



**AN EVALUATION INTO NAMBITI PRIVATE GAME RESERVE AS A TOURISM
CONTRIBUTOR TOWARDS SOCIO-ECONOMIC SUSTAINABLE DEVELOPMENT
OF LOCAL COMMUNITIES.**

By

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DECLARATION

I declare that this study:

An evaluation into Nambiti Private Game Reserve as a tourism contributor towards socio-economic sustainable development of local communities.

Unless specifically indicated to the contrary in the text, is my own work in both conception and execution. All the sources of information that have been used or quoted have been duly acknowledged by means of complete references.

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DEDICATION

This work is dedicated to my late parents who have been my pillar of strength and my source of inspiration. This is for the endless love, support and encouragement, patience, I love you both.

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ABSTRACT

This study focuses on the contribution of the Nambiti Private Game Reserve as a tourism attraction towards improving the welfare of the local community of Cremin through a socio-economic sustainable development. The primary focus of tourism growth is to make the most of socio-economic gain amongst the neighboring communities. This is however not always the case as most rural communities adjacent to private game reserve, national parks and heritage sites are among the least developed communities in the Republic South Africa. It is, therefore, necessary for this study to examine and evaluate whether rural communities residing near private game reserves, heritage sites and national parks are benefiting socially and economically. The purpose of this study is to determine if Nambiti Private Game Reserve has an important responsibility in social and economic sustainable development of Cremin community.

For purpose of this study, both qualitative and quantitative methods of research are applied in a form of a case study approach. The benefits of using a qualitative approach involve that of collecting more in-depth information from respondents which enables the researcher to examine respondent's experience in detail through research tools such as the semi-structured interviews, whereas quantitative research generates statistics using large-scale survey research using tools such as questionnaires with closed-ended questions. The study was undertaken to examine the contribution of the Nambiti Private Game Reserve towards ensuring that the welfare of the Cremin community is improved socially and economically.

This study was conducted in the Cremin region which had a total number of 21 households as of 2006 which then grew to 58 households with a population of 174 in 2016 (STASSA, 2011). The Cremin region falls under the uThukela District in KwaZulu-Natal and is 25 kilometers from Ladysmith, KwaZulu-Natal. This study plays a key role in the

exposition of the contribution of the Nambiti Private Game Reserve to emancipate the community while at the same time it reveals challenges that are faced by all the concerned stakeholders especially the Nambiti Private Game Reserve authorities to achieve the principles of sustainable development of the local community of Cremin.

KEY CONCEPTS

- Private Game Reserve
- Tourism
- Socio-economic
- Sustainable development
- Local community
- Ecotourism

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CHAPTER 1: INTRODUCTION AND BACKGROUND TO THE STUDY

1.1. INTRODUCTION

An aspiration of this research was to establish if game reserves are of considerable significance in the sustainable social and economic development of local community. More specifically, this study focused on examining the socio-economic contributions accrued by the Cremin local community from the Nambiti Private Game Reserve, an element which the researcher regards as being fundamental for sustainable local community betterment. Amongst the leading and remunerative industries is tourism, which serve as a source of income generation (Mbagwu *et al.* 2016:121). Tourism is now recognized and listed in various countries' development structure as a fundamental tool in achieving social and economic revamp whereby all parts of the county benefit from by inspiring and improving entrepreneurship whiles creating good image for the region (Mugizi *et al.* 2018:1). Monetary benefits of tourism have been identified as a supreme instrument to carry out significant community upliftment projects such as poverty reduction as well as regional emancipation (Mbagwa *et al.* 2016: 121).

Kavita and Saarinen (2016: 81) affirms that private game reserves and national parks play a pivotal role in poverty eradication, creation of new vacancies for neighboring communities, money realization, promotion of cultural self-respect and maintenance of regional identity, hence tourism is identified as a supreme mechanism for sustainable local revamp as well as social and economic diversification towards rural communities. However, Moscardo (2014) believes that it is not clear whether private game reserves and national parks create significant contribution to the neighboring communities which is the reason that this study seeks to evaluate the Nambiti Private Game Reserve as a tourism contributor towards socio-economic sustainable development of the Cremin local community in Ladysmith. Despite the number of socio-economic studies that have been conducted, Chili (2015: 153) believes that all socio-economic studies differ as each study is interconnected to its own character, which makes it hard to attain its universal credibility.

