

**STAKEHOLDER PERCEPTIONS OF THE PROPOSED ECO-
CULTURE RESORT IN THE CHELMSFORD NATURE RESERVE
AT NTSHINGWAYO DAM IN NEWCASTLE, SOUTH AFRICA**

By

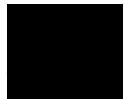
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Dissertation submitted in partial fulfilment of the requirements for the degree of
Master in Technology: Tourism & Hospitality Management

Durban University of Technology

APPROVED FOR FINAL SUBMISSION



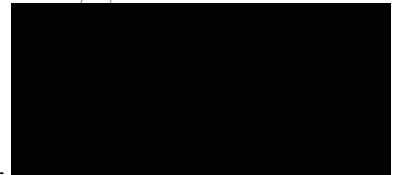
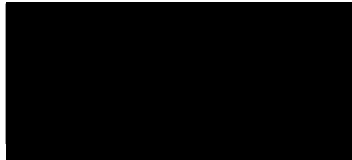
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DECLARATION

I declare that this research is my own original work, and that all references and citations have been rightfully acknowledged.

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ABSTRACT

This study focuses on stakeholder perceptions of the proposed Eco-Culture Resort (ECR) in the Chelmsford Nature Reserve at Ntshingwayo Dam in Newcastle, South Africa, particularly with regard to how these relate to the potential economic impacts and benefits of this project. Fifty (50) respondents drawn from the ranks of three key stakeholder groups – government, business and community – were interviewed as part of this study. The selection of respondents was informed by the mesosystem and the intrinsic role of each respondent. Although structured, interviews comprised of open-ended questions which allowed respondents to share critical information based on individual experiences. Following purposive sampling, data was collected and analysed thematically. The study concluded that the three key stakeholders are aware of the proposed ECR, although their understanding thereof varies depending on their institutional affiliation and their relationship with it. Respondents perceived the planned ECR more in terms of what they believe its objective should be rather than what it actually is. Respondents also view the proposed resort as a tourist destination with a huge economic development potential for the Amajuba District and the province of KwaZulu-Natal as a whole, if implemented successfully. There is a strong feeling that this proposed development will enhance the level of environmental awareness among both would-be patrons and the broader community. Critically, respondents prioritised environmental conservation and public participation as key motivations for establishing the ECR. They fear that challenges may arise as a result of poor stakeholder engagement and poor planning. These fears are addressed by the recommendations of the study, which are to ensure that extensive stakeholder engagement takes place; the project is upgraded to an anchor project; the ECR is properly marketed; and proper infrastructural planning as well as ongoing post-development monitoring and evaluation takes place.

ACKNOWLEDGEMENTS

I wish to extend my heart-felt gratitude to my grandparents, Wilson Mpa Nzimande and Gladness Zalelwephi Nzimande, for instilling in me an ethos of high reverence for education which is best summed up by their favourite isiZulu expression: “*imfuno ingcebo engaboli*” (education is wealth that never perishes). My grandparents inspired all eight of their children, and many more within our community, to pursue higher education, which was a great achievement for an average black family, especially in apartheid South Africa. They remain a driving force behind my quest for knowledge and success.

To my wife, Nokwazi, my biological family and my many ‘other families’ who hosted me during my many years of politics-induced homelessness: you guys are pillars of strength. Your patience and support have nurtured a tree that will deliver fruit for all seasons, for generations to come.

To the many businesspeople, professionals and members of the community who gave up their valuable time away from their profitable priorities, accommodating sometimes very lengthy interviews and interactions, your commitment and valuable input towards this knowledge-generation was the most critical of all. South Africa and other developing countries need the kind of investment you willingly made in a bid to deliver a people-centred and sustainable development that is socially friendly and economically beneficial. To Vuyo Babalo Mkhize and Adrienne Pretorius thank you.

I also wish to thank the South African Educational Policy and programmes such as the Postgraduate Development Scheme (PGDS) that creates a conducive platform for a learning nation. To all the unsung heroes and heroines of our society who unknowingly inspire greatness through simple respect and acknowledgment of academia for its intrinsic role in developing better citizens and societies alike, I hope my contribution to the generation of the wealth of knowledge will motivate others to go beyond my limitations.

Last, but by no means least, I wish to thank my direct and indirect academic mentors under the wise and caring guidance of Professor Urmilla Bob. Your meticulous approach and wisdom is infectious, and I wish it could rub off onto the world at large. The journey you have led me on is more fulfilling than the anticipated destination.

TABLE OF CONTENTS

DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENTS.....	iv
LIST OF TABLES	viii
LIST OF FIGURES.....	viii
LIST OF ANNEXURES	viii
LIST OF ABBREVIATIONS.....	ix
CHAPTER ONE: BACKGROUND AND CONTEXT	1
1.1. Introduction.....	1
1.2. Background of the study	2
1.3. Problem statement.....	4
1.4. Rationale for the study	5
1.5. Aim and objectives of the study.....	5
1.6. Research questions.....	6
1.7. Limitations of the study	6
1.8. Key concepts.....	6
1.8.1. <i>Protected areas</i>	6
1.8.2. <i>Stakeholders</i>	7
1.9. Organisation of the study	7
1.10. Conclusion	9
CHAPTER TWO: THE RESEARCH CONTEXT – NEWCASTLE MUNICIPALITY .	10
2.1. Introduction.....	10
2.2. Location of the study	10
2.2.1. <i>The City of Newcastle, South Africa: Socio-economic profile</i>	10
2.2.2. <i>Spatial and natural environment analysis</i>	11
2.2.3. <i>Characteristics of the study area</i>	12
2.2.4. <i>Overview of the research context</i>	14
2.3. Conclusion	15
CHAPTER THREE: LITERATURE REVIEW	16
3.1. Introduction.....	16
3.2. Ecotourism and economic development complexities.....	16
3.3. Definition of the study key terms.....	18

3.3.1.	<i>Ecotourism</i>	18
3.3.2.	<i>Eco-cultural tourism</i>	19
3.3.3.	<i>Ecotourists</i>	19
3.3.4.	<i>Conservation tourism</i>	19
3.3.5.	<i>Responsible tourism</i>	20
3.3.6.	<i>Sustainable tourism</i>	20
3.3.7.	<i>Stakeholder perceptions</i>	21
3.4.	Natural resources and economic development	21
3.5.	Statutory regulatory framework for the tourism industry	23
3.5.1.	<i>KZN tourism strategy</i>	25
3.5.2.	<i>Newcastle Municipality Tourism Development and Marketing Strategy</i>	27
3.6.	Community participation in ecotourism initiatives.....	30
3.7.	Conclusion	33
CHAPTER FOUR: RESEARCH METHODOLOGY		34
4.1.	Introduction.....	34
4.2.	Research philosophy	34
4.3.	Ontology	36
4.4.	Epistemology	37
4.5.	Research techniques.....	40
4.6.	Research methods or techniques	41
4.7.	Quantitative and qualitative research.....	42
4.8.	Research design	44
4.8.1.	<i>Sampling from the research population</i>	46
4.8.2.	<i>Sample size</i>	47
4.8.3.	<i>Sampling method</i>	48
4.9.	Measurement instruments	48
4.9.1.	<i>Data collection method</i>	49
4.9.2.	<i>Data analysis and interpretation</i>	50
4.10.	Ethical considerations	52
4.11.	Conclusion	53
CHAPTER FIVE: PRESENTATION OF RESULTS AND DATA ANALYSIS		54
5.1.	Introduction.....	54
5.2.	<i>Socio-economic profiles of respondents</i>	54

5.2.1	<i>Level of education of respondents.....</i>	56
5.3.	Respondents' perceptions, interpretations, understanding and opinions of ECR	57
5.4.	Respondents' views on different stakeholders' roles.....	60
5.5.	Socio-economic impacts of the ECR on Newcastle	61
5.6.	ECR planning challenges and proposed solutions	64
5.7.	ECR: Possible challenges	66
5.8.	Conclusion	67
CHAPTER SIX: RECOMMENDATIONS AND CONCLUSION		68
6.1.	Introduction.....	68
6.2.	Summary of key findings in relation to each of the objectives.....	68
6.2.1	<i>To examine the perceptions and awareness of stakeholders, specifically community members, the business community and government sector regarding the benefits that would accrue from the proposed ECR development.....</i>	68
6.2.1.1	Socio-economic dynamics	68
6.2.1.2	Respondent's interpretation and understanding of the ECR	70
6.2.1.3	ECR: Views with regard to different stakeholder roles.....	70
6.2.2	<i>To examine the perceptions of stakeholders regarding any challenges likely to be caused/experienced by the planned development of the resort.....</i>	71
6.2.2.1	ECR planning challenges and important priorities.....	71
6.2.2.2	ECR's role in environmental enhancement	72
6.2.3	<i>Recommendations</i>	72
6.2.3.1	ECR marketing, tourism route promotion and awareness.....	73
6.2.3.2	Equating stakeholder participation with public policy implementation.....	73
6.2.3.3	The ECR planning priorities as a catalytic tourism investment	74
6.3	Concluding remarks	75
ANNEXURE A: AERIAL VIEW AND BOUNDARY MAP OF THE STUDY AREA .		86
ANNEXURE B: QUESTIONNAIRES		87
ANNEXURE C: CONSENT FORM		107

LIST OF TABLES

Table 3.1: Summary of KZN Tourism Master Plan strategic direction	26
Table 3.2: Strategic thrusts for NMTDMS	29
Table 4.1: The Three World framework and context summary	34
Table 4.2: Difference between research paradigms	38
Table 4.3: Comparison between qualitative and quantitative research	43
Table 4.4: Sample breakdown of respondents	47
Table 5.1: Gender of respondents	54
Table 5.2: Level of education of respondents	56
Table 5.3: Understanding of ECR by respondents	57
Table 5.4: Social and economic benefits of the proposed Newcastle ECR	62
Table 5.5: Respondents' views of ECR's contribution to environmental awareness and economic growth	63
Table 5.6: ECR planning challenges and proposed solutions	65

LIST OF FIGURES

Figure 2.1: Study area location in South Africa, in KZN, and within Amajuba District	12
Figure 2.2: Newcastle primary economic industries	14
Figure 4.1: Graphic representation of the research philosophy	36
Figure 4.2: The differences between objective and subjective ontology	37
Figure 4.3: A depiction of the research paradigms	38
Figure 4.4: The difference between research paradigms	41

LIST OF ANNEXURES

A. Aerial and boundary map of the study area	86
B. Questionnaires (government, business and households)	87
C. Consent form	107

LIST OF ABBREVIATIONS

CNR	Chelmsford Nature Reserve
DWAF	Department of Water and Forestry
ECR	Eco-Culture Resort
EDTEA	Economic Development Tourism and Environmental Affairs
EKZNW	Ezemvelo KwaZulu-Natal Wildlife
EMF	Environmental Management Framework
GDP	Gross Domestic Product
IDP	Integrated Development Plan
ISDF	Integrated Spatial Development Frameworks
KZN	KwaZulu-Natal
LED	Local Economic Development
NDP	National Development Plan
NDT	National Department of Tourism
NTSS	National Tourism Sector Strategy
NMTDMS	Newcastle Municipality Tourism Development and Marketing Strategy
OECD	Organisation for Economic Cooperation and Development
SDF	Sector Development Plan
SPSS	Statistical Package for the Social Sciences
UNWTO	United Nations World Tourism Organisation

CHAPTER ONE: BACKGROUND AND CONTEXT

1.1. Introduction

This chapter sets out the background of the study (outlining its context), introduces the problem statement, and presents the objectives of the study and the research questions. More than just forming a basis for the rest of the study, it provides the roadmap that will be followed in the rest of the dissertation as well.

Tourism is an agent of change that can transform not only the physical aspect of any destination but also its economic and socio-cultural structures (Reisinger, 2015: 117). However, although many eco-cultural projects are initiated in host communities, they often fail to achieve the intended socio-economic outcomes as envisioned by the local government agencies that would have commissioned them. Put differently, although there have been several tourism-related attempts to alleviate poverty in numerous areas, progress in poverty reduction has not been satisfactory (Perera and Lee, 2013).

Part of the process of addressing poverty is enabling sustainable development through activities such as biodiversity conservation. Biodiversity conservation, which relates to nature-based tourism, has emerged as an important component for driving economic development (Gurney, 2015; Meilby *et al.*, 2014), particularly in rural areas and smaller towns endowed with rich biodiversity resources such as Newcastle. Meilby *et al.* (2014) reinforce the notion that the sustainable use of natural resources can contribute towards poverty alleviation without undermining conservation efforts and goals. One of the sustainable uses of natural resources is ecotourism.

Isaac and Wuleka (2012: 1) emphasise that ecotourism conserves the environment and “represents local cultures and contributes to the economic well-being of host communities as well as the stakeholders involved”. Ecotourism therefore raises important questions on the utilisation of environmentally-sensitive areas, commonly referred to as ‘protected areas’. These protected areas have become critical areas of interest as nodes for economic development, mainly because they possess an intrinsic economic value that can be exploited to spur economic growth in countries and areas where they are located (Duff, 2006; Powell and Ham, 2008).

Although ecotourism holds potential for economic development and, by extension, poverty reduction, many local communities in South Africa, and also globally, are yet to gain full awareness of the potential it holds for improving their livelihoods and do not adequately exploit this potential. Therefore, the importance of any developmental mandate or guideline needs to be derived from stakeholders, including sponsors and customers (Maltzman and Shirley, 2012).

The proposed Eco-Culture Resort (ECR) in Newcastle's Ntshingwayo Dam area, which is interchangeably referred to as the Chelmsford Nature Reserve (CNR), has huge potential. The area consists of the second most-visited dam in KwaZulu-Natal (KZN) within a nature reserve characterised by natural fauna and flora and limited animal species. Ezemvelo KZN Wildlife (EKZNW) manages this public facility as one of their nature and biodiversity locations in KZN. However, contrary to the CNR's attributes, the current status of facilities limits the potential scope of this resource to high commercial, nature and tourism enthusiasts. Therefore, this dissertation examines how stakeholders perceive the ECR proposition, and whether their perceptions relate to issues relating to the sustainable use of the CNR with the aim of expanding the scope for current visitors and the attraction of more visitors to the resource.

1.2. Background of the study

The study area is bordered by two Local Municipalities, Newcastle and Dannhauser, both of which are located in northern KZN, and which also form part of Amajuba District Municipality. Interchangeably, the area is referred to as either CNR or Ntshingwayo Dam. For the purpose of this research it will be further referred to as an ECR. The two names, Chelmsford and Ntshingwayo, have international significance because of the heritage and history of South Africa. Both men, after whom these two natural assets; the nature reserve and the dam are named, led their respective regiments during the battle of iSandlwana, a battle fought between the British Empire and the Zulu Kingdom in 1879. Significantly, post-1994, South Africa has been characterised by rapid political, social and economic transformations (Turok, 2012). These changes have opened up opportunities in sectors that were previously overlooked by policy-makers, yet they are now key drivers of economic development, with the tourism sector being one of them (Bell and Paterson, 2009). As recently as 2005, the new changes have

motivated government to explore the economic potential of nature tourism, commonly referred to as 'ecotourism' (Bell and Paterson, 2009).

South Africa's tourism indicates relatively restrained earning for the sector for both domestic and international visitors. Moreover, the average spent per trip increased, which means that there is less travelling, but the visitors tend to spend more during their travels, and that the main-haul source markets of KZN have not shown many changes over the years (National Department of Tourism, 2005). Current research indicates strong opportunities for the ECR even in the domestic market. Notably, the KZN Visitors Book Report (Tourism KZN, 2016) (a booklet developed for research purposes by Tourism KZN [the Tourism Information Office] which records daily visitors) states that the fact that both the Battlefields and the Drakensberg area do not have a high percentage of respondents from Gauteng may indicate that the tourists from Gauteng are strongly attracted to the beach. According to the CNR Integrated Management Plan (2009-2013) (EKZNW, 2009), CNR provides a unique combination of aquatic and terrestrial environment with important natural attributes in an area of natural beauty which could be marketed to Gauteng visitors (Newcastle Municipality, 2014).

The process of exploiting nature tourism to unlock economic potential requires consideration of the following factors, as suggested by Haynes, McCool and Eagles (2002):

- Understanding of potential risks of conservation tourism in sensitive areas;
- Potential benefits of tourism in protected areas;
- Design and planning of such conservation/sensitive areas for tourism purposes;
- Involvement of stakeholders – government, private-sector and community members – and their roles in the development process;
- Development of infrastructure and services sensitive to nature reserves;
- Management of risks associated with tourism in protected areas;
- Measurement of economic benefits as a result of tourism activities in protected areas;
- Human resource planning for tourism in protected areas; and
- Monitoring and evaluation for tourism activities and accruing benefits for informed, evidence-based decision-making.

All the above factors are necessary for consideration and provide a framework for deepening understanding of tourism associated with protected or sensitive areas. At the same time, stakeholder voices in the entire process of development are critical. This is the central theme of this study.

1.3. Problem statement

The concept of the 'green' economy as a vehicle for promoting economic development is gaining traction the world over. More importantly, the use of protected areas for economic development through tourism is growing rapidly in most parts of the world. According to the Organisation for Economic Cooperation and Development (OECD) (2008), protected areas are sought-after economic zones mainly because of their unique character and beauty.

Over time, these areas have become sites for tourist attractions and recreation (Sharron, Lee and Laing, 2011). However, since tourism and recreation involve a range of activities that include geographical reconstruction of spaces that may negatively influence habitats and species, the challenge is to find a balance between economic benefits accruing from tourism activities and the protection of these areas as conservation sites (Sharron *et al.*, 2011).

"Ecotourism activities and facilities undertaken for promoting an area as an ecotourism destination are: nature camps (camping sites in natural surroundings); eco-friendly accommodation; trekking; nature and wildlife viewing; river cruises; adventure sports; angling; herbal ecotourism; urban ecotourism through eco-parks; conservation education," among many other pursuits (Ghodeswar, 2013: 41). In this research, the various understandings of sustainable tourism and stakeholder involvement are critical factors both in terms of ensuring sustainable livelihoods as well as environmental sustainability. Ghodeswar (2013) emphasises that as a stakeholder, more often areas of tourist interest operate as open systems and condone integration of many other role players. This is because, when local communities are aware of the consequences of environmental degradation, they can then organise their livelihoods around environmental preservation initiatives. In addition, they can also play other roles such as marketing of nature tourism or even serving as local tourists and thereby contributing to the upward trend in domestic tourism.

The ECR demonstrates characteristics of a destination that would be useful for the exploitation of the green economy through ecotourism. In summary, interrogation of perceptions of various stakeholders is critical, especially local communities, as the immediate and directly affected party, as well as business and government. This is the gap that this study seeks to fill by focusing on the perceptions of stakeholders on the proposed ECR in the CNR at Ntshingwayo Dam in Newcastle, South Africa, as a case study.

1.4. Rationale for the study

The main goal of this study is to provide an empirical account of stakeholders' perceptions of the ECR development in the CNR at Ntshingwayo Dam in Newcastle, South Africa. In addition, the existing legislative framework that supports economic exploitation of protected areas as well as partnerships existing between the city, management of conservation sites, and local communities are examined to provide insights into the dynamics at work.

