of the population that are readily available for research purposes.” The sample was drawn from the Hibiscus coast rural areas, of the Ugu district and included people who were available at the time when the research was conducted. The reason for choosing convenience sampling is because it is cheaper and it

saves time. It had no limitations on age, gender, education or area. Respondents were selected from their houses, shopping centres and from among street hawkers. During the day, the researcher visited the nearby shopping mall in the Hibberdene area. The researcher approached customers who were shopping. Some shoppers were willing to participate in the interview. The research was conducted for 5 days in the shopping malls. On the second and third weeks, the researcher, together with three assistants, visited households within the area to conduct interviews. Some houses had people who were willing to participate while others had people who were not willing to participate. The reason for the choice was that the main focus of the research was about the indigenous community.

3.3.2.2 Target Population

The population or units of analysis for this study were local people living in the Hibiscus Coast rural areas of the Ugu district. The study was carried out in conjunction with the Department of Ecology, University of KwaZulu-Natal. This Department, which is currently investigating the scientific movement of sardines, requested the Durban University of Technology to examine the marketing of the sardine run as well as how the event has been received on the South coast and to ascertain the effects on the indigenous community during the sardine run event.

3.3.2.3 Sample Size

A sample of 360 was chosen because the findings from the sample needed to be confidently generalized to the population: therefore, it was wise to have more respondents than less. This view is supported by Diamantopoulos and Schlegelmilch (1997:16). They mention that although it is difficult to generalise about the research, the sample should be large enough so that there are one hundred or more units in each category of major research and minimum of fifty in the minor research. The sample comprised of 360 respondents split into three areas: 120 each from Kwandwalane, Kwanzimakwe and Kwanoxolo. A trial sample of 329 respondents was useable, due to some questionnaires being incomplete or incorrectly completed. This gave a response rate of 91.3%, with 109 from Kwandwalane and 110 each from the other two areas.

3.3.3 Data collection

The research method used in this study was the questionnaire administered during personal interviews. According to Kinnear and Taylor (1996: 6), a personal interview is used for the following reasons:

- It allows more time for the use of a detailed questionnaire;
- It enables the interviewer to do a visual check as to whether the interviewee fitted the sample population;
- It is the best method for collecting personal data. Questions about the person's age and feelings formed part of the questionnaire;
- The interviewer was able to explain any questions that the interviewees did not understand.

A letter of consent was read to willing respondents before participation. See appendices A, B and C for the letter of consent and questionnaire. Interviews were conducted during the day. The researcher went from door to door. Assistance with interviews were rendered by three students who were familiar with Hibberdene. The researcher trained these students.

3.3.3.1 Planning and designing the questionnaire

The questionnaire was pre-tested before it was used to gather information. Pre-testing was done to determine if the content of questions was correct. Recommended changes were implemented before the research was conducted. There was an introduction explaining the reason for the research as well as the approximate length of the interview. This explanation was given to determine the value and attitudes of the local people of the Hibiscus coast. There was not much that was published about the community and the sardine run.

3.3.3.2 Respondents' interviews

According to Kinnear and Taylor (1987: 422):

“the questionnaire is a critical component of the research project in that a poorly designed questionnaire can be a major source of error in the research results.”

The questionnaire made it easy for the researcher to obtain information from the respondents, taking into account the influences that the wording and sequence of questions might have had on the respondents' answers. Personal interviews were used for the following reasons: the interviewer can control the order of the questions and can explain any questions that the interviewee does not understand.

3.3.4 Data analysis

Once the data was collected, the information obtained was then captured using the Statistical Package for the Social Sciences (SPSS) version 13.0 programme. The data capture was checked in order to ensure that there were no capturing errors. A number of analyses were run on the data. The frequencies were used to determine how often a respondent made a certain response to a particular question, and were used to crosscheck the coding of data. A chi-square test was used to test the relationship between two variables.

Frequencies were used to determine how often a respondent made a certain response to a particular question, and were used to crosscheck the coding of the data. If the responses did not equal the sample total, then it means that the data were not correctly captured (Diamantopoulos and Schlegelmilch, 1997:74). The information gathered from the frequencies allowed for a comparison between the age, education and gender respondents of the Hibiscus coast.

3.3.5 Reliability and validity

3.3.5.1 Reliability

The reliability of a measure refers to the degree to which the measurement process is free from random errors. It is a statistical measure of how reproducible the survey instruments data

are (Litwin, 1995). In order to increase the reliability of measures, the following principles were applied to the questionnaire. A single construct or sub-dimension of a construct was measured. This construct means that the question was made clear and unambiguous for the people to understand by translation into Zulu.

The researcher ensured that the questionnaire was brief so that it would take no longer than thirty minutes to complete, and that all the questions were of interest and involved the respondents.

Multiple indicators of the same construct were used instead of one and the researcher conducted a pilot test on ten respondents from the same population to identify errors or any impediments in the questionnaire's form and presentation. Screening questions were asked at the beginning of the interview. The purpose of this technique was to determine whether respondents should answer subsequent questions or whether the interview should be terminated. The researcher conducted the interviews by herself so that consistency could be maintained in how the questions were administered and explained to the respondent.

3.3.5.2 Validity

Validity refers to how well the data measure what they are supposed to measure (Goddard and Melville, 2001: 41). According to Salkind (1997:128), validity refers to the results of the test and not the test itself. There are degrees of validity. It is important to interpret validity within the context in which the test occurs.

a) Content validity

Content validity is a measure of how well the items represent the entire universe of items. Content validity can never be guaranteed because it is partly a matter of judgement (Leedy, 1989: 41).

In order to enhance the content validity of the questionnaire, a good balance was sought between the nature of the questions and the problem statement such that the responses sufficiently addressed the problem statement. In order to attain this good fit, an examination of literature on the role of tourism events in developing communities was done. This literature

also involved looking at research covering the marketing of indigenous products and tourist attractions. This literature search helped in the definition of the sample as well as to determine the types of questions that needed to be included in the questionnaire.

b) Face validity

Pre-tests were conducted on the original questionnaire in order to determine if the respondents would understand the questions being asked, and if they had any difficulty in reading the instructions given. Lecturers and students were selected for pre-tests interviews.

Interviewers were thoroughly briefed about what was required of them, and the research topic was explained to them in order to ensure that they could answer any questions asked.

The questionnaire was checked to make sure that the questions were easily understood by the respondents.

The chi-square statistic measures the extent to which the observed and expected frequencies differ. This method is used to identify variables that are significantly associated with the dependent variables of the study. It is used to establish whether two nominal variables are independent or not (Diamantopoulos and Schlegelmilch, 1997:200).

3.4 Conclusion

This chapter explained how the data was collected and analysed. The research design and target population were clearly defined. The sampling method used and the reasons for choosing the particular method was explained. Validity and reliability, including the pilot study which was done for this study, were properly defined in this chapter. Attempts were made to ensure that errors were minimized and that the correct sample was obtained by the interviewers. The researcher was involved in conducting interviews, which helped to determine if there were any major problems. The main focus of this chapter was on research methodology. The next chapter focuses on the presentation and analysis of the primary research results.

Chapter 4 – Presentation of the results

4.1 Introduction

In this chapter, the results of the interviews and the analysis of the responses to the following critical questions will be discussed, namely: the knowledge of the indigenous community about the sardine run, the perception and attitudes of the indigenous community about the sardine run, the marketing skills that are required by the indigenous community to contribute to the sardine run, the level of involvement of the indigenous community in events around the sardine run and the monetary earnings of the indigenous community from the sardine run. Based on the analysis of answers to the above questions, a summary of the research findings is then presented and discussed.

4.2 The presentation of the results of qualitative study

The first respondent from the Hibiscus Coast Municipality Tourism Department indicated that the department of tourism is not directly involved in promoting the sardine run event and that there was, however, a budget that is allocated every year by the municipality. The budget is for looking after the beaches, providing security, maintenance of the areas which need renovations, and to run a tourist information centre.

The second respondent from the tourism department stated that the department promoted the sardine run in the towns from Hibberdene including Port Shepstone, Margate and Port Edward. These promotions were directed at the towns' residents and the visiting tourists without any attention being given to the indigenous locals.

4.3 The presentation of the results of quantitative study

The research objectives determined the design of the questionnaire which ensured that the data collected would be most relevant for the purposes of the study. The presentation of the results starts with the topic of demographics as these have a great bearing on the conclusions and recommendations that can be drawn from the data collected. The format of the presentation of the results thereafter follows the sequence of the questionnaire.

The research objectives were:

- To assess the knowledge of the indigenous community about the sardine run;
- To determine the perception and attitudes of the indigenous community about the sardine run;
- To assess the marketing skills of the indigenous community that are required to contribute to the sardine run;
- To assess the level of involvement of the indigenous community in the sardine run; and
- To determine the monetary earnings of the indigenous community from the sardine run.

The presentation of the results includes information about demographics, such as gender, age and level of education of the respondents as it is believed that in some instances, people do perceive things based on these demographics. The results are presented in bar charts. The relationship of variables regarding the demographics of the respondents is presented in the form of cross tabulations.

The interpretation and analysis of data began with the respondents' demographic data in the areas of age, gender and education, then followed eight dimensions of knowledge of the sardine run, interest in getting awareness of the respondents, the participation of the respondents, the alternative job for the respondents, respondents' involvement, respondents' financial gain, respondents' total earnings, respondents' beneficiaries from the earnings and training needs.

4.3.1 Demographic data

This section focused on the statistical analysis of the demographic data based on the interviews that were done.

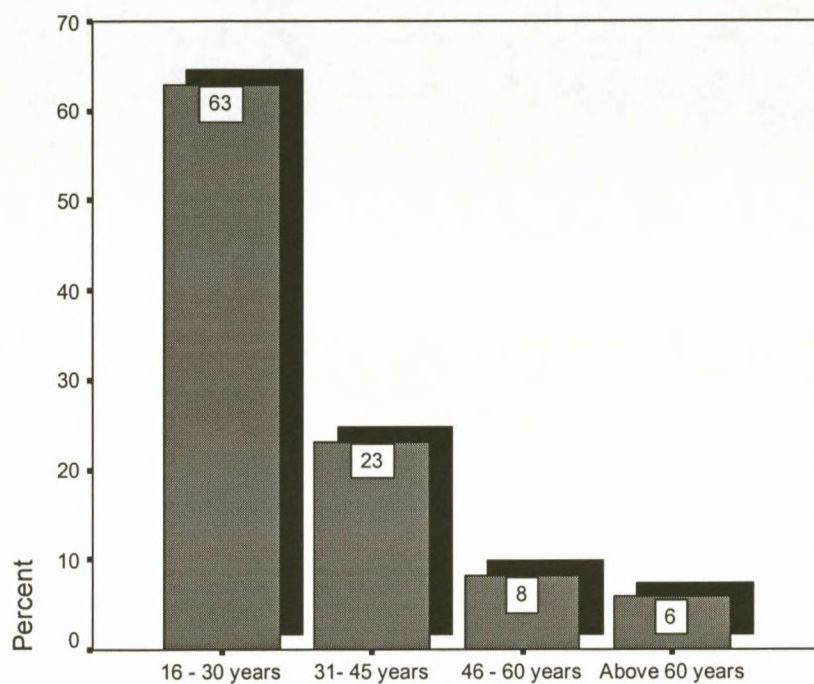
4.3.1.1 Age of the respondents

63% of the respondents were between the ages of 16-30. 23% of the respondents were between the ages of 31-45. 8% of the respondents were between the ages of 46-60 while 6%

were above 60 years of age. It appears that a large group of respondents falls within the youth category. This category is very crucial in skills development because it is being targeted by the government for training.

The above age categories are illustrated in Figure 4.1 below.

Figure 4.1 Age group of the respondents

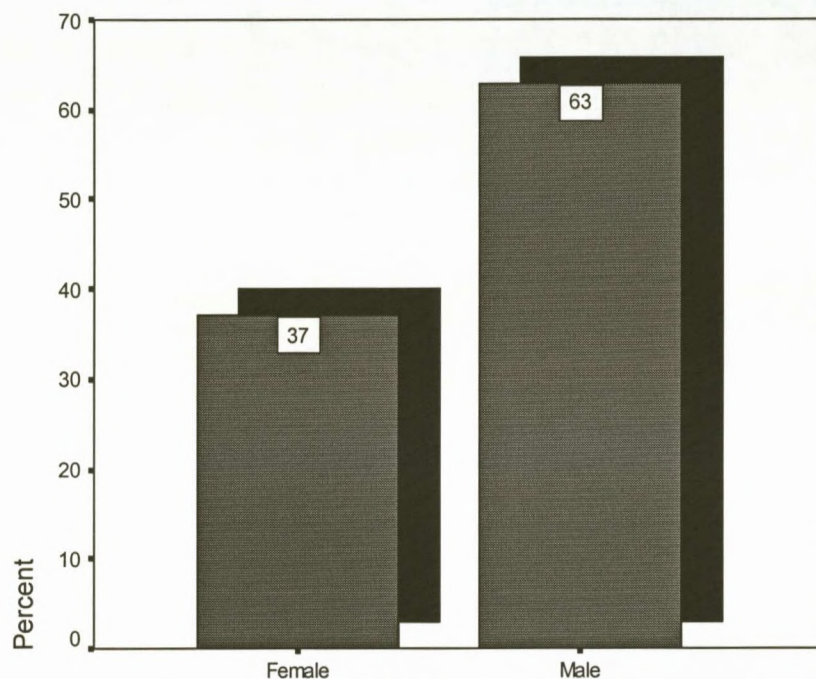


4.3.1.2 Gender of the respondents

Figure 4.2 shows that there was a total of 329 respondents of whom 37% were female and 63% were male.