1.2. The Study Background

The past years exhibited a growing fascination in tourism as a mechanism for local economic and social sustainable betterment, with local authorities and regional business personnel consistently using tourism as pivotal industry that stimulate the creation of new regional vacancies, local tax earnings and monitory diversification through national parks as well as private game reserves (Sithole, 2017). In the same fusion, tourism is believed to be a sustainable upliftment boost to the regional community due to its capacity to create jobs and income for neighboring community as well as nearby manufactures (Mascard, 2014). In contrast, Nsukwini (2015) argues that post-apartheid studies set forth that many communities that were victims of neo-colonialism remain poverty-stricken and are restricted access to wealth from tourist establishments.

Moreover, Chaminuka *et al.* (2012) states that many key tourism establishments are situated in remote areas, however rural communities are not receiving adequate wealth from tourism activities taking place in their regions. Nsukwini (2015) believes that there is a finite amount of studies on social and economic emancipation of tourism in the KZN province which is amongst the most visited provinces in the Republic of South Africa. consequently, the extent to which tourism contributes to social and economic sustainable emancipation of neighboring communities remain questionable (Sithole, 2017). As a result, the evaluation of socio-economic contribution has of late become an important aspect in tourism, especially when sustainable development of local communities is concern (Nayomi and Gnanapala, 2015). This study therefore pursues to evaluate social and economic emancipation of Nambiti Private Game Reserve as a tourism establishment towards sustainable development of the surrounding community of Cremin

Figure 1: Geographical location of NPGR.

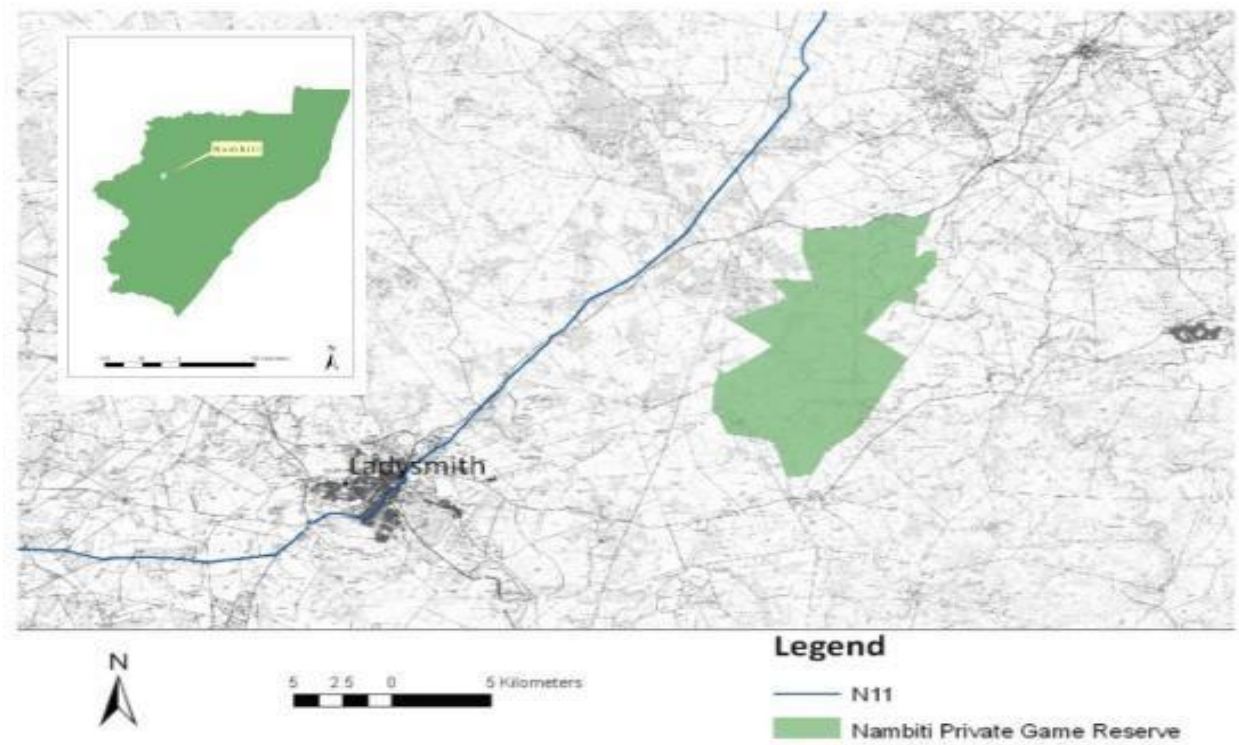


Figure one: Illustrate geographical location of NPGR within the Ladysmith region. Adapted from Castaneda, 2018.