1.5. Aim and objectives of the study

The overall aim of the study is to examine stakeholder perceptions of the proposed ECR in the CNR at Ntshingwayo Dam in Newcastle, South Africa, particularly as these relate to the potential economic impacts and benefits of this project.

Specifically, the objectives of the study are:

- To examine the perceptions and awareness of stakeholders, specifically community members, the business community and government sector regarding the benefits that would accrue from the proposed ECR development;
 - To examine the perceptions of stakeholders regarding any challenges likely to be caused/experienced by the planned development of the resort; and
 - To provide relevant recommendations to the government, communities and environmental organisations to promote tourism in relation to the resort to enhance economic development.
- To identify perceived priority issues which stakeholders consider as most important in developing the proposed ECR.

To identify perceived environmental implications stakeholders expect from the development of the proposed ECR.

1.6. Research questions

The following research questions guided the general framework of the study:

What are the perceptions of the potential benefits of the proposed ECR for stakeholders?

What are the perceptions of the kind of economic outcomes stakeholders expect from the development of the proposed ECR?

What are the perceptions of the socio-economic or political challenges stakeholders envisage/foresee from the development of the proposed ECR?

What are the perceptions of the priority issues which stakeholders consider as most important in developing the proposed ECR?

What are the perceptions of the environmental implications stakeholders expect from the development of the proposed ECR?

1.7. Limitations of the study

The study is focused on a particular planned resort in Newcastle Municipality and caution must therefore be exercised when projecting the study findings to similar initiatives. Also, the study needed to be completed within a given timeline and, therefore, did not follow through to stakeholder participation in the establishment of the facility. The main objective was to ascertain perceptions before the facility is established. Lastly, as finances were limited, the dissertation did not interview all the stakeholders involved, but rather concentrated on those that were most relevant.

1.8. Key concepts

1.8.1. Protected areas

Protected areas provide a habitat for cultural, natural as well as ecological ideals or values, “to achieve the long-term conservation of nature with associated ecosystem services and cultural values” (International Union for Conservation of Natural Resources, 2008: 1). Strydom and King (2009: 403) state that “Protected Areas [declared under the National Environmental Management: Protected Areas Act 57 of

2003] aim to create a national system of protected areas that preserve the ecological character and biodiversity of unique landscape as well as conserve some threatened and endangered species”.

According to Dudley and Stolton (2008: 10), “a protected area is an area of land and/or sea especially dedicated to the protection and maintenance of biological diversity and of natural and associated cultural resources and managed through legal or other effective means”. This, therefore, emphasises the need for the promulgation of protected areas, especially in nations in which economic benefits are derived directly from the magnitude of protection.

1.8.2. Stakeholders

Effective stakeholder engagement is recognised as essential for good cooperate governance. Transparency and effective communication are especially vital for building trust and confidence in relation to governing stakeholder relationships (Muswaka, 2014). In this study, stakeholders refer to all persons, communities and organisations who are affected in one way or another by a proposed development action. Specifically, they include the local governments of Newcastle Municipality, Dannhauser Municipality and eMadlangeni Municipality under the Amajuba District Municipality, as well as conservation groups and non-governmental environmental organisations, local communities, the business community (formal and informal as well as land owners), schools, churches, and traditional leadership. It is recognised that “collaborative management or co-management of protected areas involves a partnership between stakeholders, especially protected area authorities and local communities” (Cronkleton, Pulhin and Saigal, 2012; Trimble, 2014). In summary, stakeholders are more like shareholders in behaviour and expectations.

1.9. Organisation of the study

The dissertation is organised into six chapters as follows:

Chapter One: Background and context – This chapter discusses the background and the context of the study. It presented the research problem, rationale and the objectives of the study. In addition, definitions of the key

concepts were outlined as well as the environmental context of the location of the study.

Chapter Two: The research context – Newcastle municipality – Chapter Two summarises the study context, analysing Newcastle City in the context of the socio-economic profile of South Africa. Furthermore, spatial and natural environment analysis is presented including the characteristics of the study area. Finally, an overview of the research context concludes Chapter Two.

Chapter Three: Literature review – This chapter reviews the related literature on the topic, which includes research reports and publications on ecotourism and economic development complexities (ecotourism, eco-cultural tourism, ecotourists, conservation tourism, responsible tourism, sustainable tourism and natural resource) and statutory regulatory framework for the tourism industry. Thereafter, the KZN Tourism Strategy, the Newcastle Municipality Tourism Development and Marketing Strategy (NMTDMS), and community participation in ecotourism initiatives are discussed. Lastly, the chapter also reviews literature on protected areas and their economic viability as zones for economic development in the geographical areas where they are located.

Chapter Four: Research methodology – The methodology chapter attends to the study's research design and methodological approach. It discusses in detail the process followed to collect the study data, the research techniques applied, the process of analysis and the methods applied, as well as the limitations that were encountered during the data collection period.

Chapter Five: Presentation of results and data analysis – Firstly, this chapter presents the findings of the study. Results are then analysed in relation to the objectives of the study. Importantly, in this chapter, the findings are also analysed in relation to the reviewed literature. As a result, the final results and findings are reported accordingly.

Chapter Six: Recommendations and conclusion – This chapter presents the recommendations in relation to the methodology adopted and data collected, including the analysis of the study. In addition, this chapter presents the concluding remarks in relation to the whole study.

1.10. Conclusion

Following the study introduction, this chapter discussed the research problems, aims and objectives, research questions and the limitations of the study. In addition, concepts that characterise the study were introduced followed by the study framework. As a linkage, Chapter Two presents the context of the study including the study area characteristics in relation to the research objectives.

CHAPTER TWO: THE RESEARCH CONTEXT – NEWCASTLE MUNICIPALITY

2.1. Introduction

Chapter Two contains an overview of the study area, in particular the Newcastle Municipality as the research context. The city's socio-economic profile, including its spatial as well as the environmental profile, is analysed and discussed. As a result, this chapter summarises the above within the context of the research objectives. The literature review and the research methodology applied in dealing with the structure of the research design, population sample, data collection and data analysis will be covered in Chapter Four.¹

2.2. Location of the study

2.2.1. *The City of Newcastle, South Africa: Socio-economic profile*

According to the Newcastle Municipality Integrated Development Plan (IDP) (Newcastle Municipality, 2014), Newcastle Municipality is located in the Amajuba District Municipality in the northwest region of the province of KZN and in close proximity to the Free State and Mpumalanga provinces to the west and north, respectively. It is the third largest urban centre in the province and the biggest city in Amajuba District, covering an area of approximately 1 854 km² (Newcastle Municipality, 2014).

Demographically, the city has a slow population growth of about 1% annually, with a population size of approximately 360 000 people (Newcastle Municipality, 2014). The population is relatively youthful, with 46% of the population being younger than 19 years of age, and with the age group between 20 and 34 years accounting for 27% of the population (Republic of South Africa, 2014). Newcastle accounts for 73% of the District's population (Republic of South Africa, 2014). Furthermore, it is estimated that the city has 85 000 households (Republic of South Africa, 2014). The city has a significantly high unemployment rate of 37.4% (Republic of South Africa, 2014). The unemployment rate among the youth is strikingly high at about 49%, especially for those aged between 15 and 34 years old (Newcastle Municipality, 2013). The socio-

economic profile attests to the development challenges that the Municipality faces, especially in relation to job creation and quality of life aspects.

The city boasts a thriving economy that is anchored in the manufacturing, mining, tourism, information communication technology and agriculture sectors (Newcastle Municipality, 2013). In summary, the city is centrally located roughly halfway between Johannesburg and Durban, within reach of the relatively nearby harbours of Durban and Richards Bay, and therefore contributes to the export of manufactured goods, as well as goods for distribution to the Gauteng market (Newcastle Municipality, 2013). It is situated along a railway line that connects the city with other major cities such as Durban and Johannesburg (Newcastle Municipality, 2013), and is, as mentioned previously, approximately the same distance from both these major metropolises.

2.2.2. *Spatial and natural environment analysis*

The City of Newcastle has significant natural environmental landmasses, characterised by a large expanse of natural grassland with isolated thickets, natural forests, agriculture and forestry (Newcastle Municipality, 2014). The city has five main catchment areas, namely:

The Ngagane River where it meets the Incandu River (Ngagane catchment);

The Incandu River where it meets the Ngagane River (Incandu catchment);

The Ngagane River where it meets the Buffalo River (additional Ngagane catchment, which includes the upstream Incandu and Ngagane River catchments);

The Buffalo River at its confluence with the Ngagane River (Buffalo catchment); and

The Buffalo River where it intersects with the Newcastle city boundary, which includes the upstream Ngagane and Incandu River catchments.

Moreover, the city also has two significant dams, namely, the Ntshingwayo Dam, located to the south of Newcastle within the Ngagane River catchment; and the Zaaihoek Dam, located to the north-east of Newcastle within the Buffalo River catchment (Newcastle Municipality, 2014: 45).

According to the Department of Water Affairs and Forestry (DWAF, 2004), Ntshingwayo Dam (previously known as Chelmsford Dam) was completed in 1961 and then raised in 1982. The dam was specifically built to supply water to the town of Newcastle, support Eskom's thermal power station, and contribute to irrigation farming activities (DWAF, 2004).

The Ntshingwayo Dam is a tourist attraction site with two camping sites, Leokop and Sandford, offering serene stretches of water suitable for many water sporting activities such as water skiing, freshwater fishing, canoeing, jet skiing and kite surfing (EKZNW, 2009). All these activities attract tourists to the city, thereby contributing significantly to its economic development.

2.2.3. Characteristics of the study area

Annexure A and Figure 2.1 presents an overview of the study area, in relation to its location nationally and within the province. The map also locates the study area within Amajuba District as well as its precise location within Newcastle Municipality. Furthermore, neighbouring local municipalities and towns, for example, Utrecht (eMadlangeni) and Dannhauser, are shown.

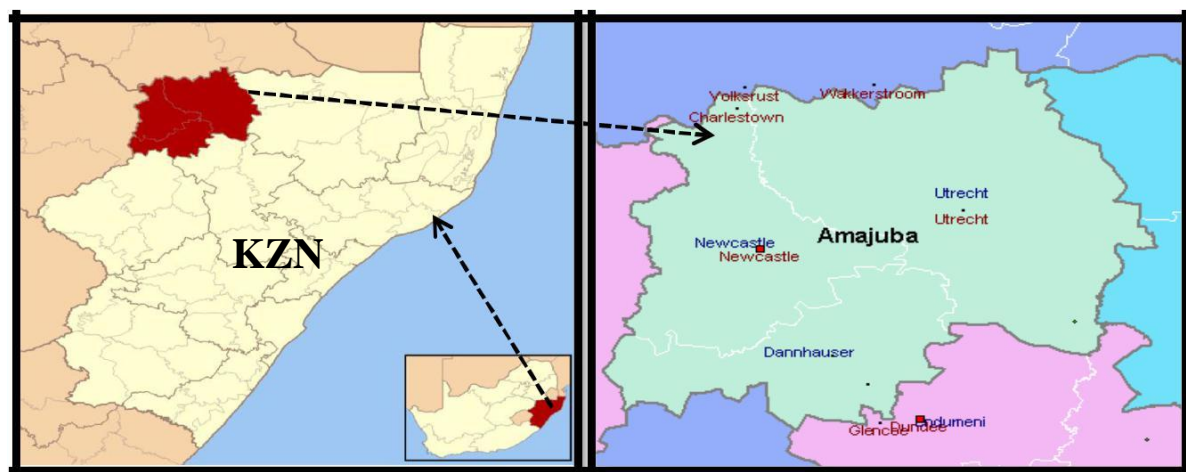


Figure 2.1: Study area location in South Africa, in KZN, and within Amajuba District

Source: Newcastle Municipality (2013)

The strategic location of the ECR in the context of popular tourism routes is a critical advantage and a cause for further developmental exploration of this tourist attraction. Tarlow and Strickland (2014: 25) emphasise that “in this new world in which we are now living, no industry, nation or economy is an island unto itself”. Located on the N11,

one of the busiest national roads, the study area is marketable to all traffic travelling along the N3 towards Durban, the country's most popular domestic tourist destination.

Considering its proximity to Durban and the N3, the ECR is poised to provide an alternative experience to an existing tourism market, while providing multi-pronged benefits as anticipated by the tourism market. According to Statistics South Africa (Republic of South Africa, 2015), in terms of racial distribution, the majority of the district's population are black Africans (97%) with black African households account for 89% of the population, while whites make up 7%. In relation to the age distribution, approximately two thirds (62.4%) are under 29 years and a roughly similar number represents those aged between 15 and 64 years (Republic of South Africa, 2015). The exploration of protected areas as economic nodes is a direct opportunity to address the area's youth unemployment, local enterprise development, environmental management and awareness, and rural development through the enhancement of natural resources.

As far as education is concerned, statistics reflect an upward trend in the District towards attainment of higher education levels, such as bachelors, masters and doctoral degrees. According to Statistics South Africa (Republic of South Africa, 2015), the percentage of the population aged 20 years and above who had no schooling in Newcastle Municipality decreased from 13.5% to 7.1% between 2001 and 2011. However, adjacent towns such as eMadlangeni and Dannhauser have significantly lower percentages of people with higher levels of education which may correlate with the closure of the region's mines, although these figures have improved since 2007 (Republic of South Africa, 2015).

As a sector tourism provide more employment opportunities compared to other sectors and uses extra unskilled labour compared to other sector (National Tourism Sector Strategy [NTSS], 2011). Furthermore, the District Municipality has the lowest percentage of the adult population without any form of schooling (completely illiterate), which is approximately 7.7%. This figure is significantly lower than most other district municipalities within the province, apart from the uMgungundlovu District Municipality, which has a similar figure of 8.1% (Republic of South Africa, 2015). Figure 2.2 presents the problem statement as well as the considered strategic goals in relation to giving impetus to primary economic industries in Newcastle. The problems impact on growth

of the economy. In addition, the strategic goals column incorporates strategic guides and requirements to catalyse the development and the growth of the overall development of the economy, including tourism.

Problem Statement	• Strategic Goal in Response
Good potential agricultural land and opportunities that are currently under-utilised	• Expansion and Diversification of the Agricultural Sector
Strong manufacturing base with the potential for expansion through diversification and addressing of challenges and constraints	• Expansion and Diversification of the Manufacturing Sector
Under-exploited tourism assets in the region	• Development and Support for the Tourism Sector
Institutional challenges exist which are threatening the proper planning, implementation and sustainability of LED initiatives	• Improving the Institutional and Policy Environment Towards Effective LED
Under-development infrastructure is deteriorating the potential for new investment and expansion of existing sectors	• Expansion and Development of Strategic Economic Infrastructure
Low growth and success in terms of entrepreneurship and small business expansion (incl informal economy development)	• Effective support to the Informal Economy and Development of Small Enterprises
Lack of industry-driven skills development and training	• Ensuring effective education, skills and capacity development

Figure 2.2: Newcastle primary economic industries

Source: Newcastle Municipality Local Economic Development (LED) Strategy and Implementation Plan (Newcastle Municipality, 2012)

2.2.4. Overview of the research context

Apart from the Newcastle LED Strategy, identifying development and support is one of the key strategic goals in favour of the tourism sector. Additionally, emphasis is also expressed in the NMTDMS for the development of relative infrastructure, people development, branding as well as the development of enabling policies. The descriptive research about ECR therefore fits in well under strategic clusters, especially clusters two, three and four (shown later in Table 3.2). Reisinger (2015: 103) states that at any given time “regional identity should be based on the ecological/socio-cultural and economic processes and supported by institutional

arrangements that at least do not counteract these relationships”. There is a need to obtain and provide timeous and accurate research and information on the tourism industry in Newcastle, for example, statistics on performance of the industry, which will assist the industry in identifying important trends and help with investment decisions (NMTDMS, 2013).

2.3. Conclusion

In summary, Chapter Two outlined the context of the study as well as the context of the study area. In addition, spatial and environmental data was outlined, including the natural characteristics analysis of the study area. Lastly, this chapter presented the context of the current study in relation to the research objectives. As a result, the following chapter reviews literature relative to the aim and objectives of the study.

CHAPTER THREE: LITERATURE REVIEW

3.1. Introduction

This chapter reviews literature on ecotourism, eco-culture and their linkages to economic development. The chapter is organised to provide working definitions of these concepts and provides a description of their interaction with economic activities, with particular reference to tourism. The third section presents the regulatory framework that guides the tourism industry in South Africa. Thereafter, it discusses the KZN Tourism Strategy and the NMTDMS. In addition, section five presents a discussion about community participation in ecotourism initiatives. Finally, the chapter presents a summary of key insights gained from the literature reviewed.

3.2. Ecotourism and economic development complexities

Tourism, as mixed basket of many industries, contributes significantly towards the economy of any country. Notably, collaborative efforts are embedded in tourism as a sector and in transportation, the United Nations World Tourism Organisation (UNWTO, 2013) “in 2013 focused on promoting heightened cooperation between the aviation and tourism sectors, including higher policy coordination,” in order “to ensure greater contribution from both sectors to employment creation, economic growth and social development”.

The potential of the industry to contribute to development in general has been noted by most governments around the globe, and especially in developing countries where economic performance has been on the decline (UNWTO, 2013). “Unmitigated mass tourism and boosterish promotional campaigns have long been fringed as the primary culprits of social, cultural, ecological and economic wrongs associated with tourism” (Telfer and Sharpley, 2015: 237).

In addition, the world is gradually awakening to the varied overall value of the tourism industry which largely includes culture and ecotourism as a sustainable economic approach (Carlisle, Kunc, Jones and Tiffin 2013). The Committee on Tourism and Sustainability “aims to advance the sustainable development and management of tourism and focus on the generation of social, economic and cultural benefits at tourism destinations” while “minimising the negative impacts upon natural or socio-cultural environments” (UNWTO, 2013). However, this economic trajectory will require

concrete plans and cooperation from key stakeholders to provide satisfactory outcomes and industrialisation benefits.

This inquiry into the role of tourism has not been limited to the industry's economic contribution to the national Gross Domestic Product (GDP). According to Newton *et al.* (2004), carefully planned tourism development may yield more substantially economic contribution and transformation to nations, especially in developing countries in Africa, South America and Asia. Telfer and Sharpley (2015: 77) argue that a host of developing countries and regions value tourism development as a prospect for economic and social development. Additionally, Hsu (2019) emphasises that people see ecotourism with high expectations as a possible solution regarding the conflict between economic development and environmental conservation since the 1980, and this resonates with the objectives of this study.

As one of the developing countries, South Africa is in no way different from its peers. In addition, the development of a National Tourism Ministry promotes tourism as one of the national economic drivers, and the ECR concept helps to realise economic outcomes for all stakeholders. This will include the focus on tourism as a driver for the green economy, which includes the reduction of environmental degradation. However, Novelli (2015) observes that if left unabated the potential threats associated with climate change could undo or undermine many of the positive advances made by the country's tourism industry since the transition to democracy. Significantly, Hsu (2019) asserts that for large investment infrastructures, is necessary for tourism planners to estimate the economic impact of public spending on the local or regional economy.