Of the targeted 360 sample, the total number of respondents in the collection of quantitative data was 329. The response rate of 91% was considered to be acceptable.

Figure 4.2 Gender of the respondents

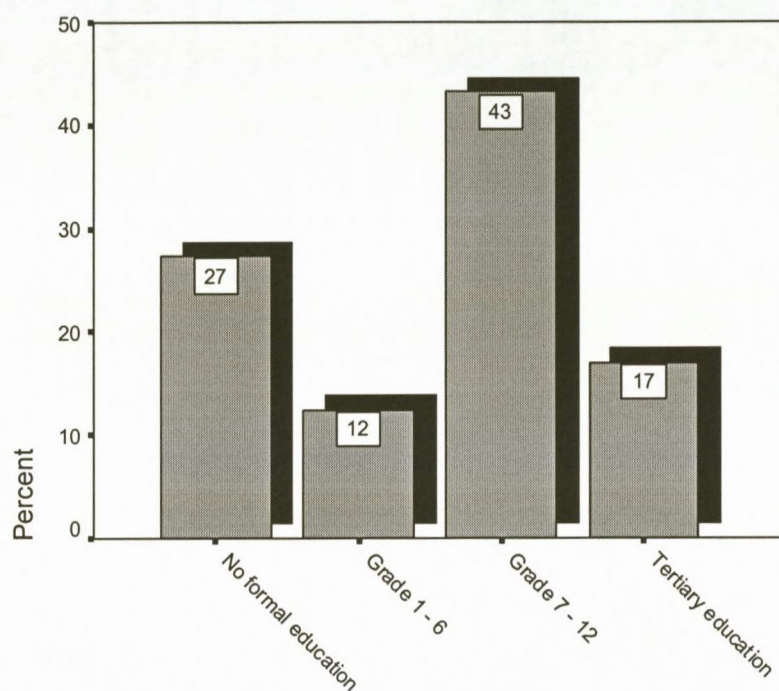


4.3.1.3 The level of education of the respondents

More than a quarter of the respondents have had no formal education. The largest group (60%) comprised of people who have at least a grade 7 education.

These levels are illustrated in Figure 4.3 below.

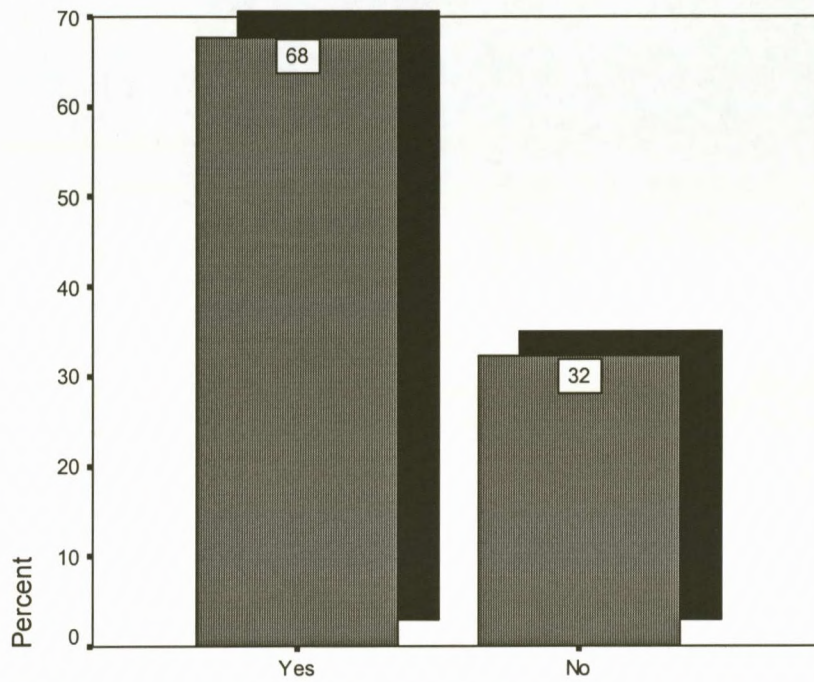
Figure 4.3 Level of education



4.3.2 Knowledge of the sardine run event

Figure 4.4 illustrates that 68% of the respondents know about the sardine run, while 32% of respondents appear not to know anything about the event.

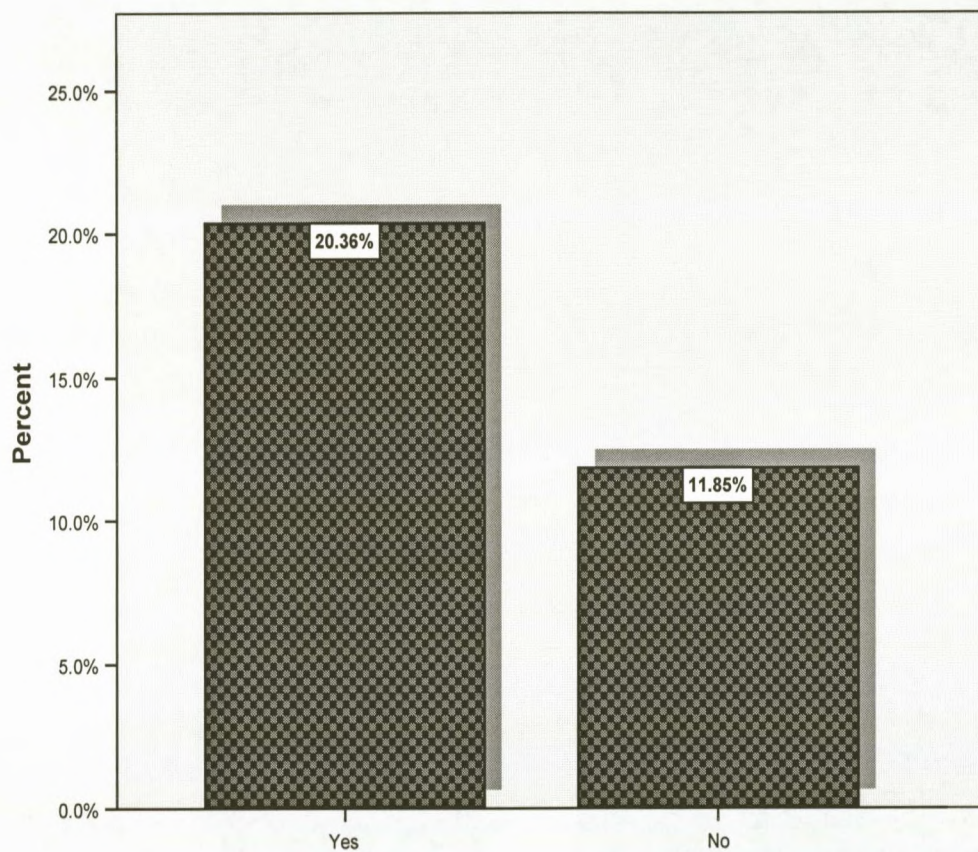
Figure 4.4 Knowledge of the sardine run



4.3.3 Interest in getting awareness of the respondents

20.36% of the respondents, who knew nothing about the sardine run, were interested in being made aware in future while 11.85% of the respondents said they were not interested to know about the sardine run.

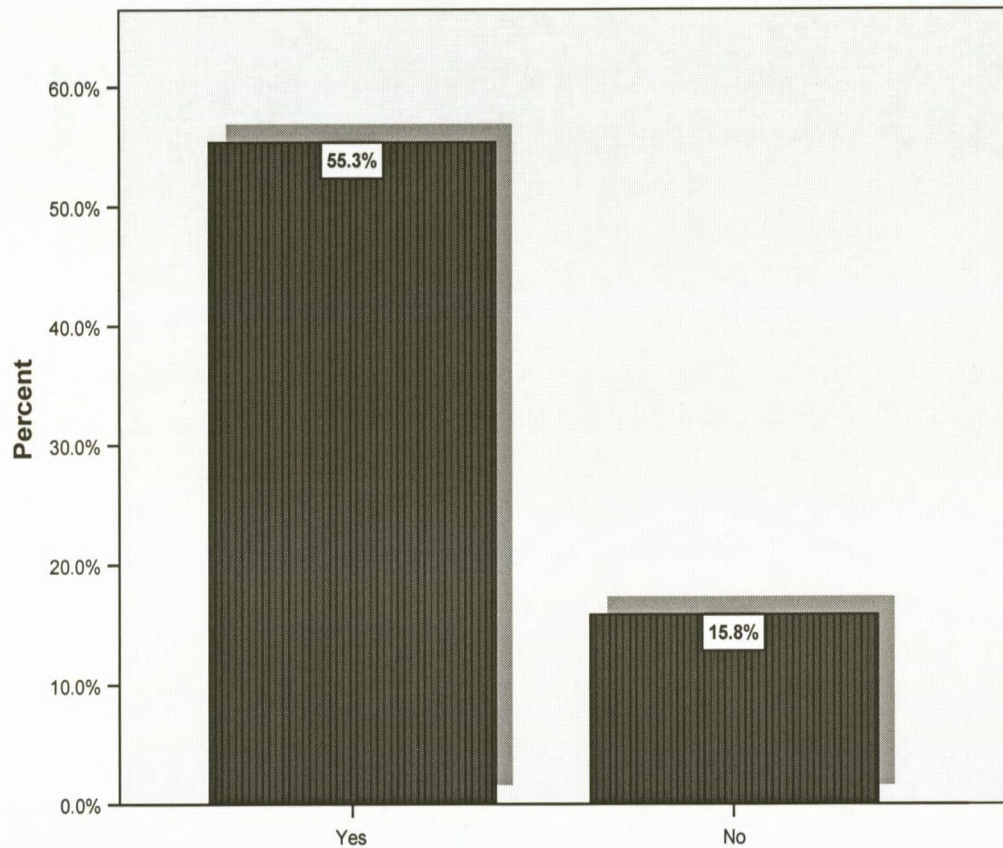
Figure 4.5 Awareness of the sardine run



4.3.4 The participation of the respondents

55.3% of the respondents participate in the sardine run whereas 15.8% indicate that they do not participate. 29% of the respondents did not answer the question because they were not aware of the sardine run at all. The above participation rates are indicated in Figure 4.6 below.

Figure 4.6 The participation of the respondents



4.3.5 Rate of the respondents' participation

In response to the question on participation, 13.1% of the respondents indicated that they participate by catching fish, 4.9% participate by selling their own products, 2.7% participate by working for net companies, 1.2% participate by working in a bed and breakfast, 1.5% by working as car guards, 1.5% by washing cars, 0.9% participate by dancing for tourists. 0.3% participate by working in a hotel during the event, 2.4% indicated other ways of participation. Only 94 respondents out of 329 participate during the sardine run event. The participation which was not for profit making was deleted because the study was interested in profit generating activities. The above rates of participation are indicated in Table 4.1 below.

For complete table please check Appendix E on page 109.