1.3. Problem Statement

Mochechela (2010) believes that the primary focus of tourism growth is to make the most of socio-economic gain amongst the neighboring communities. This is however not always the case as most rural communities adjacent to private game reserve, national parks and heritage sites are among the least developed communities in the Republic South Africa (Shikolokolo, 2010). In his study, Nsukwini (2015) shared his sentiments that South African tourism remain impoverished and is still experiencing deficient relationship among its stakeholders and role players in private and national parks.

However, Mochechela (2010) enlightens that the government has put together suitable guidelines within which tourism emancipate fully to social and economic sustainability as well as eradication of poverty in the region through funds generation, creation of employment opportunities as well as promoting entrepreneurship for communities that

suffered from neo-colonialism. It is therefore necessary for this study to examine and evaluate whether rural communities residing near private game reserves, heritage sites and national parks are benefiting socially and economically.

It is for the above evidence that this study unpacked the socio-economic contribution of Nambiti Private Game Reserve on the neighboring community of Cremin. Therefore, this study was conducted on the claim that nature-based tourism which involves attractions such as game reserves can transform the social and economic sustainability of the neighboring community.

1.4. Study Research Questions

The study research questions are set with the study research objectives which are fundamental and give project to the study.

- What are the economic contributions accrued from Nambiti Private Game Reserve by the Cremin community?
- Are there any active practices offered by the Nambiti Private Game Reserve to the Cremin community aiming at enhancing the standard of living for the Cremin through public funding as well as infrastructure development?
- What are the challenges encountered by Nambiti Private Game Reserve in rendering the infrastructure development, employment, public funding and improving the standard of living and social well-being of the Cremin community?

1.5. The Aim and Objectives of the Study

The main aim and objectives of this research are purveying steps towards designing a tool that can be maneuvered to unpack and reveal the excellence of Nambiti Private Game Reserve's socio-economic contribution to the surrounding community of Cremin.

1.5.1. The Study Aim

The main aim of this study is to determine if Nambiti Private Game Reserve has an important responsibility in social and economic sustainable development of Cremin community.

1.5.2. Objectives

Objectives are of paramount importance to a study because they outline and give direction to a research and profile what the study aim to achieve by addressing critical aspect of the study research problem. Below are the study research objectives:

- To evaluate contributions of the Nambiti Private Game Reserve towards the development of public infrastructure, employment opportunity, multiplier effect, public funding, income generation and alleviation of poverty to the Cremin community at large.
- To investigate whether there is any active initiative or practice the Nambiti Private Game Reserve is offering to the Cremin community at large with an aim of uplifting the standard of living, restoration of community pride, improve social standards and infrastructure development.
- To identify challenges that hinder Nambiti Private Game Reserve from contributing towards Infrastructural development, employment, public funding, improved social standard and social well-being of the Cremin community at large.

1.6. Rational and Significance

This research was undertaken to evaluate the degree in which Nambiti Private Game Reserve ensures that the well-being of the local community is improved socially and economically. The study plays a key role in explaining the contribution of Nambiti Private Game Reserve to emancipate the Cremin community while at the same time revealing challenges that are faced by all the concerned stakeholders, especially the Nambiti Private Game Reserve authorities to achieve the concept of continuous upliftment of local community. Community participation in tourism is one of the most important practices that must be implemented by local tourism developers within the public and private sector (Mabaso, 2010). It is therefore requisite to establish if neighboring communities are

indeed emancipated by tourism establishments as studies implicate and evaluate the nature of these gains (Sithole, 2017). It is for this reason that this research focuses on unpacking the socio-economic gain of the Cremin community from Nambiti Private Game Reserve. This research adds meaningful value to an existing body of literature on social and economic sustainable development of the region and aid succeeding researcher on interconnected subject by offering reference.

1.7. Methodology

This study adopted a mixed method approach (qualitative and quantitative) in a form of a case study approach to collect and analyze data. Sambo (2018) recommended this approach citing the fact that mixing research approaches neutralizes the flaws of either thus increasing validity and accuracy of the findings and strengthening research outcomes. This study employed the purposive sampling technique to select the game reserve managers and Cremin households as the participants purely because they are the main source, and their views add a great value to the phenomenon of this study with the managers being involved on a daily running of the game reserve and households being the receiving end of it all.