In summary, ecotourism possesses support for developing conservation objectives through the establishment of viable links between the local community, tourism industry and protected areas. The interdependence of tourism to its physical and social environments is fundamental to the sustainability of the tourism industry. The foundation for a thriving ecotourism industry can be said to be inclined towards exercising a balance between economic growth and conservation. Briefly, the sustainability of conservation can mostly be achieved by applying the sustainable approach in the needed development. The following section presents working definitions of various terms used in the study.

3.3. Definition of the study key terms

3.3.1. Ecotourism

As a terminology “ecotourism” interpretation is in many ways by tourism practitioners and scholars, all of whom provide a range of definitions based on their conceptual understanding of the term and its application. Accordingly, the “Ecotourism Society, in its *Definition and Statistical Facts Sheet*, defines ecotourism as purposeful travel to natural areas to understand the cultural and natural history of the environment, taking care not to alter the integrity of the ecosystem, while producing economic opportunities that make the conservation of natural resources financially beneficial to local citizens” (Mills, 2012: 352).

Goodwin and Roe (2001) define ecotourism by emphasising its low impact on nature and as the type of contribution through the generation of revenue benefiting the local community sufficiently to inspire it to protect nature as a business. This definition suggests that ecotourism has both an educational as well as a sustainability component linked to community participation for long-term preservation of nature. Picazo (2015) suggests that ecotourism involves touring responsibly to nature-based areas that conserve the environmental assets, thereby improving the lives of local people, especially their well-being. This definition suggests that ecotourism should contribute to social development by uplifting the livelihoods of people and communities in localities where ecotourism activities take place. Ziffer (1989) defines ecotourism as a focus on a management approach by the citizens of the area by committing to establish and maintain areas actively involving locals in marketing and law enforcement and channelling profits into land management and other community developments.

In summary, for example, Hunt, Durham, Driscoll and Honey (2015: 45) state that “ecotourism plays a pivotal or ‘keystone’ role in the economic network of the Peninsula; even those residents who do not derive their primary income from the payroll of a hotel, airline or other tourism-related business still consider themselves to be sustained by the tourism industry”. This definition reinforces the notion of the broad beneficial nature of tourism, including the uplifting of communities in the locale. The definitions presented here have been adopted for guiding the study.

3.3.2. *Eco-cultural tourism*

As a concept, eco-cultural tourism combines ecology and culture to create tourist experiences and generate revenues from the public who visit such designated sites (Sinha, 2014). This definition suggests that this form of tourism has the capacity to create employment opportunities in localities where it is situated and thereby improve the economic livelihoods of the local communities, while at the same time preserving both nature and culture of the localities. In addition, it will offer new opportunities for multicultural cooperation (Khoshtaria and Chachava, 2017).

A key element in eco-cultural tourism is the extent to which local communities are involved in planning, development and maintenance of eco-cultural localities (Dudley and Stolton, 2008). Eco-cultural tourism seeks to establish links that support social cohesion resulting in business transaction with jobs as an end result (Sinha, 2014).

3.3.3. *Ecotourists*

According to Ziffer (1989: 6):

An ecotourist is a person who “visits relatively undeveloped areas in the spirit of appreciation, participation and sensitivity, who practises a non-consumptive use of wildlife and natural resources, and [who] contributes to the visited area through labour or financial means aimed at directly benefiting the conservation of the site and the economic well-being of the local residents.

This comprehensive definition suggests that ecotourists recognise the importance of natural areas and acknowledge that their upkeep involves labour which attracts financial commitment that must be honoured.

3.3.4. *Conservation tourism*

Conservation tourism manages the human element in managing natural environments sustainably and responsibly for the purposes of tourism while undertaking their protection, maintenance, restoration and enhancement; thereby unlocking economic it while maintaining their potential to meet the needs and aspirations of future generations (Wearing and Neil, 2000). Furthermore, according to Buckley (2010: 34), “conservation tourism is defined as commercial tourism that makes a net positive contribution to the continuing survival of threatened plant and animal species.” The

principal tenet of this concept is that conservation of biodiversity contributes substantially in terms of the GDP of locations, especially if these protected areas are properly looked after, thereby ensuring sustained economic gains.

3.3.5. *Responsible tourism*

In the broadest sense, responsible tourism is all about how tourism resources are managed to yield maximise social and economic while at the same time conserving nature by minimising any negative effects thereupon (Butcher, 2007). Stated differently, “responsible tourism is about enabling local communities to enjoy a better quality of life through increased socio-economic benefits and improved natural resource management” (Spenceley *et al.*, 2002: 28).

To summarise:

The structure of power underlying the tourism industry, how it developed historically into its current shape and how this structure influences the activities and operations of the industry provide the key to understanding process and limitations of responsible tourism.

(Mowforth, Charlton and Munt, 2008: 46)

3.3.6. *Sustainable tourism*

Sustainable tourism is the approach to tourism in such a way that tourism activities generate positive economic and socio-cultural benefits to the environment and the host community “while enhancing opportunities for the future” (Honey, Vargas and Durham, 2010: 29). On the other hand, the term has been cemented into place in “tourism planning by the suggestion that sustainability not only refers to the environment sustainability, but also to economic and social sustainability, in the sense of acceptability to the host community” (Veal, 2010: 399). This definition suggests that all tourism activities should, in principle, recognise the value of the environment and future generations while maximising visitors’ experiences with the host communities. Jauhari (2014: 140) contends that sustainable tourism is not just the concept, but “embraces a complex process that considers present and future tourism impacts, while simultaneously working on improving the area for visitors as well as those living in it”.

3.3.7. Stakeholder perceptions

Stakeholder perceptions have gained more significance due to the growing recognition that understanding of different views, interests, opinions, expectations and concerns result to greater success in the long term. Critically for government, Moeti (2014: 47) emphasises that “it is the duty of the legislature to interface with various interests groups as vital stakeholders in the democratic process”. Equally, all the stakeholders identified for the proposed ECR guarantees connectedness in how the ECR is perceived as well as long term success for after it is implemented. Moreover, it is important that whatever perception may exist among stakeholders towards the proposed ECR find common interpretation, understanding and management.

To manage perceptions, Halkos *et al* (2019: 1) state that “one of the important factors of success is to involve the local population in the decision making process.” In addition, establishing connections and sustaining interaction between community members is important for creating strong bonds and relationships (Rasoolimanesh *et al.*, 2017). This connectedness and management ensures that stakeholder perceptions work for project success. This connectedness for “stakeholder responsibilities create a situation of mutual engagement and responsibility” (Andiof, 2017: 15).

Ultimately, researchers who watch groups and ask group members questions can develop a detailed description of a group, but they must go beyond description if they are to explain groups (Forsyth, 2018). Therefore, this research adopts the separation of stakeholders into three and further design the key informant questionnaires to accommodate each stakeholder’s importance to ensure maximum participation and contribution.

3.4. Natural resources and economic development

Introducing tourists to local natural areas may provide the impetus for transformational perspectives on the value and the meaning of natural places for host communities (Reisinger, 2015). This understanding presents an approach that allows natural resources, especially legally protected areas, and ecotourism as a sector within the industry, to be treated as the economic stimulus within communities.

This new value can be translated into multiple benefits including the conservation of the nature in general. In agreement with this, Maltzman and Shirley (2012: 41) emphasise that “we know now how the world is inextricably tied together environmentally.” Additionally, Postma *et al* (2017) emphasise that tourism represents an interesting challenge for sustainability because it directly impacts on and is impacted by both the socio-economic and environmental dimension of sustainability. Therefore, any economic decision over natural resources must pass the sustainability check-list and position the destination as a magnet for varied but complementary business activities”.

Massive growth in ecotourism in the early 1990s emphasised traditional ideas about supply-led tourism planning (that is, the ‘build it and they will come’ approach), which gave way to an increased focus on nurturing tourism markets and “increased alignment between tourism products and the needs and expectations of emerging market segments” (Lohmann and Dredge, 2012: 18). According to Mathews (2002), ecotourism is one of the fastest growing tourism sectors fuelled by the increasing quest among citizens for environmentally responsible tourism. This demand has made it necessary for governments and tourism practitioners to champion policy instruments that regulate the way in which ecotourism should occur and set legislative parameters for guiding the tourism industry (Lama, 2014). Ultimately, the community’s well-being may be improved, and its quality of life addressed simultaneously.

Therefore, as far as protected areas are concerned, great revenues can be generated if they are exploited responsibly and with sensitivity. The converse is also true: that if they are not planned and managed properly, negative environmental results can be experienced, including degradation of local community livelihoods. Thus, the economic linkages of protected areas with tourism need to be considered thoughtfully to ensure long-term sustainability.

According to Medaglia, Phillips and Welch (2014), income generated from ecotourism activities should be re-invested into conserving nature so that the same protected areas that attracted tourists can be maintained for repeat visitors in the future. This understanding of the importance of conserving protected areas while exploiting them for economic gain is critical for promoting sustainable tourism. Mathews (2002: 18) contends that if local communities are not involved properly in all aspects of

developing natural resources and protected areas for ecotourism and its benefits, they often result in using natural resources for other land uses such as “logging, mining and poaching”.

In summary, protected areas and natural reserves have strong economic linkages with tourism and provide a significant opportunity for community development and nature conservation. The importance of involving all stakeholders including communities in all stages of the ecotourism development processes is critical for sustaining natural reserves and protected areas for future generations.

3.5. Statutory regulatory framework for the tourism industry

The South African tourism industry is guided by appropriate legislation that regulates the way it operates. Specifically, the industry is guided by the Tourism Act 72 of 1993 and the White Paper on the Development and Promotion of Tourism in South Africa, referred to as the Tourism White Paper of 1996. The prime goal of this legislative framework is to ensure that sustainable and acceptable development of the tourism sector as a national priority is realised.

Ultimately, the national government envisions an industry unlocked to contribute towards the national economy by earning the needed foreign exchange as well as creating vital employment opportunities, thereby enhancing the quality of life of South Africans (National Department of Tourism, 2011). This ideal is underpinned by the national government’s blueprint development plan, the South African National Development Plan (NDP) 2013, which envisages an economy supported by all sectors, including tourism, contributing towards poverty and inequality reduction. Furthermore, the NDP envisages an inclusive economy in which the fruits are equitably shared by all. The South African National Planning Commission (NPC, 2011) highlights many challenges which the ECR seek to address:

The South African growth path is heavily resource-intensive, and therefore unsustainable;

South Africa has poorly located and inadequate infrastructure which limits social inclusion and faster economic growth;

Current spatial challenges (rural versus urban development) continue to marginalise the poor;

South Africa remains a divided society; and
Very few South Africans are employed.

These are some of the challenges that are perceived to wield direct influence on tourism as one of the key economic sectors. The issues highlighted by the NDP are fundamental. The NDP also calls for the tourism industry to be synergised with all other sectors of the economy such as mining, agriculture, transport, public enterprises and environment, while at the same time maintaining a strong connection at the local government level to enhance local community livelihoods (NPC, 2011).

The NDP acknowledges that the national government has recognised that the tourism sector has enormous potential to stimulate phenomenal economic growth and create jobs. Indeed, the government has included the sector in its New Growth Path, estimating that it will create more than 225 000 jobs by 2020 (NPC, 2011). According to the National Department of Tourism's (NDP) Tourism Black Economic Empowerment Charter (2005), the transformation objective is to ensure that the benefits accruing from tourism activities are equitably shared by all stakeholders in the sector. Furthermore, the Charter guides the sector on how small and medium enterprises should be supported, financially and otherwise, to ensure their sustainability (National Department of Tourism, 2005). The Charter also provides for the inclusion of marginalised sections of the population – women, the youth and disabled persons – in the sector to experience its benefits.

In summary, the legislative framework in place supports the blueprint development plan for the nation. The future of the sector is promising and provides a conducive environment for sustainable tourism. However, an enabling legislative framework, on its own, does not deliver the desired objectives. Political will is necessary at all levels of government to ensure that the established legislative mechanisms are properly implemented to produce the desired results on the ground. This also means that sufficient and competent personnel must be key drivers of this implementation process, and support to ensure excellent service is non-negotiable. Therefore, the political support to ensure capacity-building of the tourism sector personnel is of paramount importance to grow a service-orientated sector that provides excellent service, with the goal of making South Africa a competitive tourist destination.

3.5.1. KZN tourism strategy

The Economic Development Tourism and Environmental Affairs [EDTEA] (2012: 6) envisions that by the year 2020, the province, “will be globally-renowned as Africa’s top beach destination with a unique blend of wildlife, scenic and heritage experiences for all visitors”. The Master Plan is founded on the following pillars, namely: policy; strategy; governance; monitoring and evaluation; planning and product development; people in tourism and marketing; and research and knowledge management, all of which ultimately aim to enhance the quality of the tourist experience offered. In fact, when combined, these pillars will enable the provincial government policy on tourism to be implemented effectively, thereby ensuring tourism growth and development. To realise this vision, the province has categorised its action plan into strategic clusters, as shown in Tables 3.1 and 3.2 below.

Table 3.1 outlines the critical elements that will drive the private sector and the public sector towards the desired outcome. Through objective targets and thrusts, specific actions from the thrust are linked directly to targets in relation to the broader objectives. Furthermore, the realisation of this vision is centred on the following principles (EDTEA, 2012: 6):

- Partnerships are critical with all key stakeholders;
- Visitor volumes must be increased throughout the province;
 - Spirited marketing efforts are necessary to position the province as a key tourism destination nationally, regionally and globally;
- Excellent services to all tourism product consumers;
 - Practising responsible tourism throughout the province; Supportive political leadership; and
- Spreading tourism benefits to all people in the province.

Strategic Objective, Targets and Thrust		
Marketing – tourism growth and development	Tourism marketing strategy	Aligned and integrated provincial tourism branding and positioning Prioritised and experience-based market segmentation Market distribution
Product development and planning	Beach tourism strategy	Enhance Durban experience New beach resort nodes Social tourism Maintain/upgrade/enhance beach products (North and South)
	Heritage tourism strategy	Ensure superlative drawcard experiences Integrate heritage tourism within core experiences
	Scenic tourism strategy	Enhance iconic natural scenic tourism experiences throughout KZN
	Wildlife tourism strategy	Focus and enhance KZN wildlife experiences (Ukhahlamba/Drakensberg Park World Heritage Site/Elephant Coast/Hluhluwe-Mfolozi)
	Rural tourism strategy	Enhance rural tourism experience
	Niche tourism strategy	Business, sport and events tourism strategy Cruise tourism strategy Other niche areas such as aviation, rail, adventure tourism and mission tourism Green tourism Geological tourism Palaeontological tourism
	Tourism accessibility strategy	Airlift tourism strategy Public transportation/intermodal transport Other types of transport access to KZN
	Tourism support strategy	Universal accessibility strategy Investment promotion strategy

Table 3.1: Summary of KZN Tourism Master Plan strategic direction

Source: EDTEA (2012)

While this Master Plan is succinctly presented to demonstrate how the provincial government foresees the tourism sector fitting into other government development plans, it stops short of showing how the benefits accruing from the various tourism

activities will filter through to reach all stakeholders equitably. Its successful implementation lies with the partnerships that the provincial government will forge with key stakeholders such as the private sector involved in tourism business, civil society organisations, labour and communities. In summary, the objective of this study is to add value to the strategic direction of the KZN Tourism Master Plan, including enhancing its objectives, especially product development and planning.

3.5.2. *Newcastle Municipality Tourism Development and Marketing Strategy*

The NMTDMS was developed as a strategy with the intention of boosting tourism in the city as a means of spurring local economic development and creating employment opportunities. The development of the strategy was also inspired by the economic potential the city has insofar as tourism is concerned.

The city is strategically located “at the nexus of major tourism, logistics, farming and industrial routes, and is near to the seat of government in KZN” (Newcastle Municipality, 2015: 13). Furthermore, the Municipality is “centrally located in the northern region of KZN, midway between Johannesburg and the harbours of Durban and Richards Bay” (Newcastle Municipality, 2015).

Interestingly, the tourism sector in Amajuba District Area contributes marginally to the overall regional economy. The Newcastle Municipality (2013) stipulates that tourism contributes R54.4 million (0.6% of District GDP) to the region on an annual basis. However, it has a significant potential to enhance its contribution if existing opportunities are fully exploited.

The Newcastle area forms part of the Battlefields Route. This route attracts 7% of foreign visitors to the province annually and approximately 42 000 domestic tourists. The comparative advantages identified within the tourism sector as identified in the IDP (Newcastle Municipality, 2013: 92) are:

- The city has a well-structured heritage and a well-preserved historical heritage.
- The city falls within the Zulu Kingdom and is directly interwoven to this cultural heritage.
- The city is located on the N11 halfway between two major centres, Johannesburg and Durban.

The city is the gateway to the Battlefields region.

It has a long history of hosting national sporting events, for example, the Dragon Boat Festival and the Chelmsford Challenge, among others.

It has perfect settings for the adventure tourism sector in unspoiled natural ambiance.

It is against this background that the NMTDMS was developed to unlock, tourism potential. The strategy is founded upon three guiding principles, namely, responsible tourism, transformation, and partnerships (Newcastle Municipality, 2013). The guiding principles mentioned above provide an intellectual platform through which the city's tourism vision is developed. The city envisions that by the year 2023, it will be a prominent commercial travel and events capital of inland KZN (Newcastle Municipality, 2013).

This vision is underpinned by the following values (Newcastle Municipality: 2013)

That the city will sell experiences, not geographical areas;

Responsible tourism that is sensitive to conservation will be practised and upheld;

Viable partnerships between the private and public sectors will be pursued, established and maintained;

Visitors to the city will remain the prime focus of all tourism activities to ensure repeat visits on an ongoing basis;

Tourism remains an integral contributor of the city's GDP and thus has a role in the city's IDP;

Political support necessary to anchor the sector will always be harnessed to ensure the potential of the sector is realised; and

Fiscal flow from the city and provincial treasuries will be ensured to sustain tourism development objectives.

Cluster 1	Cluster 2	Cluster 3	Cluster 4
Marketing-tourism growth and development (demand)	Product development and planning	People in tourism	Policy, governance, research, monitoring and evaluation, and knowledge management
Tourism brand development and management Tourism market segmentation, positioning and distribution	Product development and investment promotion Responsible tourism Quality assurance Safety and security	Relevant capacity building Transformation Service excellence Community participation Tourism awareness	Efficient management of tourism Policy and legislative adherence Collaborative partnerships Prioritising tourism at the local government level

Table 3.2: Strategic thrusts for NMTDMS

Source: NMTDMS (Newcastle Municipality, 2013)

In order to have a focused sector growth path, the strategy identifies four key clusters, namely: product planning and development; marketing tourism and growth; people in tourism; and policy strategy, governance, research and knowledge management. Each of these clusters has its own strategic thrusts to guide the policy efforts of the city tourism planners, as shown in Table 3.2 above. Firstly, cluster one outlines the importance of identity in relevant segments using a brand. Secondly, cluster two synthesises the critical development and planning necessary for the sector. Thirdly, as is the case with many service-orientated sectors, tourism success is fundamentally linked to the performance of people in the sector and how they are developed. Lastly, cluster four's locus and focus is on lawfulness, legislation interpretation and alignment, including policy guidance and development where applicable.