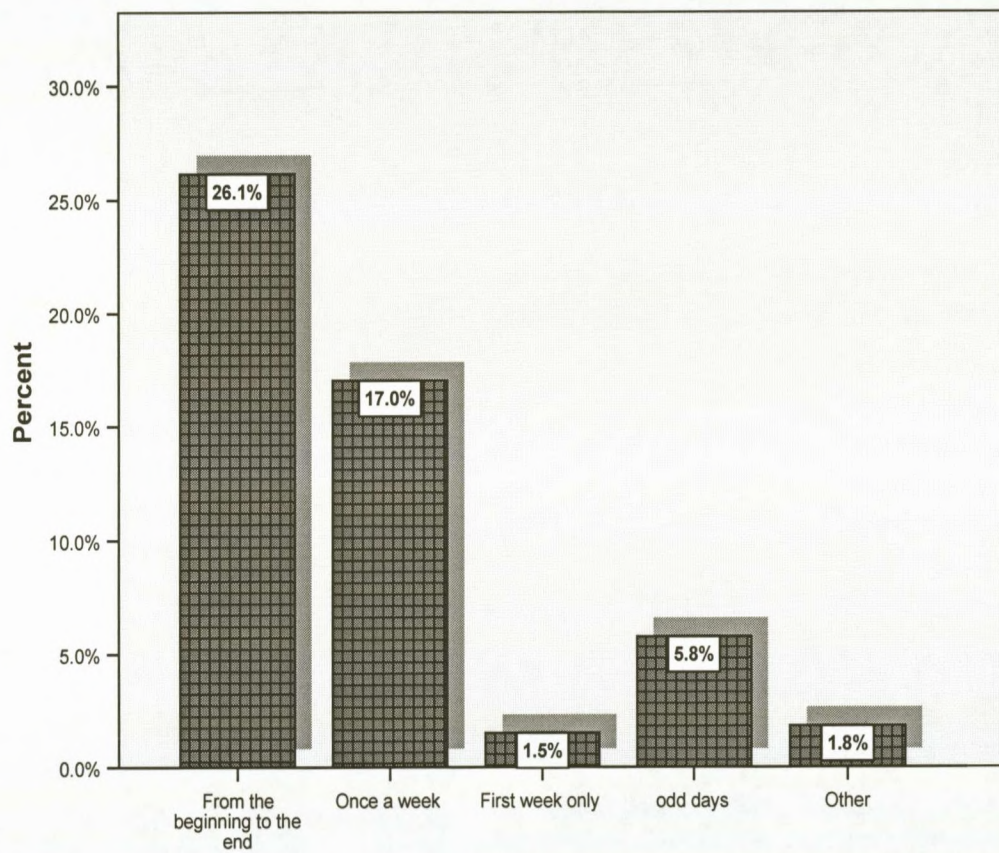
Table 4.1 Respondents' participation

Activities	Frequency	Percent
By dancing for tourists	3	0.9
By selling my own products	16	4.9
By catching fish	43	13.1
By working for net companies	9	2.7
Working in a bed and breakfast during the event	4	1.2
Working in a hotel during the event	1	0.3
Car guard	5	1.5
Car wash	5	1.5
Other	8	2.4
Total	94	28.5

4.3.6 Respondents' involvement

26% of the respondents get involved from the beginning to the end, 17% get involved once a week, 1.5% get involved in the first week only, 5.8% get involved on odd days and 1.8% get involved in other ways. The above statistics are illustrated in Figure 4.8 below.

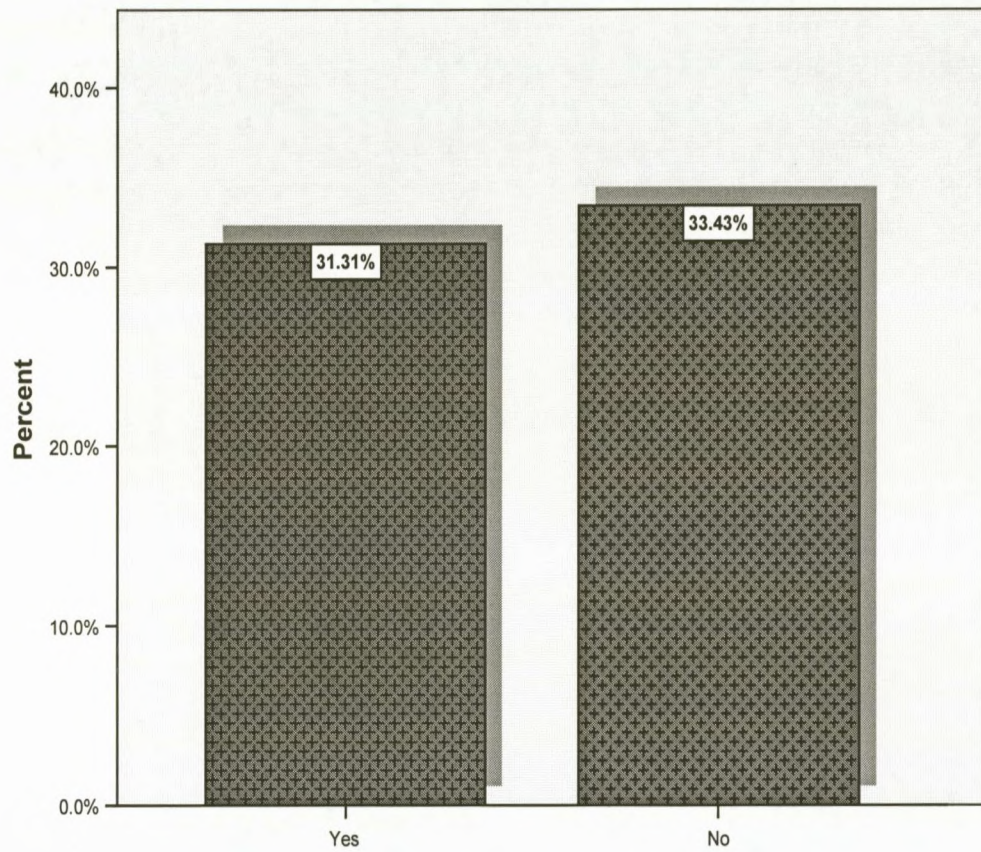
Figure 4.7 Respondents' involvement



4.3.7 The alternative job for the respondents

31.3% of the respondents indicated that they have alternative jobs while 33.4% did not have alternative jobs. The above findings are illustrated in Figure 4.8 below.

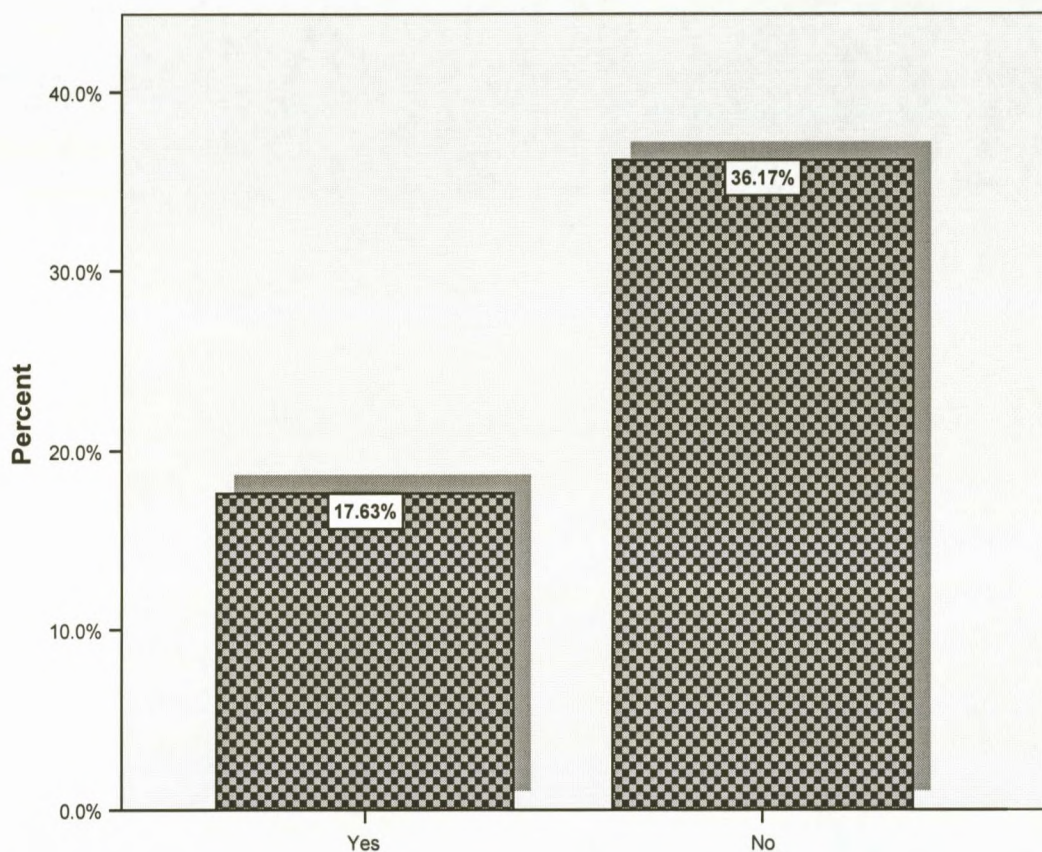
Figure 4.8 The alternative job for the respondents



4.3.8 The respondents' financial gain

17.6% of the respondents indicated that they did benefit financially from the sardine run while 36.2% of the respondents did not benefit financially. The above findings are graphically presented in Figure 4.9.

Figure 4.9 The Respondents' Financial gain



4.3.9 Earnings in rands

Table 4.2 highlights that a large percentage of respondents (83.9%) do not directly benefit financially from the sardine run.

Table 4.2 Earnings in rands

Rands	Frequency	Percent	Valid Percent	Cumulative Percent
60	1	.3	.3	.3
NA	276	83.9	83.9	84.2
100	2	.6	.6	84.8
200	2	.6	.6	85.4
250	3	.9	.9	86.3
300	2	.6	.6	86.9
350	1	.3	.3	87.2
400	4	1.2	1.2	88.4
500	6	1.8	1.8	90.3
550	1	.3	.3	90.6
600	8	2.4	2.4	93.0
700	1	.3	.3	93.3
800	2	.6	.6	93.9
1000	7	2.1	2.1	96.0
1500	2	.6	.6	96.7
2000	6	1.8	1.8	98.5
2500	3	.9	.9	99.4
3500	1	.3	.3	99.7
5000	1	.3	.3	100.0
Total	329	100.0	100.0	

The average income per respondent was calculated by dividing the total amount earned (R52610) by the total number of respondents (329), giving an average per respondent of R159.91 (R52610/329), as is illustrated in Table 4.3.

Table 4.3 Average earnings per respondent

Rands	Frequency	R x F
60	1	60
NA	276	0
100	2	200
200	2	400
250	3	750
300	2	600
350	1	350
400	4	1600
500	6	3000
550	1	550
600	8	4800
700	1	700
800	2	1600
1000	7	7000
1500	2	3000
2000	6	12000
2500	3	7500
3500	1	3500
5000	1	5000
TOTAL	329	R52610

4.3.10 Family support from earnings

The table below reveals that 83.9% of the respondents did not gain any financial benefits from the sardine run.

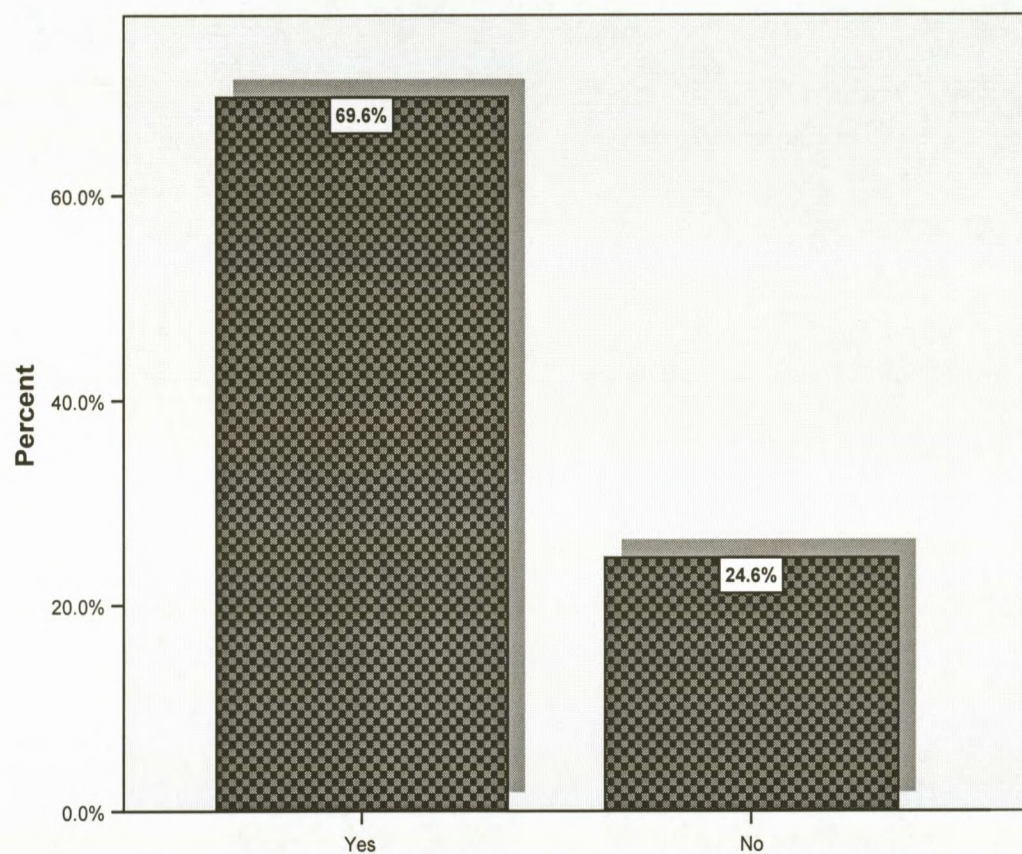
Table 4.4 Family support from earnings

Number of Family members	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	.6	.6	.6
2	1	.3	.3	.9
3	4	1.2	1.2	2.1
4	19	5.8	5.8	7.9
5	14	4.3	4.3	12.2
6	10	3.0	3.0	15.2
7	1	.3	.3	15.5
8	1	.3	.3	15.8
10	1	.3	.3	16.1
NA	276	83.9	83.9	100.0
Total	329	100.0	100.0	

4.3.11 The respondents' training related to the sardine run

Figure 4.10 indicates that 69.6% of the respondents were keen to receive training related to the sardine run while 24.6% of the respondents were not keen.