1.7.1 Sampling technique

Nambiti Private Game Reserve consist of 3 managers and the researcher purposively selected all 3 managers as the study sample simply because they are directly involved on a day-to-day operation of the game reserve hence their views are of paramount importance to the study. According to STATSSA (2011) the number of households in Cremin was 21 as of 2006 which grew to 58 households in 2016, and the researcher administered 58 questionnaires to each household with the purpose of obtaining a vast knowledge from participants from the local community of Cremin hence purposive sampling technique was adopted. Therefore, 61 was the sample size number that underpinned this study.

1.7.2 Technique for Data Analysis

The data analysis methods of the qualitative data employed in this study involve the identification, examination, and interpretation of themes in textual data to answer the research questions and achieve research objectives. To allow for a more systematic analysis, questions were grouped by themes and relate every comment to one of the chosen themes. Thematic analysis is a qualitative method for identifying, analyzing, and reporting insight into patterns (themes) within the data set (Sithole 2017 and Ndlovu, 2015). The most crucial data preparation mechanism for qualitative data includes data-editing, data-coding, and data-capturing (Ngxongo, 2016). The data collected through interviews using voice recorder was translated, edited, and transferred into a hard-copy format and was coded per objective and categorized accordingly.

Quantitative data was collected through the administered questionnaires to all 58 households. The data was coded and captured onto computer, and the statistical package for social science analysis programmes was employed to analyze quantitative data. The advantage of using statistical package for social science programmes is that it allows the researcher to analyze quantitative data in many ways, eliminating long hours spent on scores, carrying out calculations and making unavoidable mistakes that occur while such calculations are carried out (Sithole, 2017). Quantitative data was analyzed through the generation of graphs, tables, pie charts and were further discussed.

1.7.3 Instrumentation for data collection

The study used interviews to obtain qualitative data from the managers of Nambiti Private Game Reserve. The study adopted unstructured Interviews with the aim of obtaining a deeper and clear understanding of issues of research through a dialogue between the researcher and the respondent. The study used unstructured interviews with open-ended questions to allow the participants to unpack views and experiences on the phenomenon under study. The flexibility of an unstructured interview allowed for an interactive process where both interviewer and interviewee can take an active role in communicating, answering, listening, and conversing rather than being bound by a predetermined set of questions and both the researcher and respondent are free to introduce new themes and

allow upon interesting conversational angles (Ngxongo, 2016). The interviews were all conducted in a form of one-on-one sitting with the respondents and a voice recorder was used to record all the interviews.

The questionnaires were used by the researcher to convert primary data directly obtained from respondents into information. A questionnaire was compiled and used as a data collection tool to obtain both quantitative and qualitative data from respondents drawn from the local community of Cremin. The researcher adopted this tool as it provides data economically and a large sample can express their views through questionnaires (Nsukwini, 2015). Therefore, questionnaires were identified by the researcher as the suitable tool of collecting data in this study as they allowed respondents to freely express their views based on their experience and understanding with regards to the phenomenon of the study. The questionnaire questions were designed around the research questions which are informed by the researcher's curiosity on the contribution of the tourism establishments towards the socio-economic sustainable development of local communities. The aim is to learn about the communities' knowledge, opinions, attitude, and experience about the phenomenon under study.

Observation is defined as accurate watching and noting of phenomena as they occur in nature with regards to cause-and-effect relations (Ajayi, 2017). Observation is the systematic description of events, behaviors and artefacts in social setting chosen for a study (Parveen and Showkat 2017: 18). Through the mode of observation, the researcher got to describe situations as they exist by making use of five senses, thus presenting a sketch of a situation under study (Parveen and Showkat 2017: 18). Observation method was opted for by the researcher to develop an overall understanding of the subject being studied. Direct observation played a vital or crucial role in data collection, especially with regards to the physical setup of the study area, and this was achieved through a series of visits to the Cremin community.