In summary, the strategy provides a guide through which tourism in the Newcastle Municipality can be implemented and the city positioned as a top destination for inland KZN. While this is a realistic vision, concerted efforts are critical for successful implementation as well as the importance of appropriately skilled personnel, including the symbiotic relationship between management and leadership, to support the implementation of the strategy's objective as mentioned above. Collaborative partnerships with the private sector and civil society as well as with local communities

are critical in ensuring sustainability development, including in the tourism sector in the Newcastle Municipality.

3.6. Community participation in ecotourism initiatives

Based on the above, emphasis should be more on tourism projects involving locals, which also focus on the fundamental principle of improving local living conditions of residents, especially those who live in the region where they are typically excluded from the formal economy (Lohmann and Dredge, 2012: 31). Community participation in development activities is critically important for sustainability (Butcher, 2007). According to Mametja (2006: 10), involving local communities in development processes means communities benefit and must mobilise themselves, as active participants other than observers in development actions, to manage their own resources, to make their own future, and [to] “control the activities that affect their lives”. While this definition paints an ideal picture of the influence of involving local communities in development processes as active actors, South Africa as a nation has a poor history of involving local communities in development processes “especially tourism related activities” (Mafunzwaini and Hugo, 2005: 251).

This position needs to be changed if communities are to own development initiatives and provide support that will sustain them over the long term. As such, community involvement should be seen as a process of reinforcing mutual interests aimed at improving the quality of life of local communities as well as conserving resources. In the context of ecotourism, local community participation therefore ranges from planning and development of a venture to the ownership and operation of an ecotourism business. According to Pinnock (2000), the extent of involvement in ecotourism development ventures by local communities determines the extent to which such ventures succeed or fail. Mametja (2006) contends that involvement is either passive or active. Passive involvement is at the level of “menial jobs including handouts”, while active involvement involves community members in planning and all stages of ecotourism development ventures as equal partners in the process (Mametja, 2006: 10).

Therefore, the recognition of community participation in ecotourism-related development initiatives as active role players is critical to the success of these

initiatives. However, the following considerations are noted as being important in any ecotourism business (Sproule, 2000):

Who are the people in this locality involved in the initiative?

What is their division of work?

What are the contributions of youth, men and women to the process?

How will profits from ecotourism business be shared?

How will the representatives of the community be elected to the decision-making structures of the development initiative?

How will the revenues be collected?

How will the pricing structure of services offered be determined?

Which organisations in the locality are or should be involved in the development initiative processes?

What will their role be?

How will accountability from different stakeholders involved in the initiative be ensured and sustained?

How will governance and reporting structures be established and enforced?

What cultural imperatives must be taken into account before, during and post the development initiative?

How will performance of the initiative be monitored and sustained to ensure continuity?

Which methodology will be used to develop the ecotourism initiative enterprise?

How will the local, regional and national government levels be linked in the process?

The questions presented above form a framework through which development actors must reflect when considering community involvement.

According to Denham (2014), community governance and social structures existing within a locality where ecotourism initiatives are intended should be involved in all stages of the development process. This inclusion generates a sufficient level of community ownership that is beneficial to the project in the long term (Simpson, 2008: 1). Furthermore, Simpson (2008) emphasises that development actors must be aware that inclusion presents both challenges and opportunities and that these need to be managed carefully without jeopardising the initiative. Thus, in order to manage

these potentially contradictory scenarios, forums and structure should ultimately uplifting the community's quality of life (Denham, 2014).

In this study, particularly important is the fact that where ecotourism initiatives are planned to occur in community-held lands, communities must be engaged and benefit equitably. Broadly benefiting various actors active in the sector value chain is important, including implementers' clusters identified in Table 3.2 above. Significantly, these processes intertwine with worldwide socio-economic changes (Bellini *et al*, 2017).

Equally important is the prudent management of private-sector opportunities as well as actors in ecotourism business ventures found in community-held land. Denham (2014) argues that the relationship involving the private sector and as well as the citizens needs to be managed carefully. If this consideration is neglected, tensions regarding profit-sharing and decision-making processes may result, thereby endangering the progress of a development initiative. Therefore, the following actions are recommended in order to minimise instances where tensions may arise (Denham, 2014: 13):

The private sector should employ local people for jobs created as a result of the development projects.

Local individuals should sell their tourism products directly to tourists visiting their areas.

Private sector actors should be granted concessions to operate tourism businesses by the community.

Entrepreneurial individuals in communities should be allowed to run their small businesses and be offered technical support by the private sector businesses. This policy direction will ensure skills transfer and strengthen areas of entrepreneurial weaknesses that local entrepreneurs may experience because of the lack of experience in running tourism-based businesses.

There should be an agreed-upon method of income distribution earned through ecotourism business activities. The revenue gained could be saved in a community-owned development fund for use on community health, education, or energy-generation projects, to mention a few.

3.7. Conclusion

In summary, this chapter reviewed existing literature on ecotourism and eco-culture, including the contextualisation of conservation, responsible and sustainable tourism. In addition, insights were gained into the importance of examining opportune motives behind the exploration and exploitation of protected areas, including nature reserves for economic development. In this study, the importance of involving key stakeholders including local communities in all stages of ecotourism development processes is undoubtedly one of the key requirements for a successful ECR. Furthermore, successful ecotourism ventures recognise the importance of collaborative partnerships that are mutually strengthening, as is the case with business and government in this study. Finally, the ideal is harnessing beneficial partnerships while exploiting the sustainable economic benefits from ecotourism, which ensures that local communities enjoy a greater share of benefits. The following chapter outlines the methodology adopted for this study in achieving its objectives.

CHAPTER FOUR: RESEARCH METHODOLOGY

4.1. Introduction

The main aim of this chapter is to outline the research philosophy and the research design used in the current study. Three main research paradigms are discussed, and the corresponding research design provided. The appropriate research design is selected and the current study sampling design, research instruments, data collection technique and data analysis approach are discussed. In addition, ethical matters are also covered in this chapter.

4.2. Research philosophy

When conducting research, researchers are exposed to various available research approaches. This usually impacts on the findings and conclusions. The obtainable scientific approach support researchers in selecting appropriate research methods and tactics. Interestingly, Mouton (2014: 137) considers research philosophy to be a simple structure if the Three Worlds framework is used. When discussing the Three Worlds, Mouton (2014: 138) describes them as follows: World One is characterised by the social and physical reality of everyday life and related knowledge, or in summary, pragmatic interest; whereas World Two focuses on the scientific approach, scientific knowledge and scientific research as well as scientific disciplines, or in summary, epistemic interest. World Three mirrors the philosophy of science, research methodology including research ethics, sociology and the history of science, or, in conclusion, critical interest (Mouton, 2014: 138). Outlined in Table 4.1 below is a context summary of the three worlds.

World One	The world of everyday life and knowledge
World Two	The world of science and scientific research
World Three	The world of meta science

Table 4.1: The Three World framework and context summary

Source: Adapted from Mouton (2014: 137)

Developing a resort is no everyday business, including examining the viewpoints of key stakeholders. Therefore, perspectives considering the three worlds qualify for a well-thought-out process, thereby granting the study credibility and expressing the synthesis.

The three stakeholder groups identified in this research are representatives of the three worlds. Firstly, households within rural communities are considered to interface distinctly with World One as the predetermined social construct in which everyday life reveals itself. World Two and World Three solicit mostly epistemic and critical data from business and government stakeholders. The data is then subjected to a translation synthesis. Briefly, translation synthesis is a process involving interpreting the fusion into everyday life knowledge so that they can be understood by those for whom they are intended (Bryman, 2012).

In this approach to research, for example, as the study strategy procedure develops, the investigator becomes more proficient in predicting the most appropriate study structure possible to deliver the given study objectives. Thus, it helps the researcher to identify and generate research designs which may be unknown, and which aid the investigator in developing a research identity.

In addition, the researcher's ontology illustrates in what way reality is conceptualised, as may be deduced from the context of Table 4.1 above. Furthermore, Figure 4.1 below demonstrates the research philosophies that by and large influence a researcher's conduct in the research method and in the development of research conceptualisation.

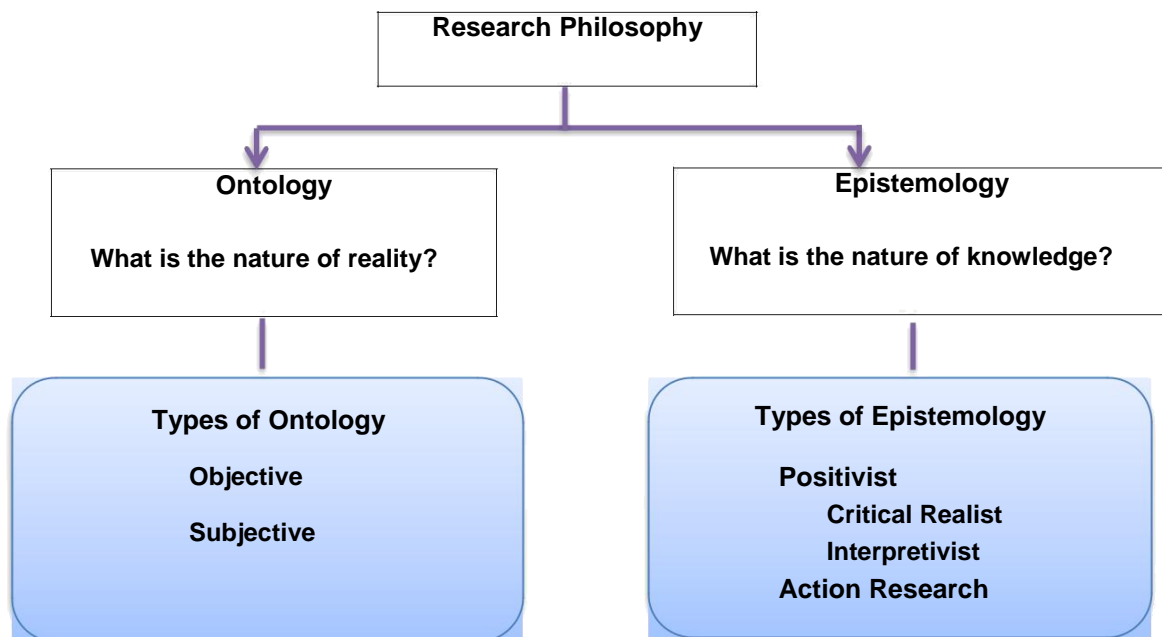


Figure 4.1: Graphic representation of the research philosophy

Source: Adapted from Bryman (2012) and Kumar (2012)

4.3. Ontology

According to Easterby-Smith, Thorpe and Jackson (2008) and Flowers (2009), ontology describes an individual's view (either claims or assumptions) about the nature of truth or reality and, precisely, an objective reality that truly exists, or only a subjective reality, shaped in individuals' minds. Ontological issues thus "consider whether the world is regarded as something external to the social actors or as something that the people are in the process of fashioning" (Bryman, 2012). This can be attributable to the presence of a set of certain things and the absence of others (Easterby-Smith *et al.*, 2008).

"Consequently, such 'expected' assumptions tend to be unopened for consideration, criticism and/or discussion" (Flowers, 2009). According to Bowen, Gilchrist and Beech (2005), the two main ontologies can be represented as presented in Figure 4.2 below.

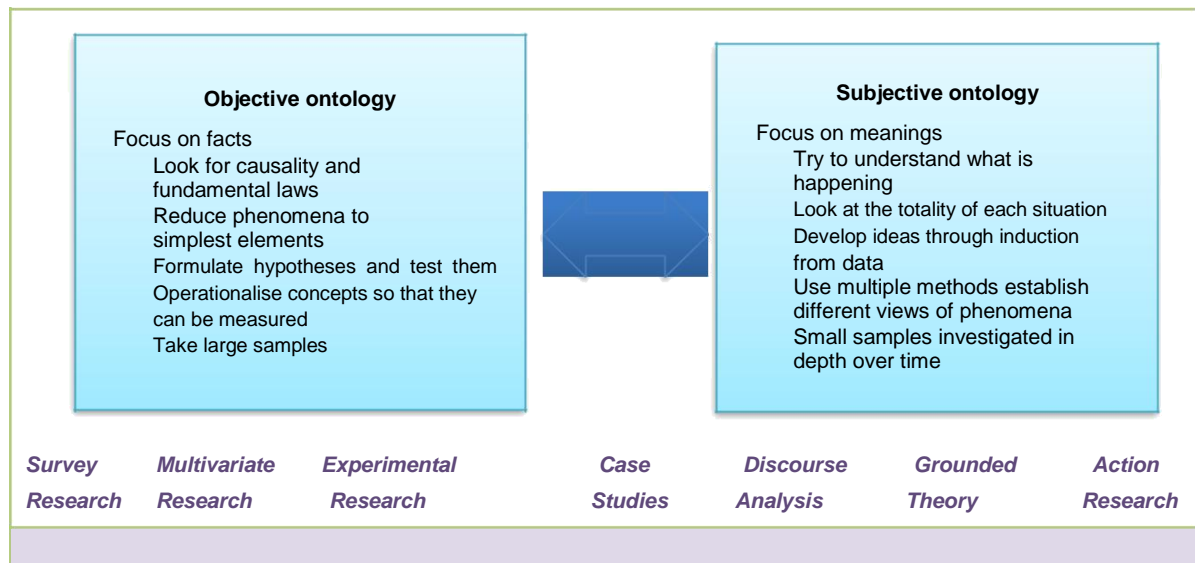


Figure 4.2: The differences between objective and subjective ontology

Source: Bowen *et al.* (2005)

Figure 4.2 above is a portrayal of the differences between the two ontologies, as posited by Bowen *et al.* (2005) and others. In this study, a mixed approach is used which therefore adopts both an objective and a subjective ontological perspective.

In fact, this is an approach often taken by doctoral students and it is known correctly as the mixed methods approach (Mouton, 2014). This is because, first, this study focuses on a subjective reality that is socially constructed – drawing from interviews carried out with different organisations and individuals. Furthermore, Holloway *et al.* (2012: 117) state that “information must be both quantitative and qualitative in nature required to make to search for truth and knowledge (Mouton, 2014: 239). As a result, all research ascribes to a scientific structure so that findings are interpreted in context.

– that is, data should be provided about not only the numbers and the composition of tourists but also their nature and purpose”. Secondly, this study also focused on facts; including some specific policies (for example, the thresholds to be met under reliability and validity); used reductionism as a principle (for example, data coding using Excel); operationalised concepts; then drew conclusions from a selected sample of respondents.

4.4. Epistemology

Easterby-Smith *et al.* (2008) note that “epistemology is about a general set of assumptions regarding the most appropriate way of investigating the nature of reality in the world”. This feature also considers “what knowledge is and highlights the sources and limits of knowledge” (Eriksson and Kovalainen, 2008: 57). The “specific ontological assumptions that can be held by an individual may perhaps affect the resulting epistemological conclusions” (Flowers, 2009).

For this reason, similar to ontology, objective and subjective epistemological assumptions exist together. According to Ates (2008), there are four fundamental epistemologies in social sciences, as depicted in Figure 4.3 below. In conclusion, Bryman (2012: 28) emphasises that “it is an epistemological position that advocates the application of a method of natural sciences to the study of social reality and beyond”. In contrast, realism is “an epistemological position that acknowledges a reality independent of the sense that is accessible to the researcher’s tools and theoretical speculation” (Bryman, 2012: 715). On the other hand, Bryman (2012: 712) defines interpretivism as “an epistemological position that requires the social scientist to grasp the subjective meaning of social action”.

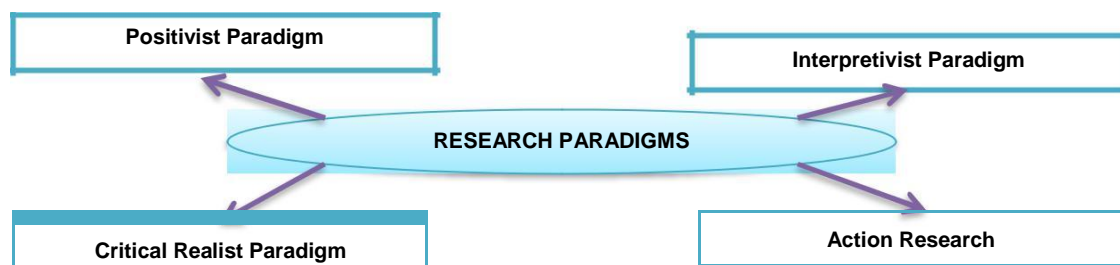


Figure 4.3: A depiction of the research paradigms

Source: Ates (2008)

Paradigm, in this context, means a theoretical framework through which this research was directed (Bowen *et al.*, 2005). Table 4.2 below provides a summary of the differences between the key paradigms.

Elements	Positivism	Critical Realism	Interpretivism
Truth	Determined through verification of predictions	Requires consensus between different viewpoints	Depends on who establishes it
Facts	Concrete	Concrete but cannot be accessed directly	All human creations
Aims	Discovery	Exposure	Invention
Starting points	Formulation of explicit hypotheses which guide research	Suppositions/research questions	Meanings/research questions
Research position (goal investigation)	Prescriptive, causal, theory confirming, deductive, ungrounded	Exploratory, descriptive, theory building, inductive, analytical	Descriptive
Direction of research inquiry	Measurement and analysis of causal relationships between variables that are generalisable across contexts	Development of idiographic knowledge-based social experiences such as human ideas, beliefs, perceptions, values, etc.	Development of idiographic knowledge-based social experiences such as human ideas, beliefs, perceptions, values, etc.
Designs	Experiment, survey	Triangulation, case study, convergent interviewing	Reflexivity, interviews, participant observation
Methodology	Outcome orientated, verification orientated	Process orientated, discovery orientated	Observation, process orientated
Techniques	Measurement	Survey	Conversation
Sample size	Large	Small	Very small
Data collection	Structured	Semi-structured, unstructured	Unstructured
Hardware and software	Questionnaires, statistical software programmes	Tape recorders, interview guides, transcripts, qualitative software programmes, visual methods	Tape recorders, interview guides, transcripts, qualitative software programmes, visual methods
Type of data gathered	Replicable, discrete elements, statistical	Information-rich, contextual, non-statistical	Information-rich, contextual, non-statistical, somewhat subjective reality
Interview questions	Mainly closed with limited probing	Open with probing	Very open
Interaction of interviewer and phenomenon	Independent and value-free, a one-way mirror	Mutually interactive but controlled by triangulating data, an open window	Passionate participant, transformative intellectual

Respondents' perspective	Emphasis on outsider's perspective and being distanced from data	Emphasis on the insider's Perspective	Emphasis on outsider's perspective and being distanced from data
Information per respondent	Varies (specific to question)	Extensive (broader question)	Extensive
Analysis/ interpretation	Verification/ Falsification	Probability	Sense-making
Type of data analysis	Objective, value-free, statistical methods	Non-statistical, triangulation	Value-loaded, non-statistical
Causality	Cause-effect relations	Causal tendencies, generative mechanisms	Not addressed
Outcomes	Causality	Correlation	Understanding
Judgement of research quality	External validity and reliability are critical	Construct validity is important	Credibility, transferability, dependability, and conformability

Table 4.2: Differences between research paradigms

Sources: Denzin and Lincoln (2000) and Easterby-Smith *et al.* (2008)

Table 4.2 summarises the major differences between positivism, critical realism and interpretivist paradigms with regard to the nature of truth and the general approach to conducting this research. It appears in Table 4.2 as if there is a great polarisation between the epistemologies of pure positivism and pure interpretivism, while critical realism epistemology depicts a medium view. Bryman (2012: 711) summarises epistemology as a theory of knowledge that should pass as acceptable knowledge. The current study is informed by a critical realism philosophy. In summary, critical elements of critical realism include the required consensus from varied (stakeholder) views; understanding founded on social practises such as human thoughts, theories, insights, and principles; as well as the fact that perceptions are concrete but cannot be accessed directly, as is the case with the objectives of this study.