Figure 4.10 The respondents' training related to the sardine run



4.3.12 Summary of the analysis and results

There were a number of important factors relating to the objectives of the research. The indigenous community of Hibiscus coast seem to know about the sardine run. However, they do not actively participate in the sardine run for financial gain. They seem interested in the sardine run as a whole. An intervention is needed so as to address the issue of the lack of marketing skills needed to actively participate on the event.

4.4 Interpretation of variables' relationships with Chi-Square test

The chi-square statistic measures the extent to which the observed and expected frequencies differ. It is used to establish whether two nominal variables are independent or not (Diamantopoulos and Schlegelmilch, 1997:200).

Interpretation Rule: 1. If p value is less than or equal $p \leq 0.05$, there is a statistically significant relationship.

2. If p value is greater than $p > 0.05$, there is **NO** statistically significant relationship.

The Chi-Square (Appendix F on page 112) was performed to analyse the results in order to determine whether, in terms of the following objectives of this study, the findings are statistically significant or not:

- Assessment of the knowledge of the indigenous community about the sardine run;
- Determine perception and attitudes of the indigenous community about the sardine run;
- Assessment of the marketing skills of the indigenous community that are required to contribute to the sardine run;
- An assessment of the level of involvement of the indigenous community in the sardine run; and
- An evaluation of the monetary earnings of the indigenous community from the sardine run.

This analysis was done using responses obtained from the questionnaires whereby, out of four

response alternatives, only one response was taken. The above analysis was done by using a chi-square test in order to determine if the above stated objectives were really addressing the research problem at hand.

4.4.1 Gender and knowledge

Table 4.4 below shows the results of the gender knowledge of the sardine run event. The purpose of this table is to make the comparison of female and male knowledge of sardine run event in the KwaZulu-Natal.

Question 1: Do you know anything about the sardine run event? * Question 9: Your Gender Crosstabulation

Table 4.5 Event knowledge and gender

	Q9 : Your Gender		Total
	Female	Male	
Yes	19.5%	48.3%	67.8%
No	17.6%	14.6%	32.2%
Total	37.1%	62.9%	100.0%

The above table reveals comparative descriptive results of knowledge and gender about the sardine run. The results in Table 4.5 clearly exhibit differences in perceptions of gender groups. The cross tabulation is used to test if there is a relationship between respondents' knowledge and the gender of the respondents about the sardine run.

The above analysis indicates that 48.3% male respondents and 19.5% female respondents know about the sardine run. The analysis also carried on to perform the Chi-square test $X^2=260.599$ at 0.000 significance level with $n=329$. This result means that the findings are significant. This finding can be generalised to the population because the Chi square test shows the findings to be significant.

Question 1a: If no, will you be interested to get an awareness? * Question 9: Your Gender Crosstabulation

Table 4.6 Awareness interest and gender

	Q9 : Your Gender		Total
	Female	Male	
Yes	9.7%	10.6%	20.4%
No	7.9%	4.0%	11.9%
Not Applicable	19.5%	48.3%	67.8%
Total	37.1%	62.9%	100.0%

According to comparison from the cross tabulation above, there is not much of a difference between males and females on an interest on having more information about the sardine run.

According to the results of the Chi-Square Test, there is a significant relationship between the interest of getting an awareness and gender (The Chi-Square Test $X^2=260.599$ at 0.000 significance level with $n=329$). Appendix F on page 115 shows that the findings are significant. Although the table reflects not much of a difference between males and females interest on having more information about the sardine, this finding can be generalised to the population because the Chi-square Test shows the findings to be significant.

4.4.2 Gender and participation

Table 4.7 below compares the participation rates of females and males to see if whether there is a significant influence on the sardine run event participation, particularly in the KwaZulu-Natal.

Question 2: If yes, Do you participate? * Question 9: Your Gender Crosstabulation

Table 4.7 Participation in the event and gender

	Q9 : Your Gender		Total
	Female	Male	
Yes	15.5%	39.8%	55.3%
No	6.1%	9.7%	15.8%
Total	21.6%	49.5%	71.1%

The cross tabulation indicates that 39.8% of male respondents indicated that they do participate during sardine run, while 15.5% of female respondents indicated that they do participate during the sardine run. This comparison clearly shows that there is difference between gender and participation.

The findings are significant between respondent participation and gender. This relationship is depicted by Chi-Square Test $X^2 = 235.358$ at 0.000 significance level with $n=329$. This finding can be generalised to the population because the chi square test shows the findings to be significant.

4.4.3 Gender and involvement

Table 4.8 below shows the results of the gender involvement in the sardine run event. The purpose of this table was to make the comparison between female and male involvement of sardine run event in KwaZulu-Natal.

Question 2a: If yes, How do you participate? * Question 9: Your Gender
Crosstabulation

Table 4.8 Involvement in the event and gender

		Q9 : Your Gender		Total
		Female	Male	
	by dancing for tourists	.6%	.3%	.9%
	by selling my own products	3.0%	1.8%	4.9%
	by catching fish	.9%	12.2%	13.1%
	by working for net companies	1.2%	1.5%	2.7%
	working in a bed and breakfast	.6%	.6%	1.2%
	during the event			
	working in a hotel	.3%		.3%
	during the event			
	car guard	.3%	1.2%	1.5%
	car wash		1.5%	1.5%
	Other	1.2%	1.2%	2.4%
Total		8.1%	20.3%	28.5%

12.2% of male respondents' participate by catching fish as compared to 0.9% of female respondents. According to the chi-square test, the findings are significant with the comparison between question 2a and question 9 (The Chi-Square Test $X^2 = 263.028$ at 0.000 significant level with $n=329$). These findings can be generalised to the population because the chi square test shows the finding to be significant.

4.4.4 Gender and other alternative jobs

Table 4.9 below shows the results of the gender and other jobs during the sardine run event. The purpose of this table was to make the comparison between female and male involvement in doing other jobs during the sardine run event in KwaZulu-Natal.

Question 3: Based on the above question do you have other jobs other than the job you do during the event? * Question 9: Your Gender Crosstabulation

Table 4.9 Other job involvement and gender

	Q9 : Your Gender		Total
	Female	Male	
Yes	7.6%	23.7%	31.3%
No	10.3%	23.1%	33.4%
Total	17.9%	46.8%	64.7%

This table indicates a higher proportion of males who have other job involvement, for example 23.7% for males versus 7.6% for females. There is a relationship between other jobs and gender of the respondents (The Chi-Square Test $X^2=226.091$ at 0.000 significance level with $n=329$). The results indicate that the findings are significant. These findings can be generalised to the population because the chi square test shows the findings to be significant.

4.4.5 Gender and level of involvement

Table 4.10 below shows the results of gender level of involvement in the sardine run event. The purpose of this table was to make the comparison between female and male level of involvement in the sardine run event in KwaZulu-Natal.

Question 4: How often do you get involved? * Question 9: Your Gender Crosstabulation

Table 4.10 the level of involvement and gender

	Q9 : Your Gender		Total
	Female	Male	
From the beginning to the end	7.6%	18.5%	26.1%
Once a week	2.4%	14.6%	17.0%
First week only	.3%	1.2%	1.5%
odd days	1.8%	4.0%	5.8%
Other	.6%	1.2%	1.8%
Total	12.7%	39.5%	52.2%

This table indicates a high level of involvement from the beginning to the end of the event, for example 39.5% for males versus only 12.7% for females. The Chi-Square Test indicates the comparison is significant between gender and level of involvement. (The Chi-Square Test $X^2=296.464$ at 0.000 significance level with $n=329$). These findings can be generalised to the population because the chi square test shows the findings to be significant.

4.4.6 Gender and financial gain

Table 4.11 below shows the results of the gender financial gain from the sardine run event. The purpose of this table was to make the comparison between female and male financial gain from the sardine run event in KwaZulu-Natal.

Question 5: Do you get any financial gain out of this? * Question 9: Your Gender
Crosstabulation

Table 4.11 Event financial gain and gender

	Q9 : Your Gender		Total
	Female	Male	
Yes	6.4%	11.2%	17.6%
No	8.8%	27.4%	36.2%
Total	15.2%	38.6%	53.8%

The above table indicates a higher proportion of males who yield financial gain on the sardine run, for example, 11.2% for males versus 6.4% for females. The findings are significant between gender and financial gain. (The Chi-Square Test $X^2=285.917$ at 0.000 significance level with $n=329$). These findings can be generalised to the population because the chi square test shows the findings to be significant.

4.4.7 Gender and family support

Table 4.12 below shows the results of the gender and family support of the sardine run event. The purpose of this table was to make the comparison between female and male family support of the sardine run event in KwaZulu-Natal.

Question 5b: How many people benefit from your earning? * Question 9: Your Gender Crosstabulation

Table 4.12 Family support and gender

	Q9 : Your Gender		Total
	Female	Male	
1	.3%	.3%	.6%
2	.3%		.3%
3	.3%	.9%	1.2%
4	1.5%	4.3%	5.8%
5	1.8%	2.4%	4.3%
6	1.5%	1.5%	3.0%
7		.3%	.3%
8		.3%	.3%
10		.3%	.3%
Total	5.7%	10.3%	16.1%

This table indicates a higher proportion of male family support, for example, 10.3% for male versus 5.7% for females. Tests of these variables were done by using a two tailed Chi-Square Test ($X^2 = 234.567$ at 0.00 significance with $n=329$). The results show a significant relationship between gender and the number of people who benefit from the respondents' earnings. These findings can be generalised to the population because the chi square test shows the findings to be significant.

4.4.8 Gender and training related to the sardine run

Table 4.13 below shows the results of the gender and training required for the sardine run event. The purpose of this table was to make the comparison between female and male training required for the sardine run event in KwaZulu-Natal.

Question 6: Would you like to receive any training related to the sardine run? *

Question 9: Your Gender Crosstabulation

Table 4.13 Training required of sardine run and gender

	Q9 : Your Gender		Total
	Female	Male	
Yes	20.4%	49.2%	69.6%
No	15.5%	9.1%	24.6%
Total	35.9%	58.3%	94.2%

This table indicates a higher proportion of males who felt training is important, for example, 49.2% for males versus only 20.4% for females. With regard to the relationship between gender and training for the sardine run event, a two tailed Chi-Square Test ($X^2 = 16.965$ at 0.002 significance level with $n = 329$) shows that the findings yield no significance between gender and training related to the sardine run.

In other words, although the table reflects that a higher proportion of males feel that training is required, this finding cannot be generalised to the population because the chi square test shows the findings to be not significant.

4.4.9 Knowledge and age of respondents

Table 4.14 below shows the results between the age of respondent and knowledge of the sardine run event. The purpose of this table was to make the comparison between the knowledge and age of the respondents of the sardine run event in KwaZulu-Natal.

Question 1: Do you know anything about the sardine run event? * Question 7: Your Age group Crosstabulation

Table 4.14 Event knowledge and age

	Q7 : Your Age group				Total
	16 - 30 years	31- 45 years	46 - 60 years	Above 60 years	
Yes	45.9%	15.5%	5.8%	.6%	67.8%
No	17.0%	7.6%	2.4%	5.2%	32.2%
Total	62.9%	23.1%	8.2%	5.8%	100.0%

This table indicates a higher proportion of youth who have knowledge about sardine run, for example 16-30 years consisted of 45.9% and the remaining percentage was spread across other age groups.

More tests have been conducted by using a Chi-Square Test in order to test specific relationships between variables. The respondents were asked to indicate their age and their knowledge to determine which age group is likely to know more about the sardine run. A two-tailed Chi-Square Test ($X^2 = 31.149$ at significance level 0.000 with $n=329$) indicates that the findings are significant between age group and knowledge of sardine run.

In other words, the above table reflects that a high proportion of the age group 16-30 knows about the sardine run. This finding can be generalised to the population because the chi square test shows the findings to be significant

4.4.10 Knowledge and level of education

Table 4.15 below shows the results of the level of education of respondents of the sardine run event. The purpose of this table was to make the comparison between knowledge of the sardine run and level of education of the sardine run event in KwaZulu-Natal.