1.7.4 Preliminary Review of Related Literature

Tourism is a major force in global trades, and it plays a vital role in the socio-economic sustainable development of most nations (Mochechela, 2010). It is a common acceptance that the tourism industry has, for many years been the source of increased socio-economic development in the world (Mabunda, 2004). It is for this reason that tourism is now considered as one of the largest and fastest developing sectors in the world and its high growth and development rates, a considerable volumes of foreign currency inflow, infrastructure development, and introduction of new management and educational experience actively contribute to various sectors, which then positively affect the social and economic development of the region (Nayomi and Gnanapala, 2015). In the light of Mabaso (2015: 29) tourism have been used as a vehicle for improving the lives of rural communities and one of the key objectives for national responsible tourism development guideline for South Africa, is to ensure community benefit from tourism.

In essence, tourism has been identified as a transformation mechanism to drive and deliver socio-economic goods, amenities, and services to South African, particularly the previously disadvantaged groups who were deliberately denied tourism socio-economic benefits during the apartheid era (Mogale and Odeku 2018: 1). The democratic South Africa has created an appropriate policy framework within which tourism can contribute optimally towards socio-economic development of local community and poverty reduction through economic growth, income generation and job creation for formally disadvantaged communities (Mochechela, 2010). By the same token, Dube (2012) postulate that many of the prime tourism attractions are not located in city centers but in the rural areas, hence, tourism allows rural people to share in the benefits of tourism development, promoting more balanced and sustainable forms of development of the local communities. She further stated that tourism provides an alternative to urbanization, permitting people to continue a rural family existence.

Nsukwini (2015) states that there is an increased focus on sustainable local community development through tourism. As an illustration, Eusebio *et al.* (2014: 15) suggested that for tourism to be a tool for sustainable community development, it should improve the residents' quality of life, stimulate the employment of locals rather than non-locals in

tourism-related activities, optimize the local economic benefits, provide long-term economic linkages between communities and tourism industry, consider the limits of environmental carrying capacity, protect natural and built heritage for present and future generation, minimize negative impacts of tourism, provide high quality of socio-economic development for the adjacent community respecting their social identity, enhancing social capacity, local culture, social cohesion and pride. Mthembu and Mutambara (2018:9) shared their sentiments that tourism helps towards job creation and poverty alleviation while developing good quality infrastructure. This was therefore a motive for this study to examine and evaluate the contribution of Nambiti Private Game Reserve as a tourism catchment area to emancipate socio-economic sustainable development of the local community of Cremin.

1.8. Structure of the Research

This study examines Social Exchange Theory as theoretical premises for evaluating the contribution of tourism destination towards socio-economic upliftment of the local community and the tourism effects on the quality of life in the adjacent community.

Chapter 1

Introduction: The chapter introduces the reader to the topic, detailing to the reader precisely what's the study about. The focus of this chapter is to orientate the reader to issues pertinent to the study such as: Study Research Problem, Study Aim, Study Objective as well as the Study Questions.

Chapter 2

Literature: This chapter presents an existing literature to support the findings and analysis the present data applicable to the study topic. The literature is presented in accordance with relevant themes and explain how the study addresses challenges in the literature.

Chapter 3

Methodology: This chapter unfold the technique employed to collect data in response to the study research questions. The chapter further lay out an intensive illustration of all features of the study design.

Chapter 4

Data presentation, Analysis, and interpretation: This chapter present data from the participants in a form of statistical graphs as well as tables and analysis the findings to draw up a solid base for conclusion.

Chapter 5

Findings, Recommendations, Limitations of the study, Synthesis and/or Conclusions: Chapter five lay out recommendations based on the study objectives as well as study questions and present a concluding statement from the findings.

1.9. Definition of Key Concepts

It is important to clarify the central concepts since there is a considerable literature which has contributed to an understanding of these concepts from a range of disciplines (Nsukwini 2015: 8). This will help the reader to gain an appropriate understanding of the study and helps in limiting the study to only the relevant issues and avoid any incomprehensibilities (Ngxongo 2016: 8).

1.10.1 Private Game Reserve

Private game reserves are categories of wildlife protected areas which are declared for the purpose of conservation (Nicholson, 2017:10). Private game reserve owners focus on increasing natural hebetate for wildlife and often converting agricultural land into suitable game area, their practices are sustainable and have a significant green footprint in terms of habitat, soil restoration and biodiversity support (Nicholson, 2012:9).

1.10.2 Tourism

Tourism is understood to be a new concept and has been a center of attention for scholars and come up with various definitions hence making it a compound phenomenon.