4.5. Research techniques

Related to the research paradigms (positivism, interpretivism and critical realism) are the approaches, namely, deductivist, inductivist and abductivist, which are also linked to the research techniques – quantitative design, qualitative design and mixed methods design, respectively. Figure 4.4 below represents the three research techniques.

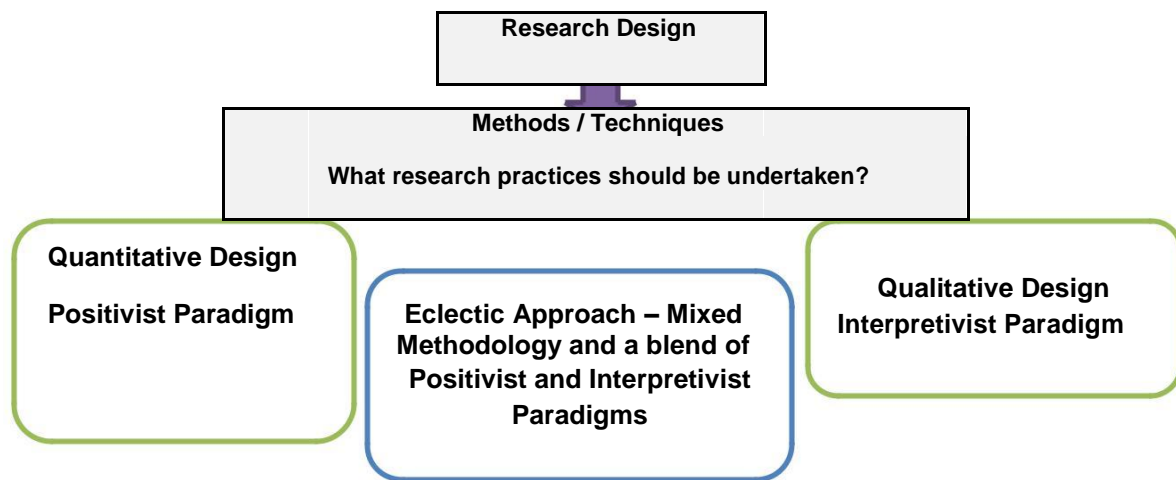


Figure 4.4: Research techniques

Source: Adapted from Creswell, Plano Clark, Gutmann and Hanson (2003)

4.6. Research methods or techniques

Research methods are individual techniques that are used to aid the data collection process (Easterby-Smith *et al.*, 2008), and there are basically three methods, as displayed in Figure 4.4 above. Research methods and techniques can involve any of the following: interviews, experimental or statistical testing, primary data including secondary data analysis, case analysis, participation and observation. As indicated previously, this study adopts a critical realism paradigm, which is abductive in nature (mixed method approach). Although each method is unique and distinct, several research projects in tourism involve simultaneously qualitative and quantitative approaches (Mason and McBride, 2014: 158). In addition, emphasis is placed on reflecting on how the gap can be narrowed between qualitative and quantitative research.

The mixed method approach has held sway for many years and still has many supporters with researchers across many of the fields of social science, including tourism and related subjects, who are willing to use, and in fact advocate for, a combination of methods (Mason, 2014). In addition, Kumar (2014) argues that as an advantage of the structured interview approach is uniform presentation of information that makes comparing data easy. Bryman (2012), on the other hand, contends that semi-structured interview approach provides for a latitude to probe further on what constitute critical answers. Furthermore, semi-structured interviews provide respondents with additional, creative, innovate motivation for answers (Bryman,

2012). According to Mason (2014), the major reason for using interviews, in addition to other approaches, would be to make the results more reliable.

Thus, Flick (2014: 36) points out that “claims of mixing methods are very strong, especially if we take the transformation of data and analysis (qualitative into quantitative and vice versa) into account”. In summary, Johnson, Onwuegbuzie and Turner (2007) define mixed methods as “the type of research in which a researcher or a team of researchers combine elements of qualitative and quantitative approaches (for example, use of quantitative viewpoints, data collection, data analysis, and inference techniques) for the broad purpose of breadth and depth of understanding and corroboration of findings”. As a result, this study adopts mixed methods research as both a philosophy and an approach to be used as a structural guide in all fundamental elements of this study.

4.7. Quantitative and qualitative research

Differences in philosophical perspectives “in each paradigm, combined with the aims of the study, to a large extent determine the focus, approach and mode of the enquiry, which in turn determine the structural aspect of the study design” (Kumar, 2014). “In quantitative research, the investigator is, in essence, an objective spectator who neither influences nor participates in what is being investigated” (Aluko, 2006). However, in qualitative research the investigator is involved in the process with the view to influence or be influenced by the process (Aluko, 2006). In qualitative research, fieldwork is also critical for note taking (Mouton, 2014). Mainly, qualitative research seeks “to understand, explain, explore, discover and clarify situations, feelings, perceptions, attitudes, values and experiences of a group of people” (Kumar, 2014). Furthermore, embedded in both qualitative and the quantitative studies is the likelihood of presenting the researcher’s predisposition (Kumar, 2014). In essence, “the validity and reliability of a qualitative study is based on the rigour and skill of a researcher, whereas the reliability and validity of a quantitative study largely depends on the measurement instruments used” (Ghauri and Grønhaug, 2002).

Significantly, the chosen method commonly replicates the views of the researcher or the intended beneficiaries and many others with interest on the study findings (Aluko, 2006). Thus, the authors take full responsibility in highlighting the research question and how it is linked to real life problems in relation to the reviewed literature and the

philosophical approach chosen (Bryman, 2012). In addition, Hathaway (1995) states that often the research approach adopted for the study may be largely influence by the inclinations based of the researcher's experience, the population being investigated, the projected audience that analysis will use, and the findings and available resources (that is, money and time, among others). Table 4.3 may help to spell out the differences between quantitative and qualitative research as independent methods that can be intertwined to produce new knowledge.

Quantitative	Qualitative
Number	Words
Point of view of researcher	Point of view of participants
Researcher distant	Researcher close
Theory testing	Theory emergent
Static	Process
Structured	Unstructured
Generalisation	Contextual understanding
Hard, reliable data	Rich, deep data
Macro	Micro
Behaviour	Meaning
Artificial setting	Natural setting

Table 4.3: Comparison between qualitative and quantitative research

Source: Bryman (2012: 408)

Linked to Table 4.3 above, it is important to outline how quantitative and qualitative research methods supplement each other. There is increasing recognition that for social sciences and perception studies specifically, it is critical that both qualitative and quantitative methods are used therefore the need for triangulation and using a mixed method approach. In particular, because quantitative research looks at the trends while adopting a qualitative approach is able to focus on depth of understanding issues, particularly in this study, the focus was on perceptions. Significantly, Bazeley (2018: 12) states:

The most commonly stated justification for mixing methods is that the difference data converge to complement or extend each other, allowing the analyst to develop a richer, more analytically dense, more complete, and confidently argued response to their research question(s).

Therefore, a semi-structured survey approach was chosen, however inbuilt into the design of the survey was open and closed ended questions. Here, the focus is placed on viewing the phenomenon from more than one perspective, known as triangulation (Brunt *et al*, 2017). The closed ended questions focussed more on the profile of the stakeholder being interviewed, while the open ended questions probed perceptions and understanding of issues and permitted a conversation to occur.

4.8. Research design

According to Mouton (2014), a research design outlines the following topics: literature to be reviewed, study sample or selection of cases, measurement tools, data gathering or collection, and the analysis including the interpretation of data. As a result, “for a study to be classified as a mixed method study, the two or more methods it uses could come from either or both the paradigms” (Kumar, 2014: 21). In this study three stakeholders from the study area were identified, comprising business, government and households (community). In view of the above, this study utilised a semi-structured key informant questionnaire for each of the stakeholders (Annexure B) in order to obtain quantitative and qualitative data regarding respondents’ perceptions towards the development of the ECR. This is based on the proposition that for reliable research with meaningful findings and conclusion, the researcher must amalgamate research designs and paradigms drawing from both quantitative and qualitative approaches (Kumar, 2014). Furthermore, the questionnaires were divided into three sections:

Section one: Demographic profile and awareness of respondents about the ECR.

Section two: Perceived understanding, benefits and outcomes of the ECR by respondents.

Section three: Planning challenges and propositions including general comments about the ECR by respondents.

The semi-structured key informant questionnaires contained open- and close-ended questions, permitting respondents to express their perceptions and opinions without restrictions. Questions focused on the perceived understanding, interpretation, planning matters and general issues relating to the value of developing the ECR. Moreover, respondents were also prompted to provide their interpretation of a context-based definition of the ECR. Moreover, the semi-structured key informant questionnaires also aimed to determine whether respondents' perceptions resonate with the literature reviewed.

Above all, the core purpose of a research study design, entails taking decisions, describing, substantiating, and in general expounding on processes involved to finding solutions to the research problem and question/s (Kumar, 2014). Likewise, in this research, this section indicates what type of research design was followed, why the selection of this design was made, and what possible challenges or limitations in the design require the researcher's attention as proposed by Mouton (2014).

The value of a piece of research is heightened by a good grasp of a research design as it updates the rationale and lays the foundation for the plan of a research project (Brynard, Hanekom and Bryman, 2014). Furthermore, Mouton (2014) emphasises: that a research design seeks to answer these questions: is the research design reliable, achievable, and carefully clarified – in other words, is it logical? The researcher must have strong reasons for selecting a particular design; must be able to justify selection; and should be aware of its strengths, weakness and limitations (Kumar, 2014). Furthermore, Kumar (2014) indicates that research design outlines the following:

- Data and how they are acquired;
- Choice of instruments of measure employed;
- How measurement instruments will be employed; and
- The envisioned approach for the analysis of collected data.

This study focuses mainly on the four key elements pertaining to research design: sampling design, instrument design, techniques for data collection and the approach for data collection.

4.8.1. *Sampling from the research population*

Beyond the ease of implementation, sampling must be well planned, with a large sense of dynamism (Grafström, 2010). Ideally, from the research question one should “be able to predict the units to be sampled” (Bryman, 2012: 414). In this case study, government regulates protected areas, businesses solicit (green) economic opportunities and households in communities surrounding this ecotourism site must be engaged through equitable beneficiation. This breakdown emphasises the importance of accurate sampling for the entire study, including data interpretation as well as the findings and conclusions. As well, it is critical that available knowledge about the population be reflected for possible use in the adjustment or complete overhaul of the study design (Grafström, 2010).

Therefore, this study outlines the sampling framework to be employed for the population targeted for the units of analysis.

According to Bryman (2012: 714), population is a significant part of the comprehensive units where a sample is carefully chosen. In this study, to ensure the right population is targeted, this research contextualises population as referring to a group in the universe which possesses characteristics of a similar nature or common interest. As indicated earlier in this study, three stakeholders were identified (business, government and households from communities in the study area). Furthermore, the population in this research includes the entire group to which the researcher wishes to extrapolate common themes and conclusions using a cross-sectional design and a snowball approach. As indicated earlier, a purposive and referral (snowballing) sampling technique was used. Bryman (2012) states that a snowball sample is a non-probability sample in which the researcher makes initial contact with a small group of people who are relevant to the research topic and then uses these to establish contact with others. This approach allowed the researcher to identify the best qualified respondents to partake in the study.

Cross-sectional design incorporates criterion grouping of different ages, defined as cohorts (Freeman, 2004: 96). Central to the sample as well as sampling is its ability to comprehensively represent the whole population, especially when applying a survey in a dissertation (Mason, 2014). In this study, senior representatives from the Amajuba District Local Municipalities (Newcastle, Emadlangeni and Dannhauser), including

provincial and national government senior officials, along with households in surrounding communities and, finally, businesses with direct or indirect tourism interests, constituted the target populations. By virtue of the researcher being an employee of one of the local municipalities in the Amajuba District Municipality (as a manager: tourism development, marketing and airport operations), identification of the targeted populations (local government, local community leaders, and businesspersons) was not difficult.

4.8.2. Sample size

Deciding on the size of the sample is not an easy task and many aspects must be examined, in addition a conclusive framework does not exist (Bryman, 2012). Kumar (2014: 246) states that the purpose in understanding research is the “main determinant of the level of accuracy required in the results, and this level of accuracy is an important determinant of sample size”. The sample size influences the accuracy of estimation, but generally, a large sample size can help minimise sampling errors and improve the generalisability of research findings in a quantitative study, while a small sample size allows a particularly in-depth inquiry in a qualitative study (Yang and Raine, 2009). Although this study used a mixed methods approach, the bias was more towards a qualitative approach. Five research participants were therefore initially purposefully selected from the local government, households from communities, and businesses and, in conjunction with snowballing, including a purposive approach, more respondents were identified for further interviews from the target population. A total of 50 respondents were interviewed (by means of questionnaires). Table 4.4 below outlines the sample breakdown of the total respondents in a similar way to Table 5.1 in chapter five.

	Government (N=17)	Business (N=12)	Community (N=21)	TOTAL (N=50)
Male	10 (59%)	10 (83%)	8 (38%)	28 (56%)
Female	7 (41%)	2 (17%)	13 (62%)	22 (44%)

Table 4.4: Sample breakdown of respondents

4.8.3. Sampling method

Since this study was biased towards a qualitative approach, a non-probability sampling method was used. Kumar (2014: 242) states that “non-probability sampling designs do not follow the theory of probability in the number of elements from the sampling population”. Furthermore, as it is in this research, Freeman (2004: 56) states that “in some examples of non-probability samples, some elements have no chance (that is, a probability of zero) of being included”. Snowball and purposive sampling are used in this study. Defined as the method where researchers rely on their experience, ingenuity and/or previous research findings, purposive sampling is also viewed as the most important type of non-probability sampling (Freeman, 2004: 69).

This study identified senior leadership and management in government, especially the local municipalities within Amajuba District, for example, Municipal Managers; the Provincial Regional Coordinator; the Tourism Information Officer; the Manager: Local Economic Development; the Director: Town Planning; the Director: Planning and Development; and the Portfolio Chairperson (Councillor): Planning and Economic Development.

In addition, businesses active in the value chain of tourism were identified from the Newcastle business directory. Thus, in relation to business stakeholders they were not confined to those in close proximity to the proposed ECR. This is influenced by the fact that some tourism businesses source their market from either Durban or Johannesburg, and both cities are less than 450 km from the proposed ECR site. Finally, households outside the 50 km radius from ECR were automatically excluded. Because the study area is located in the rural area, households are widely dispersed. This contributed to household interviews being undertaken over a 50 km radius from the proposed ECR site, as most were referrals from already interviewed households.

4.9. Measurement instruments

Mouton (2014: 123) emphasises that research must outline research instruments applied to measure variables identified of the study and make sure that copies of the instruments are attached. An interview guide (Annexure B) was used in acquiring information relating to this study. Furthermore, in this study, the interview guide considered semi-structured as well as open-ended questions. Additional data was also

collected as a result of probing respondents guided by the research questions. Importantly, one should bear in mind that the specific characteristics of respondents are measured not by the individuals themselves (Brynard *et al.*, 2014: 49). In addition, a cross-sectional design ensures the incorporation of statistical data about the sample population.

Guided by a set of themes, interviews were used to secure data critical to explore the study aims. In the case of this study, the themes were around tourism, protected areas, and beneficiation of the communities, including planning priorities as a result of the planned development of an ECR. The majority of questions were open-ended in nature, which allowed the researcher (as interviewer) and interviews room for a free-flow conversation. This provided the researcher with the liberty to probe any aspect of the interview in more detail, including issues that emerged but had not been included in the interview schedule.

According to Bryman (2012: 209), in the social research interview, “the aim is for the interviewer to elicit from the interviewee or respondents, as he or she is frequently called in survey research, all manner of information: interviewees’ own behaviour or that of others, norms, beliefs and values”. Mason (2014) outlines the purpose of interviews as that of gaining (further) explanation on the questionnaire response and also soliciting additional comments relating to the research topic. All interviews were filled and documented for ease of analysis, in accordance with Annexure C which is the Consent Form.

4.9.1. Data collection method

The current study employed in-depth interviews as a primary data collection method. When researchers collect their own data in a similar way to the method used in this study, the data collected is called primary data (Brynard *et al.*, 2014: 38). Therefore, in this study, the research data was collected through interview guides. The researcher secured scheduled sessions with respondents, and all respondents were informed of the purpose of the research in advance.

The researcher identified the total sample population per category as mentioned above, and questionnaires were designed specifically for each category. Furthermore, venues deemed suitable were identified by the researcher, who took charge of the related logistical costs. In this study, as indicated earlier, key informant interviews were conducted with officials from senior municipal management and leadership from South African National Parks and EKZNW, as well as government officials from the EDTEA including Amajuba District and the three local municipalities (Emadlangeni, Dannhauser and Newcastle). Sixteen (16) interviews in total were conducted. Thirteen (13) businesses as well as 21 households within communities surrounding the study area were also interviewed using purposive sampling. Sampling guidelines detailed earlier were observed.

As mentioned before, a semi-structured approach was used to conduct interviews were conducted with heads of various departments involved in tourism business and planning, including practitioners from the private sector. Structured interviews were conducted with households within the communities from tribal authority areas, especially those that fell within local municipal authority areas and municipal wards.

4.9.2. Data analysis and interpretation

Bryman (2012: 62) accentuates that during the “process of data collection the researcher is engaged in what can be referred to as a preliminary analysis of data, as some data would be purified at the time of recording”. Mainly, data analysis filters data according to elements and constructs, including variables which help identify trends and patterns to align with the research themes (Mouton, 2014). However, Bryman (2012) argues that data analysis starts as early as during the fieldwork stage. Above all, three things constitute data analysis: data organising, data reduction through categorisation and summarisation, and linkages of data themes and patterns. The study was data analysed by applying content analysis which allowed the researcher to generate statistical figures from the collected qualitative data as well as the researcher creating meaning and interpretation of the information collected. As indicated earlier, thematic analysis was adopted for this research to guide the synthesis of collected data.

According to Bryman (2012), the recurrence of a one or more common aspect in collected data justifies it to be considered a theme. Additionally, this means that contained in the transcript are themes, which are identifiable only during analysis and interpretation of data (Bryman, 2012). For example, this study included the quantifying of common words used to interpret and express understanding of different phenomenon. Therefore, the final collected data set was analysed qualitatively and quantitatively – hence the mixed methods approach. The data analysis procedure commenced with the transcription process. Each interview semi-structured key informant questionnaire was converted into specific codes, a process that was done conscientiously to ensure the correct capturing of information and that the analysis considered all the qualifying information.