Question 1: Do you know anything about the sardine run event? * Question 8: What is your level of education? Crosstabulation

Table 4.15 Event knowledge and level of education

	Q8: What is your level of education?				Total
	No formal education	Grade 1 - 6	Grade 7 - 12	Tertiary education	
Yes	20.1%	7.0%	27.7%	13.1%	67.8%
No	7.3%	5.5%	15.5%	4.0%	32.2%
Total	27.4%	12.5%	43.2%	17.0%	100.0%

This table indicates a higher proportion of grade 7-12 who had knowledge about sardine run, for example, 27.7% followed by no formal education with 20.1%. (The Chi-Square Test $X^2=6.800$ at 0.079 significance level with $n=329$). The findings show no significance between the level of education and the knowledge of respondents about the sardine run.

In other words, although the table reflects a higher proportion of grade 7-12 knowledge of the sardine run, this finding cannot be generalised to the population because the chi square test shows the findings to be not significant.

4.4.11 Conclusion

In this chapter, the focus was on the analysis and interpretation of results presented graphically. There were a number of differences found between the dependent and independent variables.

However, the results reveal that there is financial gain for the respondents who participated in the sardine run. The attitudes of the community showed that they are interested in the event. This finding was supported by a large percentage of the respondents who would like to receive training on sardine run aspects. The following chapter will discuss the findings of the study.

Chapter 5 – Discussion of the findings

5.1 Introduction

This chapter will validate the results by determining their significance against the results obtained by other researchers.

5.2 Discussion of results

The results from the empirical study are discussed below. See appendices E, F and G for detailed tables from pages 112 to 115.

5.2.1 Demographic results

5.2. 1.1 Age of the respondents

Most of the respondents who were willing to participate belonged to the younger group. The relatively high participation by the youth could be attributable to the high percentage of unemployment in the area under study.

The demographic profile, which is representative of the population, suggests that there is a need to focus on educational development. The profile also calls for initiatives targeting women-headed households in the district. An important aspect of this profile is that it reflects an age group that is more vulnerable to HIV/AIDS and crime. Age was thus an important variable in the study.

5.2.1.2 Gender of the respondents

From 329 responses received, 63% respondents were male while 37% were female. The findings could be attributed to the availability of male respondents during the interviews or the non-willingness of female to take part in the research. However, the researcher would not

like to overlook factors like discrimination of women against certain job categories which might be a factor.

Cultural sanctions affect women's employment opportunities. Seasonal, unskilled employment, with long hours and low pay, was taken up by rural women who migrated due to lack of stable employment at home. It is not easy to generalize about women and tourism employment. The type of tourism development determines the options available for direct employment and also affects the potential for indirect employment.

5.2.1.3 The education level of the respondents

In terms of the findings, there is no difference between formal and non-formal education in terms of participation during the sardine run.

The critical point is not the lack of enthusiasm or willingness but the absence of the basic skills in communities to begin the process of entering the market as Small, Medium and Micro Enterprises. Support structures for training a group of emerging tourism entrepreneurs are currently meagre. Support structures for incorporating historically disadvantaged communities into the tourism economy are virtually non-existent, as is finance for the community to facilitate their entry into the tourism economy.

Therefore, with support of this literature, the study tested the level of education to find out how many respondents know and support the sardine run event in KwaZulu-Natal.

5.2.2 Knowledge of the sardine run event

In terms of the findings, the majority of the respondents know about the sardine run event. 68% of the respondents are aware about the event. It appears that the objective on the assessment of the knowledge of the indigenous community about the sardine run has been answered. However, more needs to be done for those who are not aware about the run. Promotional activities to improve the level of awareness amongst the local community should be introduced.

5.2.3 Interest in obtaining awareness by those not aware of the sardine run

It appears that out of 32% of the respondents who were not aware about the sardine run, 20% were interested to get awareness which is a big number. Community development acts as a vehicle for transformation towards a better life for people. Community development is focused on the desired change that could be brought about in communities. Sardine run publicity campaigns should focus on the indigenous community areas.

5.2.4 The participation of the respondents in the sardine run

The findings indicate that there is a difference in the percentage of the respondents who claim to participate (55%) in relation to those who do not participate (16%) in the sardine run. However, the meaning and the manner of participation in the sardine run needs further interrogation. For example, what this study sought to investigate was whether the participation resulted in economic benefit for the respondents. 29% of the respondents were unaware of the event.

5.2.5 Rate of respondents' participation

It appears that a large percentage of the respondents do not actively participate during the sardine run. This finding could be attributed to the fact that they lack relevant skills for taking part or they are not aware that they can actively participate in the event.

The study was looking at the sardine run benefit to the local community in terms of job opportunities, particularly in KwaZulu-Natal. There is very low percentage of respondents

who actively participate in the sardine run. The question addresses two objectives relating to the assessment of the level of involvement of the indigenous community in the sardine run as well as the assessment of the marketing skills of the indigenous community that are required to contribute to the sardine run.

5.2.6 Respondents' involvement

It appears that half of those who get involved, are involved from the beginning and for the duration of the event. This finding answers one of the objectives that addresses the level of involvement of the indigenous community in the sardine run. Therefore, the analysis is supported by the Local Government White Paper and the National Constitution which state that local governments should be promoting economic and social well being and introducing development and job creation endeavours in the areas under their jurisdiction. The result has been the emergence of a range of projects like local procurement and small business promotion strategies, efforts to encourage tourism based development, support for both formal and informal business and tourism based development internationally and in South Africa.

5.2.7 The alternative job for the respondents

The concern for this study is to look at variables that might cause the lack of participation during the sardine run in KwaZulu-Natal. It appears that half of the respondents who take part in the sardine run have alternative jobs. This situation can be attributed to the fact that the event takes place only for a short period of time of one to two months only. Half of the respondents, who get involved, have no other jobs during the event. It is possible that those who have jobs take leave from work during the sardine run.

5.2.8 The respondents' financial gain

A small percentage of the respondents indicated that they do get financial gains during the sardine run event. This small percentage can be attributed to the fact that most of the respondents are not actively involved in the sardine run. Another reason could be that people viewed financial gain as confidential information and did not want to reveal such information to the researcher.

This question was very important to answer the objective on the evaluation of the monetary earnings of the indigenous community from the sardine run.

5.2.9 Earnings in rands

It appears that a small percentage of the respondents earn money during the sardine run. Calculations reveal that there is an estimated R1 082 222 profits yielded from the sardine run. This amount equals to R159.91 per person during the sardine run. This amount can be attributed to the fact that very few respondents, who answered this question, were from inland. Most of the respondents, who answered this question, were from the urban side which might be attributed to the fact that they are small business people who have selling skills. Therefore, the sardine run does yield financial gain for the local community.

5.2.10 Family support from earnings

The results have indicated that respondents who receive earnings during the sardine run had to support a family of four to five members. This is a big number in terms of the small amount earned. The provincial Department of Social Welfare and Population Development is one of the most well known government departments in the district. This department is well-known because there about 66000 households living below the minimum level and, therefore, rely on direct and indirect grants to survive.

5.2.11 The respondents' training related to the sardine run

The results have indicated that most of the respondents would like to receive training related to the sardine run. This keenness could be due to the respondents being positive about choosing a career as an entrepreneur during the sardine run.

South Africa has a number of unemployed people. This information will give the local government municipality a chance to provide skills development in the area. The Skills Development Act was passed in 1998 to address the skills shortage in communities. Funds are available through the Department of Labour to train people, but there has not been any research to determine which skills are needed by the Hibberdene community. The figures

above reveal the skills shortage which will assist not only the local municipality on which skills to provide, but the people of the community will benefit because they will be provided with the right skills and an awareness campaign that will provide them with financial gains.

This question is very crucial to the whole study because it addresses the percentage of respondents who feel that they need to be equipped with the skills. This question relates to the objective concerning the perception and attitudes of the indigenous community about the sardine run.

5.2.12 Conclusion

The results of the findings of the study highlight that the community of the Ugu district seem to know about the sardine run event. The results have also revealed that the community has positive attitudes about the sardine run since a large percentage of respondents indicated that they are interested in receiving training related to the sardine run. Another interesting area which has been revealed to the study is that of monetary gain which benefited the community. Lack of proper skills to take part in the event was noted.

In the following section, comparisons of variables are discussed.

5.3 Comparison of variables

5.3.1 Gender and knowledge

In terms of the findings, there is a significant difference between gender and knowledge about the sardine run. Males seem to know about the events whereas few females know about the sardine run. This difference could be attributed to the research example. It is possible that, during the interview, more males were interested in participating in the research as compared to females. It is also possible that since the convenient sampling method was used, females may have been not available because they were working. Since most males were unemployed, they were available to take part in the research.

5.3.2 Gender and participation

In terms of the findings, more males take part in the sardine run. This finding could be attributed to the nature of event. While men were mainly involved in manufacturing and mining, women tended to concentrate on activities compatible with their domestic and reproductive roles, although some were engaged in subsistence agriculture. Women are, therefore, still locked into traditional female functions, such as hawking, petty street trade, home based trade in alcohol, knitting, sewing and craft operation which usually require few skills, little training and low start – up capital whereas men tend to concentrate on more remunerative activities.

5.3.3 Gender and involvement

According to the findings, females seem to take part in selling their products. This trend has been shown by the highest percentage of females in the activities as a whole. This finding could be attributed to the fact that most females, who were interviewed, were from the urban areas where it is likely that most small business people are found. However, it cannot be denied that it could also be attributed to the fact that there is a big transformation in the gender role. Most females are becoming more and more independent, wanting to open their own businesses as opposed to seeking employment.

A low percentage of females were involved in car wash activity. This finding could be attributed to the nature of the job. The job involves long hours. Hence it is difficult for females to balance work with household chores.

On the other hand, a large percentage of males participate in catching fish. This finding could be attributed to the fact that this job is still perceived as a male job. This finding can also be attributed to the fact that males are not afraid of the sea and they can also swim. However, the job itself could be done through being self employed or doing it for the net company. Unfortunately, the study did not unpack this kind of question.

The lowest male response was working in the hotel during the sardine run event. This finding could be attributed to the fact that hotel work has been perceived as a female job.

5.3.4 Gender and other alternative jobs

According to the findings, the largest percentage of males who participate in sardine run have alternative jobs. This finding could be attributed to the fact that the life span of the sardine run is short. The finding could also be attributed to the fact that the dominating male participation was on catching fish which does not last long.

5.3.5 Gender and level of involvement

According to the findings, males get more involved than females. This finding might be attributed to the fact that more males answered the questions than females.

5.3.6 Gender and financial gain

According to the findings, female respondents have highest financial gains as opposed to male respondents. This finding is very interesting because there seems to be more involvement from male respondents as opposed to female respondents. What is revealed is that the small percentage of female respondents seems to yield more profit than males. This finding could be attributed to the nature of participation of males. A large percentage of males participate in catching fish. The fish could be used as food consumption but not for selling purposes. On the other hand, a large percentage of females sell their own products which are likely to yield more financial gain.

5.3.7 Gender and people benefit

The findings reveal that although females constitute a small number, they seem to feed a large percentage of family members as opposed to males who have to feed a smaller percentage compared to that of females.

5.3.8 Gender and training related to the sardine run

According to the findings, the response about receiving training related to the sardine run was very high from males as opposed to the females whose response was very low. This finding

could be attributed to the fact that females perceive the whole event as a sea related event. Therefore, there is no need for them to be trained on this kind of a job. This finding could also be attributed to the fact that males think that the whole training will be about catching fish. Therefore, males fit in the training.

5.3.9 Knowledge and age of respondents

The findings reveal that respondents in the age group of 16 to 45 years seem to know about the sardine run as opposed to the age group of 46 to 60 years and above. This finding could be attributed to the fact that most of the respondents, who were willing to answer the question, were in the age group of 16 to 45 years. However, the issue of the lack of interest from the adults can never be overlooked.

Product needs and interest often vary with consumers' age. Marketers have found age to be a particularly useful demographic variable for distinguishing segments. Many marketers have carved themselves a niche in the marketplace by concentrating on a specific age segment. The Skills Development Act targeted mainly the youth. These results can assist to give directions as to which age group is most likely to take part in the whole training.

5.3.10 Knowledge and level of education

The findings reveal that the education did not play any role in terms of the knowledge about the sardine run. The respondents' knowledge did not vary according to the level of education. It appears that the focus is more on training than education. The population education profile of Ugu suggests a great need for focus on educational development. The key challenges are to improve literacy rates, as well as to ensure that the existing schools are adequate to perform their functions and that they are provided with the necessary support.