However, Mabaso (2010: 7) provides a common definition of tourism by defining tourism as an experience and a relationship arising from the interaction among tourists and the host communities, combination of recreations, amenities and firms that carry out a travel experience to discrete and masses travelling fifty miles or more from their resident for a purpose of pleasure. Moreover, Sithole (2017: 11) adds that tourism has previously been classified as an industry that benefits the wealthy minority and is being transfigured to incorporate people from manifold economic backgrounds.

In his study, Mochechela (2010: 13) shared his sentiments that tourism promotes a leverage effect on various service sector that include game lodges, food & beverages, public & private attractions, transportations, events and conferences, travel & trades, adventures as well as recreations. In agreement Nayomi and Gnanapala (2015: 59) state that the tourism industry has multiple entity, with a combination of various sectors including primary suppliers such as natural attractions, transportation industry, hospitality industry, tour operators, travel agents, banking, insurance, shopping, and entertainment. Hence Chili (2015: 154) refers to tourism as a “goose that not only lays a golden egg, but also fouls its own nest”.

Mbagwu *et al.* (2016: 121) reported that tourism is a suitable technique for accomplishing a significant sustainable regional upliftment plan which include initiatives such as poverty eradication and community liberation due to its multiple monitory gains such as the income realization from private and public game reserves. As a matter of fact, tourism is a salient source of income generation for the host community as it poses direct and indirect interlinkage with other sectors (Mochechela 2010: 13). In the same fashion, conservationists see tourism as a tool or vehicle to expand protected areas and in developing countries such as South Africa, ecotourism has proved to be an increasingly essential source of foreign exchange and a tool that can be used to attract investments (Nsukwini 2015: 8). Likewise, the victory of tourism hinges on the extent to which local communities are willing and able to be involved in the planning and implementation of tourism activities (Chaminuka *et al.* 2012: 168).

1.10.3 Socio-economic

Socio-economic of tourism relate to population growth, changing employment patterns, an increased level of income, and rising poverty levels (Mochechela, 2010: 10).

1.10.4 Sustainable Development

Mbagwu *et al.* (2016: 122) propounded that development is characterized by advancement, growth, refinement, and evolution in every aspect of a community. Likewise, sustainable development is described as a form of evolution that promotes an environmental, economic, and social betterment in a long-term and considers the needs of the current and those of the upcoming generation (Shikolokolo 2010: 14). Setokoe and Kariyana (2016: 2) further describe sustainable development as a growth aimed at eliminating anxiety and disagreements between the tourism industry, travelers, natural environment, and natives.

In addition, Shikolokolo (2010: 14) shed light on a concept of sustainable development, it is an acceptable tool for achieving community capacity building and serves the needs of present and upcoming generation. Ultimately this suggests that the current generation should enjoy the tourism offerings and preserve the same quality of facilities for the upcoming generation (Mbaiwa 2005: 206). Kiper (2013: 780) adds that sustainable development is a plan of revamping the process of monitory generation which ultimately improves basic quality of life for natives while protecting the ecosystem and community systems that makes life possible and worthwhile.

This approach replaces the old development pattern which concentrated on economic gains and accepted to be socially unfair and environmentally inappropriate (Eusebio *et al.* 2014: 14). Tourism sustainable development is associated with leisure facilities and put forward a need to upgrade the current public amenities as well as opening new opportunities for natives (Mbagwu *et al.* 2016: 122). In essence sustainable development is about the betterment of the host community, tourist contentment sites and cautious usage of natural resources (Mbaiwa 2005: 206).

Chili (2015: 151) emphasize that this phenomenal advocates for a continuation of jobs that last long enough for citizens to sustain their livelihood until they decide to retire. It is

therefore a vital approach to revamp the socio-economies of the region but should not be confined to it and rather be seen as an alternative development strategy to overcome socio-economic constraints, maintain their strength, and intensify their developmental opportunities (Akama and Kieti 2007: 736). Despite the ability the concept has towards improving the standard of living and conservation of natural environment, a handful of scholars are of an idea that sustainable development comprehends opposing goals and cannot be realized unless a plan of action is consistent with social values and customs (Mbaiwa 2003: 448).

1.10.5 Local Community

According to Ngxongo (2011: 9) local community is a collection of people who are collectively inter-reliant, who participate jointly in discussion and decision-making, and who share practices that both define the community and are nurtured by it. The concept of local community according to Nsukwini (2015: 12) has four basic elements, namely, citizens, setting in geographic space, social interface, and common ties. The local community is the central point for the continuous supply of lodging areas, food preparation, knowledge, transport, amenities, and services for tourism development (Ngxongo, 2011: 10).