Once this process was completed, all respondent semi-structured key informant questionnaire transcripts were ready for analysis. In summary, Kumar (2014: 296) acknowledges that coding methods have two distinct considerations which must be taken into account:

The manner of measuring variables (measurement scale) in your research instrument (for example, if a response to a question is descriptive, categorical or quantitative); and

The manner of communicating findings around a variable to the reader.

Additionally, using the Statistical Package for Social Sciences (SPSS) Version 24.0 data collected from the responses were analysed. Thereafter, results were presented using descriptive statistics in the form of tables and graphs for the quantitative data collected (for example, the distance between the study area and the businesses interviewed). However, prior to this, and as mentioned before, this researcher devised a path or a terrain to be followed as a procedure to allow for the coding and analyses of data collected from the field.

Defining content analysis, Bryman (2012) emphasises that as an outline, it guides the analyses of official papers and transcripts including notes according to the texts that seek to quantify content in terms of pre-set categories and methodically. In summary, Kumar (2014) reiterates the assertion that the way questions are framed reflects and impacts on how information is analysed. Therefore, the study results enabled the

researcher to interpret findings in line with the study objectives. After identifying the key tenets that emerged from the data using the conventional content analysis, the researcher proceeded to perform a directed content analysis.

4.10. Ethical considerations

As a principle, professionals abide by the code of ethics which is also subjected to continuous evolution, especially on issues relating to ethos, values and other general interest of actors in the discipline (Kumar, 2014). There are two overarching ethical requirements for researchers: honesty and confidentiality (Brynard *et al.*, 2014). For example, there may be something about their age, gender, educational level, nationality or ethnical origin, or any combination of these, that would enable anyone who saw your data to identify them from this information. This would be regarded as unacceptable in the context of academic research.

These are in essence some factors, among many, why consideration of ethics in social science research is so critical, especially soliciting consent. In addition, Brynard *et al.* (2014: 94) outline research ethics as what is wrong and right when conducting research. Bryman (2012) cautions that informed consent is a sensitive matter in the social research fraternity and will remain hotly debated. Therefore, adequate information regarding the participation in the study was given to all participants (Annexure C). An agreement to participate in the study was sought in writing prior to the commencement of any of the interviews. Participants voluntarily participated following disclosure of the full intention of the research. “Deception occurs when researchers represent their work as something other than what it is” (Bryman, 2012).

In summary, any participant could choose to withdraw from the study at any time, as detailed in Annexure C. None of the participants’ names and personal details will be revealed. Bryman (2012: 30) underscores “that the right to privacy is a tenet, that many of us hold dear, and transgressions of that right in the name of research are not acceptable”. All respondents were guaranteed that data collected was for academic purposes and will remain confidential and no disclosure to other parties or usage for any supplementary purpose unless otherwise approved. Mason (2014: 85) emphasises that “you also need to inform the respondents that you will ensure that their responses remain confidential, that individually they will remain anonymous and

that the response will be aggregated in any report to ensure confidentiality and anonymity". Similarly, Bryman (2012: 136) reiterates that "the issue of harm to participants is further addressed in ethics codes by advocating care over maintaining the confidentiality of records".

The research is sensitive to the cultural beliefs of participants and not judgemental in any way towards their responses. Kumar (2014) acknowledges that depending on one's background, certain people regard some information as being confidential thus constituting invasion of privacy when asked. In addition, "cultures and sub-cultures can be viewed as repositories of widely shared values and customs into which people are socialised so that they can function as good citizens or as full participants" (Bryman, 2012: 45). All participants in this research, where possible and on request, may be granted a final copy of the completed study when it is ready for publication. As an incentive, Mason (2014: 85) agrees that researchers can also offer to send participants a copy of the complete results, as an inducement to complete the survey.

4.11. Conclusion

This chapter gives insights into the methodology as well as the conduct of the researcher during the study, including how the data was collected and analysed. The next chapter deals with the presentation and interpretation of the findings, using approaches presented in this chapter.

CHAPTER FIVE: PRESENTATION OF RESULTS AND DATA ANALYSIS

5.1. Introduction

Chapter Five presents the study results and findings against the reviewed literature. Furthermore, thematically, findings are outlined categorically and critically alongside socio-economic and environmental interpretations and understanding, including benefits and challenges. The chapter also presents a summary of the research findings linked to the literature reviewed.

5.2. Socio-economic profiles of respondents

An analysis of socio-economic and demographic profiles of respondents in perception studies is a common phenomenon, especially because data come in different formats which contain different properties (Mouton, 2014). As a result, varied aspects of socio-economic and demographic information are presented to help formulate a relative construct about the perceptions of respondents in relation to the research question. Firstly, the study identified government, business and community households as stakeholders critical for this research. The researcher focused specifically on the respondents' stakeholder categories, gender and education levels, as reflected in Tables 5.1 and 5.2 below. Although this section is general, later in this chapter specific benefits and challenges of this proposed ECR in Newcastle are detailed.

	Government (N=17)	Business (N=12)	Community (N=21)	TOTAL (N=50)
Male	10 (59%)	10 (83%)	8 (38%)	28 (56%)
Female	7 (41%)	2 (17%)	13 (62%)	22 (44%)

Table 5.1: Gender of respondents

More male than female respondents participated in the study. This may be attributed to multiple socio-economic constructs. Similarly, it may be that from the total population (respondents) identified, men play a more authoritative role in decision-making in government and business, with the exception in the sampled community households.

A total of 24% of the business respondents interviewed operate less than 20 km away from the ECR, with 40% of them trading 25 km away from the ECR, as well as 16% located between 25 - 30 km away. In total, 83% of the businesses interviewed operate less than 30 km away from the proposed ECR. In addition, 41% of the businesses interviewed are in development consulting, 26% are directly in tourism business operations, 17% in media and marketing, 8% in land development, and 8% from the aviation industry. As indicated before, with regard to business respondents, substantially more males were interviewed. This may be reflective of businesses being more male dominated. In terms of government specifically, a similar trend to that of businesses was observed, with there being more males, whereas in community households, more females participated in the study compared to men, as reflected among the businesses and in government respondents.

In addition to a number of local government respondents, five respondents were from provincial government, comprising two senior executives, one manager and two regional coordinators, all responsible for the development of tourism within the province. Representing local government, eleven respondents were interviewed, constituted by two senior executives, three senior directors in planning who are responsible for broad planning and development matters, two human resource-development officials in middle management, one project manager, one research officer, and two respondents from lower management in tourism. However, in relation to the community households, as indicated earlier, significantly more females than males were interviewed. This may be attributed mainly to more females heading households in the area of the proposed development, while men may be considered to be securing employment away from their homes and in more urban settings, which makes this ECR development critical for the socio-economic development of the area as well as job creation for local communities. There is also a strong likelihood that government may accrue rates and taxes, thereby boosting the revenues in the area. Furthermore, job creation is a major component of the proposed ECR project, which can enable much needed employment opportunities for local communities in the area.

Government respondents, although in different jurisdictions, are in direct contact with various businesses and community households in their areas of jurisdiction, but are interlinked with regard to their Integrated Spatial Development Frameworks (ISDF) programmes and projects as well as in other legislative forums that collectively plan

and discuss the implementation of government intervention in localities and among populations similar to those in the area where the proposed ECR is envisaged. As an attribute to project success, literacy and knowledge levels were also assessed, particularly the level of education.

5.2.1 Level of education of respondents

	Government (N=17)	Business (N=12)	Community (N=21)	TOTAL (N=50)
No schooling	0	0	1 (4.5%)	1 (2%)
Primary	0	0	4 (19%)	4 (8%)
Secondary	0	0	9 (44%)	9 (18%)
Post-secondary certificate	6 (35%)	1 (8%)	4 (19%)	11 (22%)
Post-secondary diploma	4 (24%)	3 (25%)	0	7 (14%)
Bachelor's degree	5 (29%)	3 (25%)	1 (4.5%)	9 (18%)
Post graduate diploma	0	4 (34%)	1 (4.5%)	5 (10%)
Honours degree	0	0	1 (4.5%)	1 (2%)
Others (Masters/PhD)	2 (12%)	1 (8%)	0	3 (6%)

Table 5.2: Level of education of respondents

As expected, all the government officials had post-secondary matric qualifications. This trend was also similar among business respondents. Among the community respondents, however, 44% of the total sample had completed secondary education, with only 35% possessing post-secondary qualifications. Moreover, 4.5% of the community respondents had no official schooling, with only 19% having attained primary education. With such low levels of education among the community respondents, projects such as the ECR may be considered catalytic in inspiring further learning in relation to developmental, environmental and hospitality aspects, including tourism skills. Using government and business knowledge, community development may easily be achievable, especially developing and mentoring of profitable businesses and job creation ventures in the ECR value chain as well as integration guided by existing and new government policy, including local government legislative frameworks that promote local community development and skills enhancement.

5.3. Respondents' perceptions, interpretations, understanding and opinions of ECR

Several environmental issues were raised among respondents to qualify their opinions in relation to the ECR, and how their understanding of the ECR was expressed. The majority were precise about what ECR entails. The responses captured in Table 5.3 below clearly show the dominance of environmental considerations in relation to the respondents' understanding of ECR. Specifically, key terms used were 'conservation', 'protected area', 'ecosystem', 'sustainability', 'environmental issues', and 'nature'. It is interesting to note that some responses did include cultural aspects which are generally seen as complementary to the core component of focusing on environmental/natural resources. This does not necessarily imply that stakeholders neglect or ignore cultural dimensions but suggests an important recognition that eco-cultural initiatives are intricately linked to well-maintained and marketable natural resource assets as the basis for developing the ECR. However, cultural aspects need to be integrated and highlighted in the planning process from the inception of a project. This is particularly relevant in the South African context where the cultural activities are more likely to generate direct business opportunities for local communities. Local rural communities in particular have rich cultural traditions, including arts and crafts, which can be promoted in ECR initiatives.

	Government (N=17)	Business (N=12)	Community (N=21)	TOTAL (N=50)
Conservation area	5 (29%)	2 (17%)	2 (10%)	9 (18%)
Nature resort	7 (42%)	7 (58%)	4 (19%)	18 (36%)
Development	5 (29%)	3 (25%)	15 (71%)	23 (46%)

Table 5.3: Understanding of ECR by respondents

One respondent mentioned that an ECR is a project that enables benefits for various stakeholders. In terms of the perceived environmental benefits of ECR, the responses in Table 5.3 emphasise conservation/protection of wildlife, improved environmental/protected area management, and sustainability as being the main benefits. Additionally, environmental benefits were linked to awareness raising, increasing stakeholder involvement and promoting lifestyle changes while concurrently creating

opportunities to ‘experience’ and interact with nature (both for visitors and local residents).

The summary presented in Table 5.3 is derived from direct quotes from the respondents. In line with the reviewed literature, the development of nature-based tourism may foster biodiversity conservation, but in some cases, it can result in policies that are a threat to biodiversity conservation (Tisdell and Wilson, 2012). For example, some of the respondents noted that ECR includes development and this could undermine the integrity of the natural environment as well as cultural assets, which will eventually threaten sustainability. In this research, the ECR comprehension, especially the environmental interpretation and respondents’ expressions containing social and economic connotations are contextualised in Table 5.3, which summarises respondents’ expressions/statements. Consequently, since the natural beauty of many destinations is the main reason tourists visit the area, it is essential that the hospitality industry does not disturb the flora and fauna while hotels are being built and resorts developed (Ranade, 2012). This resonates with the respondents’ expression of their understanding of ECR and associated environmental benefits. Significantly, the level of respondents’ knowledge about the ECR prospects is likely to be a vital contribution, including the management of expectations and ensuring that preconceived understanding is aligned to actual reality.

One of the tourism business respondents highlighted that “*biodiversity without business cannot sustain itself*”. They further elaborated that biodiversity generally requires funding. Furthermore, the importance of the business and development components was also emphasised by government officials, with one respondent stating that ECR is “*development within a protected area that embraces the environment and culture*”. Thus, it is clear that within communities, ECRs are not perceived merely as conservation areas for the protection of nature. Their role in promoting development is important as indicated in the literature, especially conservation tourism, responsible tourism and sustainable tourism. This position was supported by all the stakeholders interviewed.

To substantiate the summaries from Table 5.3, below are the direct voices of interviewed stakeholder respondents on how they perceive the role of the ECR. A total of 42% of the government respondents place more emphasis on ECR being a nature

resort. This may be attributed to the importance of nature conservation as adopted by the South African government. This similar sentiment is also shared by business, as 58% recognised the business value chain of a nature resort and a tourist destination, as anticipated. This nature-based economic narrative is supported by the following responses from government and business respondents.

Government official respondents:

- 'Long overdue development'
- 'Envisaged project supported for all stakeholders' benefit'
- 'Nature complementary business; adds value to the ecosystem'
- 'Development, business and family'
- 'Development within a protected area that embraces the environment and culture'

Business respondents:

- 'Business opportunities to participate in green economy'
- 'Conference centre, weekend leisure, dam and water species'
- 'Environmentally-friendly resort'
- 'Good land mark, GDP revenue, good tourist junction, expand business'
- 'Investment targeting tourism'
- 'Resort in protected environment, has a link with world heritage sites'

Community respondents:

- 'Bring more jobs in the area'
- 'Bring investors thus developing the area'
- 'Living standard of household is likely to improve significantly'
- 'Improve value of our properties'

There are clearly many opportunities associated with ECR development as reflected by the respondents' responses, for example, 'tours', 'increased awareness on environmental issues and lifestyles', and 'development within a protected area that embraces the environment and culture', among others. To summarise, "the process through which these trends have occurred is complex and multi-faceted and an understanding of them [the trends] demands an inter-disciplinary and nuanced approach" (Mowforth *et al.*, 2008: 6). Therefore, it may be wise to pilot the project in the domestic tourism market before rolling it out into the prospective international markets (Fayos-Sola, 2012: 126), as intended with the proposed ECR.

5.4. Respondents' views on different stakeholders' roles

Consistent with these research findings, McCabe, Minnaert and Diekmann (2012: 169) state that “planning and implementing sustainability measures at the destination level are often in the hands of or coordinated by local government”. In this study, the majority of the respondents (66% of government officials, all the businesses and 80% of the community households) view the role of government (specifically the Newcastle Municipality as the local authority) where the ECR is located as critical and central to the proposed ECR's success. Engaging with the local municipality as champions of the ECR is key to attracting other public-sector departments or private stakeholders with an investment appetite for the proposed ECR project.

Supporting this notion, Towse (2011: 162) emphasises that “the presence of public and uncovenanted private benefits justifies state interventions and public expenditure finance by taxation”. In support of the above, one of the government respondents indicated that “national and provincial environment authorities, EKZNW as custodian of the area and Newcastle Municipality”, are central to the ECR development. Therefore, it is clear that government's role in any development, especially in ecotourism and in conservation tourism (particularly in protected areas), can play a facilitative and regulatory role. To ensure environmental sustainability, many tourism operators have sustainability policies of their own, guided by legislative imperatives (for example, Agenda 21) (McCabe *et al.*, 2012: 169), as it is with the area where the ECR is proposed.

In addition, some respondents were specific about how local government should implement this project, for example, “including the ECR in the IDP and the Sector Development Framework (SDF)”, “resourcing of marketing activities for ECR” and “attraction of ideal skills to maximise revenue from the development”. Affirming these research findings, Veal (2010: 7) indicates that “local council[s] in particular have a wide ranging responsibility and concern for the economic viability of their local economies and for the overall quality of life of members of their communities”. Considering that tourism can also damage the environment and cause pollution and congestion (Towse, 2011), it may be seen that this research favoured a multi-pronged approach to ensure all relevant stakeholder inputs are considered in order to mitigate the possible challenges similar to those mentioned above, especially the lack of ECR

inclusion in the IDP and other strategic pieces of regulations. Therefore, ascertaining the actual voices of the key stakeholder issues was deemed critical for this research. Without a more empirical examination, given the focus on a few stakeholders and interviews with a relatively small number of respondents, this study cannot conclusively reflect all stakeholders' views raised as main or critical, however, this may present an ECR stakeholder baseline. Moreover, Reddy and Wilkes (2015) emphasise the critical role of a collaborative approach for stakeholder engagement for the success of projects like the ECR. For Newcastle, the ECR findings validate this narrative as also having relevance more broadly in the South African context.

5.5. Socio-economic impacts of the ECR on Newcastle

When asked specifically about the social and economic benefits of the ECR in Newcastle, respondents' views expressed varied in many respects. For instance, jobs, skills, unemployment, recreation, environmental awareness, changing of cultural stereotypes, financial benefits (revenues) and the upliftment of standards of living were indicated as direct benefits to Newcastle. Generally, and as perceived by this study's findings, Reddy and Wilkes (2015: 323) emphasise that "tourism has been seen as an economic activity that has two unique characteristics, low impact on nature and great capacity on social inclusion". This has relevance for the proposed ECR, which also aligns with the general economic narratives such as an inclusive economy. This is further emphasised by one of the respondents who expresses how complex the Newcastle ECR can be:

‘... highlights the rich history, as a family attraction that is business/traveller friendly’.

Summarily, culture and creativity have very good public characteristics that improve the quality of life in society (Towse, 2011), in a similar way to the context of the Newcastle ECR. In a similar fashion to these research findings, Dwyer (2011: 182) states that "much of [the] recent work on tourism economics continues to be motivated by sustainability issues, particularly specific goals relating to environmental and ecological sustainability". On the other hand, comments by respondents expressed benefits such as "attractiveness of Newcastle as a destination over weekends"; development prospects such as the "creation of facilities to match client needs" as well as "addressing unemployment"; and, more importantly, the "expansion of existing

facilities for economic development”. Furthermore, some respondents expressed their opinion of the ECR as having an “international appeal to an international market”, with multiple “opportunities for local entrepreneurs”. Significantly, there was a strong voice supporting the ECR as a major “GDP contributor through rates and taxes” as indicated by 20% of the total respondents, as shown in Table 5.4 below. This includes the view expressed by respondents that this ECR proposed for Newcastle will have tourism benefits, with one respondent stating that the ECR may “broaden tourism scope” in the area. This will create more jobs, as reflected in responses from 24% of the respondents, together with 16% who indicated the socio-economic contribution that this ECR may inject into Newcastle.

The multiple economic perceptions from stakeholders are summarised in Table 5.4 below. Although these responses are based on this study sample, the common themes that emerged can be summarised as job creation, skills development, recreation, environmental awareness, cultural significance, revenue generation, as well as the socio-economic upliftment as tabulated in Table 5.4 below. This study reflects a high proportion of respondents favouring the economic injection that the ECR may contribute to the development of the area.