5.4 Conclusion

The comparisons revealed that both males and females know about the sardine run. The difference is on the degree of gender involvement in the event. There is still a divide between what seems to be perceived as male jobs as opposed to female jobs. While males catch fish females sell their own products to generate funds. It is apparent that not a large number of females are interested to take part in training related to the sardine run. This finding could also be attributed to beliefs that catching fish in the sea is a male job. The study concludes, however, that there is a need for intervention to assist the community to deal with issues like poverty, female upliftment and provision of skills development training. The following chapter provides conclusions as well as recommendations and further areas of research.

Chapter 6 – Conclusions and recommendations

6.1 Introduction

This chapter is based on the results reported in chapter four and the literature study in chapter two. The recommendations and conclusions presented in this chapter are the outcomes of the findings of the results. The investigation contained in this study covers a number of the most pressing issues in the tourism industry in KwaZulu-Natal. The changes that are outlined in the recommendations are essential in the establishment of an effective tourism event. The proposals put forward in this study, though fundamental and far-reaching, cannot be implemented overnight. They will require a commitment from all stakeholders in the tourism sector.

6.2 Conclusions

This final chapter contains the conclusions that have been reached in response to the findings in chapter four. The conclusions reached will be presented under each objective.

6.2.1 Objective 1: Knowledge of indigenous community about sardine run

The findings indicate that a 68% of the candidates who were interviewed knew about the sardine run event as compared to the smaller percentage who did not know about the sardine run. A higher number of males (48.3%) knew about the sardine run as compared to the females (19.5%) who know little about the sardine run. Even though the majority of respondents claimed to have been aware of the sardine run, the concern is the fact that 19.5% of the female respondents did not know about the event. This evidence showed an important gap that needs to be closed by the marketers of the sardine run. Female involvement needs to be facilitated so that women can meaningfully participate in the event.

Based on the data, the awareness about the event is highest within the younger age group (16-34 years). Both youth and adults know about the sardine run. The major issues are, firstly, the awareness which was found to be lower than what it should be for such a big event in the

calendar of the coastal town and, secondly, the low level of participation by especially women in the event.

6.2.2 Objective 2: Perception and attitudes of indigenous community about sardine run

Seventy percent of the respondents indicated that they would like to receive training on the sardine run related activities. This finding means that the perception and attitude of the community about the sardine run is positive. A large percentage of respondents would like to associate themselves with the sardine run. This percentage includes those who are involved as well as those who were not aware. There is a small percentage (12%) of respondents who want nothing to do with the sardine run. What came out clearly from the study was that there is a fraction of the population who really have no interest in the sardine run or anything to do with sea or fish, thus sacrificing all the indirect opportunities that are presented by the event.

6.2.3 Objective 3: Marketing skills of indigenous community about sardine run

The study reveals that the community reflects very limited skills when it comes to marketing themselves during the sardine run. Firstly, a high percentage (23.1%) of the participants just watch the sardine run without doing anything. However, the study also examined the financial benefits of the sardine run to the local community in terms of job opportunities, particularly in KwaZulu-Natal. The results show very low percentages participation rates in jobs that require marketing skills, like selling one's own products, dancing for tourists and entertaining visitors. The finding is very significant because most of the people, who watch the event, are not working. Such a behaviour from indigenous communities can also be attributed to the legacy of apartheid where access to natural resources was restricted, meaning the local Black population views certain events as they had done during the apartheid era. This view is that certain resources are for the exclusive enjoyment of certain population groups. This type of passivity calls for intervention from the government to assist the community with entrepreneurial and marketing skills.

6.2.4 Objective 4: Level of involvement of indigenous community in the sardine run

The study concludes that a high percentage of the indigenous community is aware that there is an annual event called the sardine run. However, according to the results, it appears that the

respondents are passive participants in the sardine run event. The results also indicate that 23.1% of the respondents watch the event while 48.3% do not participate at all. This finding might be attributed to a number of factors:

- Lack of knowledge about how to utilise the tourism event to their benefit;
- Not knowing what to do; and
- Being afraid to interfere in an event for which they were not invited.

The study concludes that the age group of the respondents, who support sardine run, refer to people who are under the age of thirty years (62.9%). Based on the results, some of these respondents are the people who have just finished matric and are not working while others are people with no formal education. There is no major difference in terms of age and education of the respondents.

6.2.5 Objective 5: Monetary earnings of the indigenous community from the sardine run

83.9% of the respondents do not get any money from the sardine run. Of the respondents (15.1%) who do earn some money from the event, the average earning per respondent is a paltry R159.91. This finding could have resulted from the fact that not all respondents were providing valid information about their financial gain. However, the study concludes that the high percentage of the respondents who do not yield any financial gain could be that they do not actively participate in the event. The reason could be also the lack of proper relevant skills needed to take part in the event.

6.2.6 Summary

From the above discussion, it can be concluded that the objectives of the study have been achieved.

6.3 Implications of the study

a) Knowledge assessment

The results showed that 68% of the respondents were aware of the sardine run. This percentage is not impressive when considering the importance of the event to South Africa. Unawareness of the event being of any significance, implies that any opportunities presented by the event cannot be exploited by the indigenous communities.

b) Perceptions and attitudes

About 70% of the respondents expressed their willingness to get training related to the sardine run that would empower them with valuable skills. This finding implies unemployment which needs to be addressed by government intervention.

c) Skills requirement and level of involvement

Of the activities listed as having been engaged in during the past sardine events, watching came out tops. This means that, currently, the respondents have got no unique skill to offer during the run.

d) Direct financial benefits

83% of the respondents do not draw any direct income from the activities associated with the sardine run.

The above findings imply that there needs to be intervention at the level of the authorities in publicity, addressing the skills shortage in the area, identifying opportunities for community involvement and also facilitating entrepreneurship.

6.4 Recommendations

Arising out of the literature study and the feedback gathered from the questionnaires and interviews conducted with the indigenous community of Hibberdene and Margate, the following recommendations are suggested:

- Community training programmes: The results on the question regarding the training of local community indicate that 69.6% of the respondents indicated that they need training, while 24.6% of the respondents believed that training is not required. However, this study recommends that more training need to be run within the local community and the follow-up strategy must be implemented within the local community, particularly towards the sardine run event in the KwaZulu-Natal.
- Promotion of sardine run within tourism department: With regard to the promotion of the sardine run, the findings reveal that promotion of the sardine run is already taking place but the strategy was not covering the local indigenous communities. Therefore, a new strategy needs to be in place which is going to cover the general public including the local indigenous population. The results, more especially with the question of the participation, reveal that 29% of the respondents are not participating in the sardine run event. Therefore, this study recommends that greater promotion strategies of the sardine run should be implemented in order to encourage more people to support the sardine event in KwaZulu-Natal.
- Marketing training programmes within the community: This study recommends more marketing for this event. The findings of this study indicate that the majority of respondents, more especially male respondents, are willing to know more about sardine run event. The concerns are about the female respondents who did not want to know more about the sardine run. Therefore, it is very important for the concerned bodies to introduce more marketing campaigns that are targeting the promotion of this event to indigenous communities in the Ugu district.
- Tourism education programmes among the communities should be implemented. Communities should be educated about the identity of tourists, why they visit the area and the benefit of a warm welcome for tourists. Local communities should be educated on small, medium and micro-enterprises skills that can be used to generate profit during tourism events.

- The importance of natural conversation protection must be taught. The South African context, local action and local economic development have been encouraged by a range of government policy documents and acts of parliament.

The study reveals that there is no major problem about awareness of the sardine run event. However, there is a problem about participation. A large percentage of the respondents do nothing during the sardine run. They simply watch the event. Therefore, the study recommends the implementation of more promotional campaigns to provide advertising opportunities during the event. The study recommends that more promotions should focus on females to encourage greater participation in the sardine run event.

The results also articulate that male respondents are willing to get more training about the sardine run event in KwaZulu-Natal. Therefore, the study recommends training that will be directed to females addressing cultural stereotypes. Females need to compete equally with males in the industry. Training for males is needed since they are likely to become potential participants for the sardine run event in KwaZulu-Natal.

The study recommends that proper marketing strategies should be implemented for the sardine run event particularly in KwaZulu-Natal targeting indigenous communities and females. The study also recommends that, with regard to the relationship between total income earned and training for the sardine run event, the local community should receive financial gains. Therefore, the study recommends that the local community should be fully involved by the authorities, particularly in KwaZulu-Natal. The South African government should intervene and provide skills training to indigenous communities on how to effectively take part on the tourism events.

6.5 Areas of further study

This study set out to assess the knowledge of the indigenous community about the sardine run, perceptions and attitudes of the indigenous community about the sardine run, to assess the marketing skills of the indigenous community that are required to contribute to the sardine run and an assessment of the level of involvement of the indigenous community in the sardine

run, which will incorporate an evaluation of the monetary earnings of the indigenous community from the sardine run. This study recommends further research on the marketing strategies of the sardine run event in KwaZulu-Natal.

Six million rands was the estimated profit that was received by the Hibiscus coast tourism department. The study reveals that there is financial gain that has been received by local communities. Based on the findings of the study, the gain is estimated at R159.91 per person during the whole event. This figure might differ from the figure of the inland population. Therefore, this study recommends further research on how the local community can increase their profit from the sardine run. Such a study would be based on the introduction of training on marketing skills that are relevant to tourism events as 70% of respondents are interested in receiving training related to sardine run. This study recommends further study on how the sardines can become the source of human consumption so as to alleviate poverty.

The respondents comprised 63% males and 37% females, with inadequate participation by females. Therefore, the study recommends that more research should be conducted on female participation in KwaZulu-Natal tourism, in general.

List of references

- Advanced leisure and tourism. 1996. Oxford: Oxford University Press.
- Aitken, A. 2005. South Africa's sardine run: greatest shoal on earth. [online]
Available at: <http://www.divetrip.com/southafrica/sardinerun02.htm> [Accessed: 03/04/2005].
- Akama, J. 1999. The efficacy of tourism as a tool for economic development in Kenya. [online]
Available at: <http://unpan1.un.org/intradoc/groups/public/documents/idep/unpan002584.pdf>.
[Accessed: 15/05/2007].
- Albertyn, R. 2002. Development of sustainable tourism as solution for rural poverty in Southern Africa. University of Stellenbosch: School for Public Management and Planning.
- Ali, D. 1998. Case study of Development of the peripheral coastal area of South Sinai in relation to its Bedouin community. Blacksburg, Va.: University Libraries, Virginia Polytechnic Institute and State University.
- Ashley, C. and Roe, D. 2002. Making tourism work for the poor: strategies and challenges in Southern Africa. Development Southern Africa, 19(1): 61-82.
- Austin, R. 2006. Indigenous tourism development: NT tourist commission, Australia: Nature and culture development. [online] Available at:
<http://www.nttc.com.au/nt/nttc/industry/projects/indigenous.html> [Accessed: 4/06.2005].
- Baker, R. (ed.) 1980. The mystery of migration: the story of nature's travelers through the cycle of the seasons. London: Macdonald.
- Bennett, J. 1995. Managing tourism services. Pretoria: Van Schaik.
- Binns, T. and Nel, E. 2002. Tourism as a local development strategy in South Africa The Geographical Journal, 168(3): 235-247.
- Buhalis, D. 2001. Tourism business frontiers : consumers, products and industry. London: Elsevier Butterworth-Heinemann.
- Butler, R and Hinch, T. 1996. Tourism and indigenous peoples. London: International Thomson Business Press.
- Christenson, J. and Robinson, J. (eds.) 1980. Community development in America. Ames, Iowa: Iowa State University Press.
- Cleverdon, R. 2002. Tourism development in the SADC region: the opportunities and challenges in Development Southern Africa, 19(1): 7-28.
- Constitution of the Republic of South Africa [online] Available at:
www.polity.org.za/govdocs/constitution/saconst.html [Accessed: 03/05/2004].

- Cunningham, S. and Bostock, T. (eds.) 2003. Report of the Ministry of Fisheries Republic of Senegal. Contribution to the workshop on fisheries tax reform. Papers presented at the Workshop and Exchange of Views on Fiscal Reforms for Fisheries - to Promote Growth, Poverty Eradication and Sustainable Management. Rome, 13-15 October 2003.
- Dahles, H. and Bras, K. 1999. Tourism and small entrepreneurs: development, national policy, and entrepreneurial culture, Indonesian cases. New York: Cognizant Communication Corporation.
- Davids, I. Maphunye, K and Theron, F. 2005. Participatory development in South Africa: a development management perspective. Pretoria: Van Schaik Publishers.
- Diamantopoulos, A. and Schlegelmilch, B. 1997. Taking the fear out of data analysis. London: Dryden Press.
- Dictionary of Science and Technology. 1992. London: Academic Press.
- DWAF.1999-2000[online] Available at:
<http://devplan.kzntl.gov.za/Municipal/IDPs/Ugu/General%20Docs/5Situational%20Analysis.doc> [Accessed: 08/10/2004].
- Elliott, J. 1997. Tourism: politics and public sector management. London: Routledge.
- Fyall, A. and Garrod, B. (eds.) 2004. Tourism marketing: a collaborative approach. Clevedon: Channel View Publications.
- Gaisford, W. 1997. Healing the crippled hand: tourism and community-based tourism as sustainable forms of land use and development in Eastern Tsumkwe, Namibia. University of Cape Town: Department of Environmental and Geographical Science.
- Ghatak, S. 1995. Introduction to development economics. London: Routledge.
- Gilberto, R. 2004. Sustainable tourism development: a case study of Bazaruto in Inhambane, Mozambique. University of the Western Cape: Institute for Social Development, Faculty of Economic and Management Sciences.
- Goddard, W. and Melville, S. 2001. Research methodology: an introduction. 2nd ed. Cape Town: Juta.
- Guyot, S. 2001. Evolution of political territories and challenges of development of the Port Shepstone area KwaZulu-Natal, South Africa. [online]. Available at: iga.ujf-grenoble.fr/teo/Innovation/PDF/24%20Guyot.pdf [Accessed: 15/05/2007].
- Hall, C. 2003. Introduction to tourism: dimensions and issues. Frenchs Forest, N.S.W.: Hospitality Press.
- Hannam, K. 2004. Tourism and development II: marketing destinations, experiences and crises in progress. Development Studies, 4(3): 227-234.
- Harrison, D. (ed.) 1995. Tourism and the less developed countries. New York: John Wiley.

- Holloway, J. 2002. The business of tourism. New York: Prentice Hall.
- Hughes, H. and Vaughan, A. 2000. The incorporation of historically disadvantaged communities into tourism initiatives in the new South Africa: case studies from KwaZulu-Natal. In Robinson, M. et al. (eds.) Reflections on international tourism: Management, marketing and the political economy of travel and tourism. Sunderland University of Northumbria, Sheffield Hallam University and Business Education Publishers, pp 241-254.
- Kinnear, T. and Taylor, J. 1996. Marketing Research. New York: McGraw-Hill.
- Kinnear, T. and Taylor, J. 1987. Marketing Research. New York: McGraw-Hill.
- Kirsten, M. and Rogerson, C. 2002. Tourism, business linkages and small enterprise development in South Africa. Development Southern Africa, 19(1): 29-59.
- Kruger, S. and Verster, R. 2001. An appraisal of the Vulamehlo handcraft project: development debate and practice. Development Southern Africa, 18(2): 239-252.
- Leacock, E. and Safra, H. 1986. Women's Work: Development and the Division of Labour by Gender. South Hadley, MA: Bergin & Garvey.
- Leedy, P. 1996. Practical research: planning and design, London: MacMillan Publishing Company.
- Leedy, P. 1987. Practical research: planning and design. London: MacMillan Publishing Company.
- Lever, A. 1987. Spanish Tourism Migrants: the case of Lloret de Mar-, Annals of Tourism Research, 14(4): 449-70
- Levett, R. and McNally, R. 2003. A strategic environmental assessment of Fiji's tourism development plan. London: Macmillan.
- Levy, D. and Lerch, P. 1991. Tourism as a factor in development: implications for gender and work. Barbados gender and society, 5(1): 67-85
- Lickorish, L. and Jenkins, C. 2003. An introduction to tourism. Oxford: Butterworth Heinemann.
- Litwin, M. 1995. How to measure survey reliability and validity. London: Sage.
- Mari, C. and Croze, H. 1999. The great migration. London: The Harvill Press.
- Mahony, K. and Van Zyl, J. 2002. The impacts of tourism investment on rural communities: three case studies in South Africa. Development Southern Africa, 19(1): 83-103.
- Maxwell, C. 2002. The Natal sardine run: sardine fever. Cape Town: Underwater video. [online]
Available at: http://www.underwatervideo.co.za/dive_locations/south_africa/sardine_run/natal_sardine_run [Accessed: 09/01/04].
- Miller, D. and Branson, J. (1989). Pollution in Paradise: Hinduism and the Subordination of Women in Bali. In Alexander, P. (ed.) Creating Indonesian Culture. Sydney: Oceania Publications: 91-112.

- Mitchell, R. and Reid, D. 2001. Community Integration Island Tourism in Peru. Annals of Tourism Research, 28(1): 113-139.
- Municipal profile 08-2001 [online]. Available at: <http://devplan.kzntl.gov.za/Municipal/IDPs/Ugu/General%20Docs/5Situational%20Analysis.doc> [Accessed: 08/10/2004].
- Motebang, M. 2004. Service delivery: a focus on rural areas. IMFO: Official Journal of the Institute of Municipal Finance Officers, 5(2): 20-21.
- Nancarrow, W. 2004. Tourism news, Hibiscus Coast Tourism, South Coast [online] Available at: www.hibiscuscoast.kzn.org.za. [Accessed: 03/02/2004].
- Natal Sharks Board. 2006. Sardine run South Coast KwaZulu-Natal: you are invited to the greatest shoal on earth. Durban.
- Ngubane, J. and Diab, R. 2003. Engaging the local community in tourism development planning: a case study in Maputaland. South African Geographical Journal, 87(2): 115-122.
- Ntuli, T. and Potgieter, P. 2001. Exploring the impact of crime on tourism in ST. Lucia. Acta Criminologica, 14(1): 60-70.
- Rogerson, C. 2002. Tourism and local economic development: the case of the Highlands Meander Development Southern Africa, 19(1): 143-190.
- Saayman, M. and Du Plessis, E. 2003. Competitiveness of South Africa as a tourist destination. South African Journal for Research in Sport, Physical Education and Recreation, 25(2): 57-65.
- Saayman, M. and Olivier, E. 2005. An analysis of tourism SME's in South Africa. South African Journal for Research in Sport, Physical Education and Recreation, 27(1): 117-126.
- Saayman, M. and Slabbert, E. 2004. A market analysis of visitors to the Pretoria national zoo. South African Journal for Research in Sport, Physical Education and Recreation, 26(1): 89-96.
- Saatman, M. 1997. Tourism marketing in South Africa. Potchefstroom: Leisure Consultants and Publications.
- Salkind, N. 1997. Exploring research. New York: Prentice Hall.
- Sardine run, KwaZulu-Natal: swimming for their lives [online] Available at: <http://hibiscuscoast.kzn.org.za/hibiscuscoast/2.xml> [Accessed: 01/03/05].
- Sardine run. 2006. Sawubona magazine. Houghton: Crawford Publications.
- Sardine run South Coast KwaZulu-Natal: you are invited to the greatest shoal on earth. 2006. Natal Sharks Board.
- SARoutes. 2005. [online] Available at: <http://www.routes.co.za/municipalities/kn/hibiscuscoast.html>.
- Schiffman, L. and Kanuk, L. 1997. Consumer behavior. Upper Saddle River, N.J. Prentice Hall.

- Sequeira, K. 2002. Development of artisannal fishery in Rama Cay community, Atlantic Coast of Nicaragua: Master thesis of International Fisheries Management. Norwegian College of Fishery Science, University of Tromso-Norway [online]
Available at: www.google.com [Accessed: 03/02/2005].
- Sharpley, R. 2002. Rural tourism and the challenge of tourism diversification: The case of Cyprus. Tourism Management (23): 233-244.
- Sharpley, R. and Sharpley, J. 1997. Rural tourism: an introduction. London: International Thomson Business Press.
- Singh, A. 1999. Women and empowerment through the economy of affection in KwaZulu-Natal Development Southern Africa, 16(3): 467-488.
- South Africa. 1998. The Local Government White Paper. Pretoria: Government Printer.
- South African sardine run: big animals in congregation. 2006. [online] Available at: http://www.advancingwomen.com/worklife_balance/tourism/south_african_sardine_run_big_animals_in_congregation.php [Accessed: 15/10/2005].
- Stone, M. 2002. Ecotourism and community development: case studies from Hainan, China. Waterloo: University of Waterloo
- Strydom, J., Cant, M. and Jooste, C. 2000. Marketing Management. Cape Town: Juta
- The new Encyclopaedia Britannica. 2005. 10 Micropaedia. Chicago: Encyclopaedia Britannica, Inc.
- Todaro, M. 2000. Economic Development. London: Longman.
- Welman, J. and Kruger, S. 1999. Research methods for the business and administrative sciences. Cape Town: Oxford University Press.
- United Nations Development Programme Report. 1992. United Nations Development Programme [online] Available at: www.undp.org/ [Accessed: 05/02/2005].
- Young, C. 1993. Ecotourism as a development strategy with Greyton as a case study. University of Stellenbosch: Department of town and regional planning.

Appendix A - Letter of information and consent

17 Postlooper

St. Winifreds

Amanzimtoti

4126

03 July 2005

I am currently undertaking a research project that aims at investigating the use of the sardine run as a marketing tool by indigenous business and its economic effects on the South Coast indigenous population.

The purpose of this research is to ascertain effects on the indigenous community during the sardine run event. It intends to find answers regarding their level of participation in and benefit from the event.

Please fill the confidential questionnaire at your earliest convenience. It will take 20 minutes of your time. Participation is entirely voluntary and you may withdraw from the study at any time without giving any reasons. The information you provide will be used for research purposes only and your identity and individual answers will be kept totally confidential.

Your co-operation will be much appreciated.

Thank you,

Yours faithfully

Joyce Myeza

Appendix B – Questionnaire for Tourism Department

Sardine run annual event

1. Are you involved in promoting the event?

If yes

a. How are you involved?

b. When did you start?

c. Who are you covering in your promotion? And why?

If no

a. Why?

b. Would you like to play an active role in future?

2. Do you have any formal marketing strategy for promoting the event?

If yes

a. Who designed it?

b. Can I have a look at it?

If no

a. Are you intending to use or design marketing strategy?

1. Is the event facilitating any development in the area?

If yes

a. how? Choose from the following

-economic

-social

-environmental

-political

-financial

-other-----

and are there any estimated figures of the above?

If no

a. Proceed to the next question

2. What are your future plans about the events?

Appendix C – Imibuzo yomphakathi wase Hibiscus coast
(Zulu translation of Appendix D)

Annual Sardine Run Event (Ukuthubeleza kosadini kanye ngonyaka)

1. Kukhona okwaziyo ngokuthubeleza kosadini?

Uma impendulo yakho ithi yebo..... Qhubekela emubuzweni olandelayo

Uma impendulo yakho ithi cha

a. ungathanda ukwazi ngosadini ngokuzayo?

Uma impendulo yakho ithi yebo qhubekela emubuzweni wesithupha

Uma impendulo yakho ithi chaIf no

a. kungani ungathandi ukwazi?usungaqhubekela emubuzweni wesithupha

2. Kungabe kukhona oyaye ukwenze ngalesisikhathi sosadini?

Uma impendulo yakho ithi yebo

a. uyaye wenze ini? Khetha ohlweni olungezansi

-ugidela izivakashi

-uyaye uzidayisele izinto zakho

-uyaye ubukele ukuthubeleza kosadini

-uyaye ubambe osadini

-uyaye usebenzele inkampani edoba ofishi

-uyaye usebenze kwibed and breakfast ngesikhathi sokuthubeleza kosadini

-uyaye usebenze ehotela ngesikhathi sokuthubeleza kosadini

-uyaye ugade izimoto zabantu

-uyaye uwashele abantu izimoto

-okunye

Uma impendulo yakho ithi cha

a. Ungathanda ukuzithola kukhona okwenzayo ngalesisikhathi?

Uma impendulo ithi yebo qhubekela embuzweni wesithupha

3. Lokhu kuqondiswe ekuphenduleni kwakho umbuzo wesibili kungabe unawo omunye umsebenzi owenzayo kunalona owenza ngokufika kwamasadini?

4. uyaye usebenze kangakanani? khetha

-kusukela kuqala umcimbi kuze kube uyaphela

-kanye ngeviki

-iviki lokuqala kuphela

-izinsuku ezahluahlukene

-okunye

5. kungabe likhona iholo oyaye ulithole ngalokhu?

Uma impendulo ithi cha – kuyaphela – usungadlulela emubuzweni wesithupha

Uma impendulo ithi yebo

a. Uyaye uthole umvuzo kamalini?

b. Bangaki abantu abaye basizakale ngaleyo mali?

6. Ungathanda ukuqeqeshelwa kona mayelana nokuthubeleza kosadini?

Ngicela ingigwalisele lemininingwane

Iminyaka:-

Between 16-30

Between 31-45

Between 46-60

60 and above

Ufunde kangakanani?

-no formal education

-between grade 1 – grade 6

-between grade 7 – grade 12

-tertiary education

9. Ngicela ungigwalisele ubulili a. Owesifazaneb. Owesilisa.....

Appendix D – Questionnaire for indigenous community of Hibiscus coast

(English translation of appendix C)

Annual sardine run event

1. Do you know anything about the sardine run event?

If no

a. will you be interested to get an awareness?