	Government (N=17)	Business (N=12)	Community (N=21)	TOTAL (N=50)
Jobs	3 (18%)	4 (33%)	5 (24%)	12 (24%)
Skills development	2 (11.5%)	2 (17%)	1 (4.5%)	5 (10%)
Recreation	2 (11.5%)	2 (17%)	1 (4.5%)	5 (10%)
Environmental awareness	3 (18%)	0	4 (19%)	7 (14%)
Cultural	2 (11.5%)	1 (8%)	0	3 (6%)
Revenue/Tax/Rates	3 (18%)	2 (17%)	5 (24%)	10 (20%)
Socio-economic	2 (11.5%)	1 (8%)	5 (24%)	8 (16%)

Table 5.4: Social and economic benefits of the proposed Newcastle ECR

Linked to this study of the proposed ECR development, “conservation areas, especially national parks, are the major tourist destination of Sub-Saharan Africa, and wildlife constitutes the key attraction to the region” (Pineda and Brebbia, 2012: 307). Furthermore, as stated by some of the respondents, it may be possible that indeed it

is an “investment targeting tourism” and a “combination of ecology and culture”, as indicated by 14% of the respondents identifying environmental awareness, 10% stating recreation, and 6% noting culture. Situated in a protected area, this ECR is vital to the understanding of the extent of the ECR as a catalyst to environmental awareness. Respondents noted aspects about the ECR creating awareness about the environment, highlighting the possible educational development role the proposed ECR may play, particularly “environmental education”, “conservation”, “ecotourism” and “preservation of fauna and flora” as well as “economic growth contribution in the region” as key ERC benefits envisaged by the respondents.

Including its location for tourism recreation, views from respondents attest to the multi-layered nature of the proposed ECR, including the varied business opportunities based on the aspect indicated as attributes to economic growth. In summary, Table 5.5 below highlights verbatim responses from the respondents. This table highlights how respondents perceive the ECR in relation to economic development as well as environmental awareness.

Yes, educational, elevate the conscious level
Yes, the more travellers to the site the more environmentally conscious they will be
Yes, contribute to ecotourism, create economic growth
Yes, educational facility for conservation and environmental management skills
Yes, provide a learning place for young and old, and international travellers
Yes, school educational trips and all aspects of nature
Yes, could become an environmental platform for educational tours
Yes, depends on marketing and other municipal developments around the area
Yes, culture will be exhibited to all visitors including local community
Yes, appreciation for nature, fauna and flora
Yes, it will ensure educational environmental and natural science for schools
Yes, people visiting the resort will be educated about protected areas and environmental benefits

Table 5.5: Respondents’ views of ECR’s contribution to environmental awareness and economic growth

5.6. ECR planning challenges and proposed solutions

To eliminate the obvious contributions to failure, most successful developments are carefully planned to mitigate anticipated challenges and concerns. This section presents result of how respondents felt about the following planning matters:

- Planning challenges possible to affect the proposed ECR; Other challenges foreseen in the future;
- Possible solutions to mitigate possible and foreseen challenges;
- Most important priorities for consideration by ECR development;
- and Perceptions on the ECR role in environmental enhancement.

Table 5.6 below summarises what respondents perceive as appropriate solutions to the prospective problems. As reflected in the table below, stakeholders expressed complex yet integral opinions. In summary, these challenges may be categorised according to the following aspects: policy and legislation compliance, social issues and economic challenges including environmental degradation and conservation. Equally, the highlighted challenges were presented against those which stakeholders perceived as possible mitigating factors, as outlined in the table below.

A common concern was the bureaucratic nature of government and the lengthy processes leading towards compliance. In addition, stakeholders viewed the lack of adequate bulk infrastructure as one of the key impediments, and the lack of skilled human capital to support the ECR development as well as the required financial resources as further shortcomings. Applied competently, propositions expressed could mitigate the concerns indicated. However, this may be challenging to implement because of the multiple stakeholders involved in the proposed Newcastle ECR. For example, among the concerns were proper skills development, finance and budgeting for the project, managing of complex public opinions, as well as ensuring proper stakeholder participation and engagement, as outlined in Table 5.6 below.

Perceived planning challenges	Proposed solutions to challenges
Environmental approval, PDA objections, public transport	Proper planning, public perception opinion, budgeting
Stakeholder 'buying' acceptance of the concept failure	Comprehensive feasibility study
Failure to understand the vision of the ECR	Tour operators, travel agent early involvement
Availability of electricity, sewage disposal, funding	Commitment, 'conserve the local culture'
Approval from environmental affairs	Prevent pollution
Human resources, financial resources, legal compliance	Finance and budgeting, trade and exchange
Policy alignment	Appropriate skills for development, proper planning
Suitable sites for specific facilities, bulk infrastructure	Guided environmental tours, secure environment
Socio-economic challenges, crime, lack of operational skill	Priority should be about the environment and not the development
Protecting the area while developing it	Marketing; promote the resort
Approval, responsibilities (legislation)	Improve stakeholder relations
Not within an established township, bulk infrastructure not on site	Strategic partnership in environmental management
Sludging of the dam, sluice gates jammed	Government to play major role, infrastructure investment
Red tape, tampering with environment	Continued stakeholder engagement to address challenges regularly
Infrastructure requirements Sewerage, ground suitability, 'fly mesh', road access	Stakeholder agreements, long-term lease
Planning scheme, town planning	Effective, consultation, marketing
Development restriction, 'protected area'	Stakeholder agreement from the beginning
Compliance legislation, land use management	Stakeholder involvement

Table 5.6: ECR planning challenges and proposed solutions

As demonstrated in Table 5.6 above, Guest, MacQueen and Namey (2012) emphasise that key findings can be merged in such a way as to connect and present both sets of findings in one place. As a theme, planning involves an 'integrated system of decisions', as articulated by respondents' comments listed in Table 5.6.

Furthermore, Veal (2010: 12) emphasises that integrated systems of decisions indicate that we are dealing with a complex matter, “usually involving a number of stakeholders and contingent decisions and actions”, similar to this study’s finding on planning matters. The next section summarises the perceived ECR challenges as comprehended by respondents.

5.7. ECR: Possible challenges

This section expresses broader complexities associated with challenges to the success of the proposed Newcastle ECR. Additionally, respondents further presented multifaceted issues in line with planning and operation activities to this ECR. For example, respondents’ voices echo statements such as “post-operations maintenance” and “marketing and promotion to fill the resort, through radio and television”, as well as maintaining it as a consistently good area for “family entertainment, with affordable family packages”. Significantly, one of the respondents stated that “improper planning and an improper feasibility study will have implications to the development”, and without empirical evidence, these may be challenges of concern to stakeholders. Additionally, respondents emphasise “stakeholder agreement, accessibility and internal infrastructure” as being among the major challenges. Moreover, “water preservation” was cited as another key challenge, considering the significant role the dam plays in the region, compared to it being the tourist drawcard for the ECR. Below are respondents’ direct views cautioning on possible challenges that this ECR may encounter.

‘Quality level of operational services’

‘Compliance and business licensing’

‘Wildlife protection (rhino poaching), environmental degradation’

‘Not developed on time, thus losing business confidence’

‘How will it affect nature, community participation’

‘Vandalism, illegal hunting’

‘Stakeholder relations’

‘Stakeholder engagement through consultative forum’

‘Destination far from public transport’ ‘Labour unrest, total mismanagement’

‘Current facilities refurbishment’

In addition to the above challenges, determining the level of commitment in every project is key to planning as this can work for or against any project. In this research, some of the respondents forwarded possible solutions to address the challenges, for example, “stakeholders engagement through consultative forum”, whereby it is hoped that all stakeholders will be committed to attending and contributing to such consultative sessions to further the advancements of the proposed Newcastle ECR. Respondents further indicated that they would be committed to attending and contributing to consultative sessions for the proposed development of the ECR.

5.8. Conclusion

This chapter summarised the main findings originating from the data collected for the study. Holistically, results showed that there is tremendous support for the ECR development. However, there are still numerous challenges that need to be addressed to heighten the possible benefits that can be derived from sensitive environmental assets as well as protected areas. Additionally, this support further revealed wide ranging business opportunities based on various interpretations and understanding by respondents. These results are further used to draw convincing conclusions and forward recommendations, as outlined in the following chapter.

CHAPTER SIX: RECOMMENDATIONS AND CONCLUSION

6.1. Introduction

Generally, most identified opportunities in local government tourism strategies remain unexplored, “thus, the main premise of this study is that the *worldview* (expectations, beliefs, norms) of tourism stakeholders (individuals and groups from public, private and voluntary sectors) – including community members, government bodies, tourism businesses, experts, volunteers, media and pressure groups – and their relation networks determine the conception, formation, growth and maturity phase of (un)sustainable tourism clusters” (Reddy and Wilkes, 2015: 290). Therefore, this chapter summarises the study within the context of stakeholder perceptions of a proposed ECR. Firstly, the literature reviewed, the theoretical framework adopted, and the findings aligned to the research objectives are summarised. Thereafter, future research prospects as recommendations for this research are presented.

6.2. Summary of key findings in relation to each of the objectives

6.2.1 To examine the perceptions and awareness of stakeholders, specifically community members, the business community and government sector regarding the benefits that would accrue from the proposed ECR development

In order to assess perceptions and awareness of stakeholders, aspects relating to the following were observed: socio-economic dynamics; ECR interpretation and understanding; and opinions, including respondents' views on different stakeholder roles.

6.2.1.1 Socio-economic dynamics

To establish both the social and economic profile of the study area, aspects relating to gender, employment and education level were considered. Firstly, the profile of the study revealed 34% government, 24% business and 42% community household participation in the research. Furthermore, findings revealed more males than females participated in this study, with a proportional division of 56% males compared to 44% females, with some variations. In government and in business, male stakeholders were in the majority, with the following ranking in percentages respectively:

government 58%, and business 83%. Another exception was indicated among community stakeholders, where findings revealed female dominance. It may be reasonably concluded that the majority of community households are headed by women, and that this presents opportunities for female-focused beneficiation opportunities from the Newcastle ECR development. Furthermore, this may be considered as a reflection on a lack of sustainable economic activities and livelihoods within the study area contributing to low socio-economic opportunities resulting in mainly men migrating to urban areas for job-seeking opportunities. Furthermore, these findings confirm that deliberate efforts to empower women around the ECR can yield a positive impact up to the socio-economic strata of households, as findings reflect that many of the households in the study area are headed by women. For example, findings revealed that from the community stakeholders, more females (62%) participated compared to males (38%). Regarding educational levels, this study revealed evidence that among the business and government stakeholders, literacy ranked higher than that in community households. Inferences can also be drawn in line with their low socio-economic ranking, as well as offering a strategic opportunity for on-the-job skilling as well as specific training intervention for the ECR.

Furthermore, extrapolations may be drawn from these research findings, including the possibility of empowering more females than men in the development of the ECR when dealing with male dominance in government and business. It can be concluded from the findings that the socio-economic dynamics of community households are low because of lack of work opportunities, and likely to remain so without interventions such as the ECR development. In addition, findings revealed a higher participation from communities than from other stakeholders. This may be attributed to the critical recognition of community views in developments affecting their immediate environment, including ensuring that developments such as the ECR comply with government legislation, especially in protected and environmentally sensitive areas such as where the ECR is earmarked. As expected, it can be concluded that narratives about socio-economic opportunities for communities in developments with similar settings to the proposed Newcastle ECR may contribute to improving the overall socio-economic status and promoting development.

6.2.1.2 Respondent's interpretation and understanding of the ECR

Significantly, how initiatives similar to the proposed ECR are understood and interpreted by people may influence how stakeholders ultimately respond (positively or negatively) towards the entire development. Importantly, this study found that a significant proportion of the population (46%) consider the proposed Newcastle ECR an asset predisposed to development that may enhance ecotourism as well as promoting responsible tourism. From these responses, it can be concluded that respondents understand that this development within the ECR is primarily concerned with the conservation of nature. As expected, stakeholders view characteristics of the ECR as a perfect match for the proposed resort. With regard to business respondents, it was evident that their understanding was that the Newcastle ECR's natural features and attributes fit perfectly into what can be described as an 'environmentally-friendly resort'. This narrative may be considered as a positive add-on for local investment with regard to the ERC. Other results showed that the ECR may be also be a key factor in eco-cultural tourism as well as recreation. Furthermore, stakeholders concluded that the Newcastle ECR as conservation tourism displays a high likelihood of elevating consciousness about environmental issues, and as expected will become a facility for education in conservation, including environmental skills. The conclusion that can be drawn pertaining to both the respondents' interpretation and understanding of the ECR suggests that there is a stronger view in favour of nature- and conservation-based development providing for sustainable tourism.

6.2.1.3 ECR: Views with regard to different stakeholder roles

Overwhelmingly, all stakeholders were found to believe that as the local authority, the Newcastle Municipality has a major role in the successful development of the ECR. In terms of respondents, the Municipality will be vital in attracting the attention and interest of both the provincial and national governments with regard to development of the ECR. This suggests that the government has a pivotal role in catalysing development and that without active government engagement, the plans for the ECR may not be realised. It can be concluded, based on the findings, that compliance with legislation, especially in respect of development located in environmentally sensitive areas must align to local, provincial and national policy and prescripts. It can be concluded from the narrative that successful socio-economic transformation as well as development is largely dependent on the government, which includes the

Newcastle ECR, for implementation. Other findings revealed that attracting investment was a business role and that communities will play a major role in providing the majority of human capital and other resource materials to the development and growth of the ECR.

6.2.2 *To examine the perceptions of stakeholders regarding any challenges likely to be caused/experienced by the planned development of the resort*

Critical to any development is planning foresight limiting the obvious contributors to failure. As expected, when ECR stakeholders were asked what they consider planning challenges likely to affect the proposed ECR, the results show that respondents held complex and varied views focused on a range of issues. Prioritised was assessing planning challenges which could possibly affect the proposed ECR. Possible solutions to mitigate likely and foreseen challenges in the future, as well as the most important priorities for consideration by the ECR development, including perceptions on the role of the ECR in environmental enhancement, were also among the points raised.

6.2.2.1 ECR planning challenges and important priorities

The study revealed that respondents had concerns about challenges that could arise prior to, during and after the project development. Based on the findings, varied stakeholder consolidation was highlighted as one critical challenge, as well as remedies to combat environmental degradation, and formulation and application of stringent public policy regulations. According to Veal (2010: 161), “the aim of this planning approach is to provide a quantum of facilities as specified in the standard”, similar to the respondent’s views forwarded. Respondents further suggested stakeholder consultations as the possible solution for Newcastle ECR developers. In addition, other findings revealed that consultative processes must be ongoing prior to, during and post-development of the ECR and be done rigorously and thoroughly, inclusive of all stakeholders. As noted by Tisdell and Wilson (2012), it is important to consider that even though the location of the ECR is within a rural community, local interests are not the only ones that determine the use of public lands, and generally interests may be divided in this regard.

Furthermore, it can be concluded that the study observed and mitigated this through its diversified stakeholder categories, as reflected in relation to the socio-economic aspects discussed. Other findings revealed that respondents' views support the notion of multi-disciplinary stakeholder engagement as being necessary for ECR success. Affirming the multi-stakeholder approach as well as consolidation of varied views, Lee and Bowen (2006: 128) caution that "with increasing western influence in many countries, local aspirations may be changing, causing conflict between social interaction and personal aspiration, and creating a dilemma for social planners". Results showed that respondents are in agreement with this social dilemma, as a major challenge was expressed in Table 5.6 above as raised by Lee and Bowen (2006), including legislative compliance to enable the co-existence of protected areas and economic development. It is therefore congruent that findings revealed that the majority of stakeholders considered proper planning, strategic partnerships, stakeholder involvement agreements and continued stakeholder engagement as priorities contributing towards the success of the Newcastle ECR.

6.2.2.2 ECR's role in environmental enhancement

It can be concluded that overwhelmingly, respondents perceived the Newcastle ECR as playing a major role in improving the level of consciousness in nature, biodiversity and other environmental issues. For example, stakeholders also indicated the attraction of more animal species as well as the discovery of new species compatible with the ECR as an environmental benefit. Findings also revealed that almost all respondents believed that positive contribution to the environment will be achieved only as a result of the enhanced ecotourism experience in protecting, supporting and appreciating nature and the diversity of fauna and flora. Other findings reflect the ECR as the educational platform with the necessary attributes of an educational facility. Therefore, it can be concluded that projects such as the Newcastle ECR and others located within similar settings will contribute immensely to environmental enhancement and awareness.

6.2.3 Recommendations

This study's findings, when combined, address the final objective, which is to provide relevant recommendations to the government, communities and environmental organisations to promote tourism in relation to the resort in an effort to enhance

economic development and support social responsiveness as well as environmental conservation. Comprehensive findings of this research have been used to conclude the stakeholder perceptions of a proposed ECR in CNR at Ntshingwayo Dam in Newcastle, South Africa. Furthermore, the recommendations alluded to in this chapter are intended to aid stakeholders in understanding and assuming their responsibility, aided by existing legislative prescripts regulating primarily local government participation in tourism development, including businesses and communities.

6.2.3.1 ECR marketing, tourism route promotion and awareness

According to Holloway *et al.* (2012), negative factors also have an effect, especially on environmental developments, therefore proper awareness and planned marketing are essential. Specifically, stakeholder engagement and extensive awareness campaigns are needed to ensure that the ECR and its environmental and conservation aims are extensively communicated, including the business potential perceived by respondents. This includes the development as well as the incorporation of the Newcastle ECR as part of the key attractions on the tourism route. As a result, marketing is therefore critical to creating the demand conditions for a green tourist economy (Reddy and Wilkes, 2015). This is similar to respondents' views that this ECR project should also be marketed both locally and internationally, the purpose being to attract investors and travellers alike, enhancing what already exists and securing additional material resources for future growth.

6.2.3.2 Equating stakeholder participation with public policy implementation

As a policy position, tourism values the environmental impact to the sector. Dwyer (2011: 629) emphasises that “the environment is important in attracting tourism flow with their attendant economic effects”. Therefore, policy, as a legitimate plan, has to have a definitive process flow of stakeholder engagement as one key element of public policy legitimacy. However, significantly, “representatives and direct approaches to democratic governance are mutually exclusive, placing ultimate political authority in different hands – political representatives in the front and the citizens in the latter” (Stout, 2013: 50). These views and more reinforce the imperative for a cognitive engagement with public policy implementers and a more finely clarified stakeholder

role as a compulsory element for a successful implementation of a tourism policy as a statement of intended actions as intervention.

Contextually, in this research, as well as in similar future studies, it may be considerate to formulate stakeholder forums and engagement processes. Inclusively, these forums must comprise a small technocratic team, whose task is to ensure that policy interpretation and policy intents implementation follow all due processes smoothly. Furthermore, rotational bases of chairpersonship in the case of multi-stakeholder projects is recommended to avert the perception mentioned earlier by Stout (2013), that of one-group domination.

Lastly, stakeholder engagement is intrinsic to sustainable tourism because “the more local communities or landowners can gain from such activities, the greater is their economic incentive to conserve the natural asset that helps to generate this tourism” (Tisdell and Wilson, 2012: 393). In addition, it is recommended that an ECR stakeholder forum be considered and should convene monthly, with the planning team reporting on the project’s progress and challenges. This forum should have the capacity to deliberate on issues relating to the resort and make decisions in this regard. As mentioned earlier, the chairing of the forum should be rotated in order to avoid monopoly by any one stakeholder. The rotational model is also symbolic and will ensure that stakeholders are more than mere spectators in the process.