If no

a. Why?

If yes

2. Do you participate?

If no

a. Why?

If yes

a. How? Choose from the following

-by dancing for tourists

-by selling my own products

-by watching the event

-by catching fish

-by working for net companies

-working in a bed and breakfast during the event

-working in a hotel during the event

-car guard

-car wash

-other

3. Based on the above question do you have other job other than the job you do during the event?

4. How often do you get involved?

Choose

-from the beginning to the end

-once a week

-First week only

-odd days

-other

5. Do you get any financial gain out of this?

If no – proceed to the next question

If yes

c. How much do you earn in total?

d. How many people benefit from your earning?

6. Would you like to receive any training related to the sardine run?

7. Please fill in the following information

Age:-

Between 16-30

Between 31-45

Between 46-60

60 and above

8. What is your level of education?

-no formal education

-between grade 1 – grade 6

-between grade 7 – grade 12

-tertiary education

9. Please fill in the relevant gender a. Femaleb. Male.....

Appendix E – Comparison table results

Q1: Do you know anything about the sardine run event? * Q8: What is your level of education? Crosstabulation

% of Total

		Q8: What is your level of education?				Total
		No formal education	Grade 1 - 6	Grade 7 - 12	Tertiary education	
Q1: Do you know anything about the sardine run event?	Yes	20.1%	7.0%	27.7%	13.1%	67.8%
	No	7.3%	5.5%	15.5%	4.0%	32.2%
Total		27.4%	12.5%	43.2%	17.0%	100.0%

Q1a: If no, will you be interested to get an awareness? * Q8: What is your level of education? Crosstabulation

% of Total

		Q8: What is your level of education?				Total
		No formal education	Grade 1 - 6	Grade 7 - 12	Tertiary education	
Q1a : If no, will you be interested to get an awareness?	Yes	3.0%	5.5%	10.0%	1.8%	20.4%
	No	3.0%		6.1%	2.7%	11.9%
	Not Applicable	21.3%	7.0%	27.1%	12.5%	67.8%
	Total	27.4%	12.5%	43.2%	17.0%	100.0%

Q2: If yes, Do you participate? * Q8: What is your level of education? Crosstabulation

% of Total

		Q8: What is your level of education?				Total
		No formal education	Grade 1 - 6	Grade 7 - 12	Tertiary education	
Q2: If yes, Do you participate?	Yes	17.0%	5.8%	22.8%	9.7%	55.3%
	No	3.3%	1.2%	7.3%	4.0%	15.8%
	Not Applicable	7.0%	5.5%	13.1%	3.3%	28.9%
	Total	27.4%	12.5%	43.2%	17.0%	100.0%

q2a: If yes, How do you participate? * Q8: What is your level of education?

Crosstabulation

% of Total

		Q8: What is your level of education?				Total
		No formal education	Grade 1 - 6	Grade 7 - 12	Tertiary education	
q2a: If yes, How do you participate?	by dancing for tourists	.3%	.3%		.3%	.9%
	by selling my own products	2.4%	.9%	1.5%		4.9%
	by watching the event	8.2%	1.5%	5.8%	7.6%	23.1%
	by catching fish	2.4%	1.2%	8.8%	.6%	13.1%
	by working for net companies	.9%	.6%	1.2%		2.7%
	working in a bed and breakfast during the event	.3%	.6%	.3%		1.2%
	working in a hotel during the event			.3%		.3%
	car guard	.9%		.6%		1.5%
	car wash	.3%	.3%	.9%		1.5%
	other	.6%	.3%	1.2%	.3%	2.4%
	Not Applicable	10.9%	6.7%	22.5%	8.2%	48.3%
Total		27.4%	12.5%	43.2%	17.0%	100.0%

Q3: Based on the above question do you have other job other than the job you do during the event? * Q8: What is your level of education? Crosstabulation

% of Total

	Q8: What is your level of education?				Total
	No formal education	Grade 1 - 6	Grade 7 - 12	Tertiary education	
Q3: Based on the above question do you have other job other than the job you do during the event?					
Yes	6.1%	2.4%	13.4%	9.4%	31.3%
No	12.8%	4.3%	14.0%	2.4%	33.4%
NA					
	8.5%	5.8%	15.8%	5.2%	35.3%
Total	27.4%	12.5%	43.2%	17.0%	100.0%

Q4: How often do you get involved? * Q8: What is your level of education?

Crosstabulation

% of Total

		Q8: What is your level of education?				Total
		No formal education	Grade 1 - 6	Grade 7 - 12	Tertiary education	
Q4: How often do you get involved?	From the beginning to the end	10.6%	3.0%	10.9%	1.5%	26.1%
	Once a week	3.3%	1.5%	5.2%	7.0%	17.0%
	First week only	.6%	.3%	.6%		1.5%
	odd days	2.1%	.3%	3.0%	.3%	5.8%
	Other		.3%	1.5%		1.8%
	NA	10.6%	7.0%	21.9%	8.2%	47.7%
	Total	27.4%	12.5%	43.2%	17.0%	100.0%

Q5: Do you get any financial gain out of this? * Q8: What is your level of education?

Crosstabulation

% of Total

		Q8: What is your level of education?				Total
		No formal education	Grade 1 - 6	Grade 7 - 12	Tertiary education	
Q5: Do you get any financial gain out of this?	Yes	6.4%	3.6%	7.3%	.3%	17.6%
	No	9.7%	2.4%	14.6%	9.4%	36.2%
	NA	11.2%	6.4%	21.3%	7.3%	46.2%
Total		27.4%	12.5%	43.2%	17.0%	100.0%

Q6: Would you like to receive any training related to the sardine run? * Q8: What is your level of education? Crosstabulation

% of Total

		Q8: What is your level of education?				Total
		No formal education	Grade 1 - 6	Grade 7 - 12	Tertiary education	
Q6: Would you like to receive any training related to the sardine run?	Yes	16.7%	10.3%	30.1%	12.5%	69.6%
	No	8.8%	1.5%	9.7%	4.6%	24.6%
	NA	1.8%	.6%	3.3%		5.8%
Total		27.4%	12.5%	43.2%	17.0%	100.0%

Appendix F – Chi-square tests results

1) Q1 & Q1a

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	260.599	2	.000
Likelihood Ratio	290.234	2	.000
Linear-by-Linear Association	238.614	1	.000
N of Valid Cases	329		

2) Q1a & Q2

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	235.358	4	.000
Likelihood Ratio	262.515	4	.000
Linear-by-Linear Association	206.245	1	.000
N of Valid Cases	329		

3) Q2 & Q2a

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	263.028	20	.000
Likelihood Ratio	331.492	20	.000
Linear-by-Linear Association	192.995	1	.000
N of Valid Cases	329		

4) Q3 & Q4

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	226.091	10	.000
Likelihood Ratio	247.905	10	.000
Linear-by-Linear Association	99.930	1	.000
N of Valid Cases	329		

5) Q4 & Q5

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	296.464	10	.000
Likelihood Ratio	317.573	10	.000
Linear-by-Linear Association	192.893	1	.000
N of Valid Cases	329		

6) Q5 & Q5a

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	285.917	36	.000
Likelihood Ratio	247.512	36	.000
Linear-by-Linear Association	80.527	1	.000
N of Valid Cases	329		

7) Q5 & Q5b

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	283.808	18	.000
Likelihood Ratio	245.786	18	.000
Linear-by-Linear Association	181.442	1	.000
N of Valid Cases	329		

8) Q5 & Q6

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.965	4	.002
Likelihood Ratio	19.445	4	.001
Linear-by-Linear Association	1.273	1	.259
N of Valid Cases	329		

9) Q1 & Q7

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.149	3	.000
Likelihood Ratio	29.987	3	.000
Linear-by-Linear Association	18.504	1	.000
N of Valid Cases	329		

10) Q1 & Q8

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.801	3	.079
Likelihood Ratio	6.827	3	.078
Linear-by-Linear Association	.000	1	.986
N of Valid Cases	329		

11) Q1 & Q9

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.845	1	.000
Continuity Correction	19.745	1	.000
Likelihood Ratio	20.527	1	.000
Linear-by-Linear Association	20.782	1	.000
N of Valid Cases	329		

Appendix G – Descriptive frequency results

Q1: Do you know anything about the sardine run event?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	223	67.8	67.8	67.8
No	106	32.2	32.2	100.0
Total	329	100.0	100.0	100.0

Q1a: If no, will you be interested to get an awareness?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	67	20.4	20.4	20.4
No	39	11.9	11.9	32.2
Not Applicable	223	67.8	67.8	100.0
Total	329	100.0	100.0	100.0

Q2: If yes, Do you participate?

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Yes	182	55.3	55.3	55.3
No	52	15.8	15.8	71.1
Not Applicable	95	28.9	28.9	100.0
Total	329	100.0	100.0	100.0

q2a: If yes, How do you participate?

	Frequenc y	Percent	Valid Percent	Cumulative Percent
by dancing for tourists	3	.9	.9	.9
by selling my own products	16	4.9	4.9	5.8
by watching the event	76	23.1	23.1	28.9
by catching fish	43	13.1	13.1	41.9
by working for net companies	9	2.7	2.7	44.7
working in a bed and breakfast during the event	4	1.2	1.2	45.9
working in a hotel during the event	1	.3	.3	46.2
car guard	5	1.5	1.5	47.7
car wash	5	1.5	1.5	49.2
other	8	2.4	2.4	51.7
Not Applicable	159	48.3	48.3	100.0
Total	329	100.0	100.0	100.0

Q3: Based on the above question do you have other job other than the job you do during the event?

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Yes	103	31.3	31.3	31.3
No	110	33.4	33.4	64.7
NA	116	35.3	35.3	100.0
Total	329	100.0	100.0	100.0

Q4: How often do you get involved?

	Frequenc y	Percent	Valid Percent	Cumulative Percent
From the beginning to the end	86	26.1	26.1	26.1
Once a week	56	17.0	17.0	43.2
First week only	5	1.5	1.5	44.7
odd days	19	5.8	5.8	50.5
Other	6	1.8	1.8	52.3
NA	157	47.7	47.7	100.0
Total	329	100.0	100.0	100.0

Q5: Do you get any financial gain out of this?

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Yes	58	17.6	17.6	17.6
No	119	36.2	36.2	53.8
NA	152	46.2	46.2	100.0
Total	329	100.0	100.0	100.0

Q5A: If yes, How much do you earn in total in rands?

	Frequenc y	Percent	Valid Percent	Cumulative Percent
60	1	.3	.3	.3
NA	276	83.9	83.9	84.2
100	2	.6	.6	84.8
200	2	.6	.6	85.4
250	3	.9	.9	86.3
300	2	.6	.6	86.9
350	1	.3	.3	87.2
400	4	1.2	1.2	88.4
500	6	1.8	1.8	90.3
550	1	.3	.3	90.6
600	8	2.4	2.4	93.0
700	1	.3	.3	93.3
800	2	.6	.6	93.9
1000	7	2.1	2.1	96.0
1500	2	.6	.6	96.7
2000	6	1.8	1.8	98.5
2500	3	.9	.9	99.4
3500	1	.3	.3	99.7
5000	1	.3	.3	100.0
Total	329	100.0	100.0	100.0

Q5B: How many people benefit from your earning?

	Frequenc y	Percent	Valid Percent	Cumulative Percent
1	2	.6	.6	.6
2	1	.3	.3	.9
3	4	1.2	1.2	2.1
4	19	5.8	5.8	7.9
5	14	4.3	4.3	12.2
6	10	3.0	3.0	15.2
7	1	.3	.3	15.5
8	1	.3	.3	15.8
10	1	.3	.3	16.1
NA	276	83.9	83.9	100.0
Total	329	100.0	100.0	

Q6: Would you like to receive any training related to the sardine run?

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Yes	229	69.6	69.6	69.6
No	81	24.6	24.6	94.2
NA	19	5.8	5.8	100.0
Total	329	100.0	100.0	

Q7: Your Age group

	Frequenc y	Percent	Valid Percent	Cumulative Percent
16 - 30 years	207	62.9	62.9	62.9
31- 45 years	76	23.1	23.1	86.0
46 - 60 years	27	8.2	8.2	94.2
Above 60 years	19	5.8	5.8	100.0
Total	329	100.0	100.0	

Q8: What is your level of education?

	Frequenc y	Percent	Valid Percent	Cumulative Percent
No formal education	90	27.4	27.4	27.4
Grade 1 - 6	41	12.5	12.5	39.8
Grade 7 - 12	142	43.2	43.2	83.0
Tertiary education	56	17.0	17.0	100.0
Total	329	100.0	100.0	

Q9: Your Gender

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Female	122	37.1	37.1	37.1
Male	207	62.9	62.9	100.0
Total	329	100.0	100.0	