The Municipality must, however, coordinate the forum. The forum will ensure that the entire spectrum of stakeholders is fully included in the process of making decisions, with the result that the project is likely to run far more smoothly. For symbolic purposes, the forum should be held at the proposed site as often as possible, with reasonable notice of the meeting particulars.

6.2.3.3 The ECR planning priorities as a catalytic tourism investment

Infrastructure planning and implementation will improve access (such as roads and bridges) to the untapped opportunities presented by the ECR. Similarly, Ntshingwayo Dam and CNR require infrastructure upgrades to yield the anticipated multifaceted economic impacts as a springboard to many related and integrated sector benefits. However, without some key planning and infrastructure investment upgrades, the

socio-economic prospects of the ECR as indicated by respondents in Chapter Five cannot be realised.

Such improvements manifest through socio-economic changes to the locality. Moreover, they heighten the level of investment in the regions and extend it to many other sectors and services. As indicated by respondents, bulk infrastructure (water, sanitation and energy) has to be provided for the ECR to function. These infrastructure requirements should be conceptualised and incorporated into the IDPs and SDFs, highlighting land use management prior to construction. Therefore, integrating all three local municipalities and the consolidation of the role of government in similar developments is important.

The ECR project deserves this upgrade mainly because of the direct social and economic spinoffs highlighted by the findings of the study. In addition, it will facilitate the attraction of investment (foreign and domestic), local business retention and expansion, catalytic to infrastructure development, and with a fitting environment for green economy exploration. This upgrade is also important in ensuring that environmental conservation is prioritised as an enabler of a niche business and market, unlike prohibited areas against business exploration and (biodiversity) diversification.

As envisaged through the implementation of the ECR, green growth is expected to be accompanied by structural change in production and consumption processes (Swilling *et al.*, 2016: xxxi). In summary, a feasibility study should be conducted to determine the varied business cases and the long-term implications thereof on the local, provincial and national economic impacts of the ECR as interpreted through responsible tourism and sustainable tourism, discussed in Chapter Two.

6.3 Concluding remarks

This research examined stakeholder perceptions of the proposed ECR in CNR at Ntshingwayo Dam in Newcastle, South Africa, particularly in relation to unpacking ecotourism and protected areas as catalytic economic potential. In addition, the potential of the proposed development as a resource to scholars and ecotourism developers of protected areas was raised, including how to manage expectations as well as socio-economic potential. This research shared perspectives that researchers

and social scientists should consider suitable. These may refer to the existing natural attributes which has a key role in the planned activities for the ECR, to attract tourists to the Municipality, thereby contributing significantly to its economic development. Furthermore, and as mentioned before, ecotourism as an economic and development activity spurs economic growth of areas where such activities occur while contributing to nature conservation.

However, without a plan, many anticipated economic attributes remain unexplored. At the same time, ecotourism also enriches the cultural fabric of localities where it takes place, as ecotourists intermingle with the various cultural contexts of protected conservation, as indicated in the findings. This integration of ecotourism and eco-culture reinforces the principles of sustainable tourism, one of which advocates for the integration of tourism with local communities in their contexts (Fennell and Smale, 2014). However, Macleod and Gillespie (2011) state that it can be appreciated that there are often many individual viewpoints on development, even in very small communities, as shown in this study. Hence, the relevance of a consolidated stakeholder analysis and plan are important, as highlighted in this research.

The involvement of local communities in tourism endeavours not only benefits them but also improves the quality of the tourism experience of tourists, and the integration of these different aspects of tourism and culture increases the long-term viability of tourism as an industry. If consultations are undertaken adequately, the planning aspect will most likely succeed. Securing investment becomes easier, even the investigation of competition, as well as finding markets for facilities such as the ECR. All the expected benefits – social, economic and environmental, including the stakeholders' expectations of the proposed ECR – must bring social cohesion through recreational activities.

Furthermore, stakeholders noted more economic benefits than social benefits. For example, the Newcastle Municipality would be the highest beneficiary, given that they would be able to collect revenues and create jobs. Adding to the social and economic benefits, stakeholders are largely optimistic that the resort will have a positive impact on the environment through its economic activities. It can be concluded that the perceived popularity of the ECR is likely to generate interest from a wide range of

stakeholders, who will then seek to improve their area through introducing sustainable environmental practices.

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ANNEXURE A: AERIAL VIEW AND BOUNDARY MAP OF THE STUDY AREA



**ANNEXURE B:
QUESTIONNAIRES**

GOVERNMENT STAKEHOLDERS: QUESTIONNAIRE

**STAKEHOLDER PERCEPTIONS OF A PROPOSED ECO-CULTURE
RESORT IN CHELMSFORD NATURE RESERVE AT NTSHINGWAYO
DAM IN NEWCASTLE, SOUTH AFRICA**

Durban University of Technology

Sibonelo Nzimande

Student Number: 19550709

Good morning/afternoon. My name is Sibonelo Nzimande, and I am a Masters Degree candidate registered with the Durban University of Technology. As part of my Masters qualification, I am conducting research which seeks to assess stakeholder perceptions of the proposed Newcastle Eco-culture resort, to be located at the Chelmsford Nature Reserve, Ntshingwayo Dam. The research targets government stakeholders, Non-Governmental Organisations, and communities, as well as businesses, all of which relate to the eco-culture resort in one way or the other.

The specific objectives of the study are as follows:

- (i) Identify the potential benefits of the proposed eco-culture resort to stakeholders.
- (ii) Determine the kinds of economic outcomes stakeholders expect from the proposed eco-culture resort.
- (iii) Examine the socio-economic or political challenges which are likely to arise from the proposed eco-culture resort, as foreseen by stakeholders.
- (iv) Establish the priority issues which stakeholders consider as most important in implementing the proposed eco-culture resort.
- (v) Identify the environmental implications which are likely to emerge from the proposed eco-culture resort, as perceived by stakeholders.

The study has selected a number of municipal portfolio managers, including yourself, to participate in the interview. I would like to assure you that your responses, identity and contacts will be kept anonymous, and will not be divulged to a third party without your permission. Your participation is purely voluntary, and you are free to withdraw at any stage should you feel uncomfortable about answering the questions. Please tell me:

(a) Would you like me to continue with the interview?

Yes	
No	

(b) Would you allow me to record this interview for the purpose of easy analysis?

Yes	
No	

Name:

Gender:

SECTION ONE: DEMOGRAPHICS AND AWARENESS

1.1. Please tell me your position in the municipality.

1.2. How long have you been working in this position?

1.3. Education level

Primary education completed	
Secondary education completed	
Post-secondary certificate completed	
Post-secondary diploma completed	
First degree completed	
Masters degree completed	
PhD completed	

1.4 Are you aware of the proposed Eco-culture resort in Chelmsford Nature Reserve, Ntshingwayo Dam?

Yes	
No	

1.5. Please tell me what you understand about the proposed eco-culture resort.

1.6. Where did you obtain information on the proposed eco-culture resort from? Please explain.

1.7. What are the main objectives of the proposed eco-culture resort?

SECTION TWO: PERCEIVED BENEFITS AND OUTCOMES OF THE PROPOSED ECO-CULTURE RESORT

2.1. Please tell me to what extent the Newcastle Municipality is a stakeholder in the proposed eco-culture resort.

2.2. Who are the other critical stakeholders in the proposed eco-culture resort?

2.3. And who do think is the main stakeholder in the proposed eco-culture resort?

2.4. What social benefits does the municipality expect from the proposed eco-culture resort?

2.5. What environmental benefits does the municipality expect from the proposed eco-culture resort?

2.6. What political benefits does the municipality expect from the proposed eco-culture resort?

2.7. What economic benefits does the municipality expect from the proposed eco-culture resort?

SECTION THREE: GENERAL QUESTIONS

3.1. What are the planning challenges which are likely to face the proposed eco-culture resort?

3.2. What other challenges do you foresee in the future?

3.3. What do you think could be done to prevent or address these challenges?

3.4. Please explain the most important priorities which should be considered in the proposed eco-culture resort.

3.5. Do you foresee the proposed eco-culture resort creating more awareness on environmental conservation in Newcastle Municipality? Please explain.

3.6. Any other comment?

THANK YOU FOR YOUR TIME!

HOUSEHOLDS: QUESTIONNAIRE

**STAKEHOLDER PERCEPTIONS OF A PROPOSED ECO-CULTURE RESORT
IN CHELMSFORD NATURE RESERVE AT NTSHINGWAYO DAM IN
NEWCASTLE, SOUTH AFRICA.**

Durban University of Technology

Sibonelo Nzimande

Student Number: 19550709

Good morning/afternoon. My name is Sibonelo Nzimande, and I am a Masters Degree candidate registered with the Durban University of Technology. As part of my Masters qualification, I am conducting research which seeks to assess stakeholder perceptions of the proposed Newcastle Eco-culture resort, to be located at the Chelmsford Nature Reserve, Ntshingwayo Dam. The research targets government stakeholders, Non-Governmental Organisations, and communities, as well as businesses, all of which relate to the eco-culture resort in one way or the other.

The specific objectives of the study are as follows:

- (i) Identify the potential benefits of the proposed eco-culture resort to stakeholders.
- (ii) Determine the kinds of economic outcomes do stakeholders expect from the proposed eco-culture resort.
- (iii) Examine the socio-economic or political challenges which are likely to arise from the proposed eco-culture resort, as foreseen by stakeholders.
- (iv) Establish the priority issues which stakeholders consider as most important in implementing the proposed eco-culture resort.
- (v) Identify the environmental implications which are likely to emerge from the proposed eco-culture resort, as perceived by stakeholders.

The study has selected a number of households, including this one, to participate in the interview. I would like to assure you that your responses, identity and contacts will be kept anonymous, and will not be divulged to a third party without your permission. Your participation is purely voluntary, and you are free to withdraw at any stage should you feel uncomfortable about answering the questions. Please tell me:

(a) Would you like me to continue with the interview?

Yes	
No	

(b) Would you allow me to record this interview for the purpose of easy analysis?

Yes	
No	

SECTION ONE: DEMOGRAPHICS AND AWARENESS

1.1. Age _____

1.2. Gender _____

1.3. Does (the person) usually live in this household for at least four nights a week and has (the person) done so over the last four weeks?

Yes	
No	[Please terminate the Interview]

1.4. Did (the person) spend the night in this household last night?

Yes	
No	

1.5. What is the person's relationship to the head of household?

Head of Household	
Wife/Partner	
Son/daughter	
Adopted Son/Daughter	
Stepchild	
Brother/Sister	
Mother/Father	
Parent in Law	
Grandchild	
Other Relative	
Non-Relative	

1.6. Marital Status

Legally Married	
Living together as married partners	
Never Married	
Widow/Widower	
Separated	
Divorced	

1.7. Population Group

Black	
White	
Coloured	
Indian/Asian	
Non-South African	

1.8. In which Tribal Authority Area is your household located?

1.9. In which Ward is your household located?

1.10. What is your highest level of education?

No schooling	
Primary education completed	
Secondary education completed	
Post-secondary certificate completed	
Post-secondary diploma completed	
Bachelor's degree completed	
Post-graduate diploma completed	
Honours degree completed	
Higher degree (Masters/PhD) completed	
Other (Specify	

SECTION TWO: MAIN QUESTIONS

2.1 How aware are you of the proposed Eco-culture resort in Chelmsford Nature Reserve, Ntshingwayo Dam?

Fully aware	
Somewhat aware	
Somewhat unaware	
Not aware at all	
Refused to Answer [Do not read out]	

[For those who are somewhat unaware or not aware at all, please explain that there are plans to construct an eco-culture resort in the Chelmsford Nature Reserve, Ntshingwayo Dam. The eco-culture will consist of a cultural village, conference facilities and other recreational activities.]

2.2. [For those who are somewhat aware or very aware] How did you hear about the proposed eco-culture resort?

Newspapers	
Radio	
Word of mouth	
Internet	
Pamphlets	
Community meetings	
Other (Specify)	

2.3. How much do you support the establishment of this eco-culture facility at Ntshingwayo Dam?

Fully support it	
Somewhat support	
Somewhat against it	
I am totally against it	
Don't Know/Refused to Answer	

2.5. How likely do you think it is that the proposed eco-resort would bring the following to your community?

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know/Refused to Answer
Bring more jobs into the area					
Bring investors thus developing the area					
Improve value of our properties					
Create more awareness on environmental conservation					
Congest the area where our community is located					
Encourage illegal settlements					
Increase crime					
Create tensions within the community					
Encourage land grabbing					

2.6. Who do think is likely to benefit most from the proposed eco-culture resort?

Government	
Big businesses	
Small businesses	
Non-Government Organisations	
Communities	
Other (Specify)	
Don't Know/Refused to Answer	

2.7. And who do you think will least benefit from the proposed eco-culture resort?

Government	
Big businesses	
Small businesses	
Non-Government Organisations	
Communities	
Other (Specify)	
Don't Know/Refused to Answer	

2.8. Would you say that the living standard of your household is likely to improve significantly, improve somewhat, decline somewhat or decline significantly, as a result of the proposed eco-culture resort?

Improve significantly	
Improve somewhat	
Neither improve nor decline	
Decline somewhat	
Decline significantly	
Don't Know/Refused to Answer (Do not Read out)	

2.9. What do you foresee as the main challenges which are likely to face the proposed eco-culture resort?

Lack of funding	
Poor public participation	
Poor planning	
Political Infighting	
Lack of enough demand for the facility	
Other (Specify)	

2.10. How important is it, for your community to be fully involved in the planning and implementation of the proposed eco-culture resort?

Very important	
Somewhat Important	
Somewhat NOT important	
Not Important at all	
Don't Know/Refused to Answer [Do not read out]	

2.11. How committed would you be, in attending and contributing to consultative sessions regarding the proposed eco-culture resort?

Very committed	
Somewhat committed	
Somewhat NOT committed	
Not committed at all	

Don't Know/Refused to Answer [Do not read out]	
--	--

2.12. Which of the following statements do you agree/ disagree with?

	Agree	Disagree
The proposed eco-culture resort is a luxury facility for the rich		
The proposed eco-culture facility will increase environmental awareness in this region		
The proposed eco-culture facility will kill small businesses		
The proposed eco-culture resort is a political initiative unlikely to benefit anybody except politicians		

THANK YOU FOR YOUR TIME!

INTERVIEW GUIDE: NGOS AND BUSINESSES

STAKEHOLDER PERCEPTIONS OF A PROPOSED ECO-CULTURE RESORT

IN CHELMSFORD NATURE RESERVE AT NTSHINGWAYO DAM IN

NEWCASTLE, SOUTH AFRICA.

Durban University of Technology

Sibonelo Nzimande

Student Number: 19550709

Good morning/afternoon. My name is Sibonelo Nzimande, and I am a Masters Degree candidate registered with the Durban University of Technology. As part of my Masters qualification, I am conducting research which seeks to assess stakeholder perceptions of the proposed Newcastle Eco-culture resort, to be located at the Chelmsford Nature Reserve, Ntshingwayo Dam. The research targets government stakeholders, Non-Governmental Organisations, and communities, as well as businesses, all of which relate to the eco-culture resort in one way or the other.

The specific objectives of the study are as follows:

- (i) Identify the potential benefits of the proposed eco-culture resort to stakeholders.
- (ii) Determine the kinds of economic outcomes do stakeholders expect from the proposed eco-culture resort.
- (iii) Examine the socio-economic or political challenges which are likely to arise from the proposed eco-culture resort, as foreseen by stakeholders.
- (iv) Establish the priority issues which stakeholders consider as most important in implementing the proposed eco-culture resort.
- (v) Identify the environmental implications which are likely to emerge from the proposed eco-culture resort, as perceived by stakeholders.

The study has selected a number of Non-Government Organisations as well as Businesses to participate in the interview. Your organisation/business forms part of this selection. I would like to assure you that your responses, identity and contacts will be kept anonymous, and will not be divulged to a third party without your permission. Your participation is purely voluntary, and you are free to withdraw at any stage should you feel uncomfortable to answer the questions. Please tell me:

(a) Would you like me to continue with the interview?

Yes	
No	

(b) Would you allow me to record this interview for the purpose of easy analysis?

Yes	
No	

Name:

Gender:

SECTION ONE: DEMOGRAPHICS AND AWARENESS

1.1. Name of organisation/business

1.2. Are you the owner, manager or employee of this business/organisation?

Owner	
Manager	
Employee	

1.3. How long have you been working in this position?

1.4. Company/Organisation location

1.5. Approximately how far is your organisation or business from the Ntshingwayo Dam?

1.6. Approximately how many employees are currently employed in this business/organisation?

1.7. Education level

Primary education completed	
Secondary education completed	
Post-secondary certificate completed	
Post-secondary diploma completed	
First degree completed	
Masters degree completed	
PhD completed	

1.8. Are you aware of the proposed Eco-culture resort in Chelmsford Nature Reserve, Ntshingwayo Dam?

Yes	
No	

1.9. Please tell me what you understand about the proposed eco-culture resort.

1.10. Where did you obtain information on the proposed eco-culture resort from? Please explain.

SECTION TWO: PERCEIVED BENEFITS AND OUTCOMES OF THE PROPOSED ECO-CULTURE RESORT

2.1. Please tell me to what extent your organisation/ business is a stakeholder in the proposed eco-culture resort.

2.2. Who are the other critical stakeholders in the proposed eco-culture resort?

2.3. And who do think is the main stakeholder in the proposed eco-culture resort?

2.4. What benefits does your organisation expect from the proposed eco-culture resort?

2.5. Is the proposed eco-culture resort likely to affect land use around the area? Please explain.

SECTION THREE: GENERAL QUESTIONS

3.1. What are the planning challenges likely to face the proposed eco-culture resort?

3.2. What other challenges do you foresee in the future?

3.3. What do you think could be done to prevent or address these challenges?

3.4. Please explain the most important priorities which should be considered in the proposed eco-culture resort.

3.5. Do you foresee the proposed eco-culture resort creating more awareness on environmental conservation in Newcastle Municipality? Please explain.

3.6. Any other comment/s?

THANK YOU FOR YOUR TIME!

ANNEXURE C: CONSENT FORM



CONSENT

Statement of Agreement to Participate in the Research Study:

I hereby confirm that I have been informed by the researcher, _____ (name of researcher), about the nature, conduct, benefits and risks of this study – Research Ethics Clearance Number: _____,

I have also received, read and understood the above written information (Participant Letter of Information) regarding the study.

I am aware that the results of the study, including personal details regarding my gender, age, date of birth, initials and diagnosis will be anonymously processed into a study report.

In view of the requirements of research, I agree that the data collected during this study can be processed in a computerised system by the researcher.

I may, at any stage, without prejudice, withdraw my consent and participation in the study.

I have had sufficient opportunity to ask questions and (of my own free will) declare myself prepared to participate in the study.

I understand that significant new findings developed during the course of this research which may relate to my participation will be made available to me.

_____	_____	_____	_____
Full Name of Participant	Date	Time	Signature / Right Thumbprint

I, _____ (name of researcher) herewith confirm that the above participant has been fully informed about the nature, conduct and risks of the above study.

_____	_____	_____
Full Name of Researcher	Date	Signature

_____	_____	_____
Full Name of Witness (If applicable)	Date	Signature

_____	_____	_____
Full Name of Legal Guardian (If applicable)	Date	Signature