According to Ferreira (2008:15) local community plays an important role in the tourism industry and is one of the most important measuring instruments for determining the success of the tourism industry in surrounding local community. Therefore, involving the broader communities will ensure fewer problems and greater local community acceptance than if only the business community or others outside the community are involved. According to Nsukwini (2015: 18) the term community refers to different personnel who share dissimilar views, interests, strengths, capabilities, needs, and concerns based on their geographical and socio-economic influence but would like to share their day-to-day tasks in conjunction within the same locality. Liberation in such settings can be executed through an effort of taking part in economic activities that would allow for constant transformation in their present situation (Mbagwu *et al.* 2016: 122).

Chili and Ngxongo (2017: 3) define community as a classification of natives who possess unique attributes and are tied by communal links, share common frames of reference, and participate in common acts in a geographical locality. In agreement Aref *et al.* (2010: 155) states that the phrase community relatively has a specific earthly meaning with a plainly defined spatial frontier and refers to a group of personnel with a customary interest. They further explain that a community consist of a denomination, borders, monuments, types of personnel and identifiable symbols. Based on the physical viewpoint, the current study identifies local community as people who reside around Nambiti Private Game Reserve, the Cremin area.

1.9.6 Ecotourism

Kiper (2013: 775) describes ecotourism as an environmental responsible travel and visitation to relatively uninterrupted natural regions with a purpose of enjoying, appreciating nature, encouraging conservation, and furnish for beneficially active social and economic environment for local population. Seeletse (2015: 175) further narrate ecotourism as an exercise that relates to visiting delicate, original, and moderately intact natural regions that are intended as low-impact niche tourism, which generally teach travelers, supply funds for ecological conservation, directly benefit the economies and political empowerment of local communities and nurture esteem of regional culture. Gunay and Akinci (2017: 1) articulate that ecotourism has recently been introduced to literature, and explains it as mechanism to conserve natural resources, encouraging sustainability and improving regional economic development by maximizing tourism activities while safeguarding from natural, social, economic, and cultural deterioration.

In essence ecotourism can be classified as a segment sustainable tourism (Kiper 2013: 774), and comprises of conservational initiatives and leisure to better the neighboring regions with the main focus on achieving and maintaining sustainability (Nsukwini 2015: 8), it is frequently regarded as a well-grounded substitute for sustainable development of local community because the main focus of ecotourism is on sustainability, surrounding multiple aspects in social, economic, environmental and cultural aspect (Nsukwini 2015: 17).

According to the Association of European Geographers (2016: 53) the concept of ecotourism has advanced with a speedy flourishing of tourism during the past years among the bodies in charge of the protection of environment and residents residing adjacent to protected areas. Consequently, Chaminuka *et al.* (2012: 168) enlighten on the key principles of ecotourism which includes preserving local culture and conserving natural heritage, involvement of all relevant stakeholders in the planning of tourism as well as enriching the well-being of the native people. In addition, ecotourism is an advocate for energy efficiency, water conservation and come up with new vacancies for regional residents and inspiring entrepreneurship which makes it attractive to environmental, economic, and social responsibility (Seeletse 2015: 175).

The Association of European Geographers (2016: 53) affirms that ecotourism makes stability in the local community by observing the credo of livelihood and based on congenital and inner values through shielding of natural areas, benefiting native people, strengthening properties of regional and small cultures, offering training and educational opportunities, improving employment creating and impede immigration, saving non-renewable resources, encouraging local partnerships, environmental awareness and proper development and protection of the environment as well as socio-economies.

1.11 Conclusion

It is very important to consider the question of sustainability as an integral component when evaluating the social and economic contribution of tourism in the regions neighboring protected areas. Community participation in regional tourism persist to be a challenging task in the Republic of South Africa which is one of the tourism hubs in the African continent. Tourism is however capable to furnish various opportunities in the region such as creation of new vacancies to provide alternative earnings and establishment of capacity building. Chapter one introduced the study and outlined the primary aim and objectives of this research. The chapter further un-packed the methodology employed and concluded by providing a brief summary of all the chapters. Chapter two will present an intensive literature appraisal.

CHAPTER 2: Theoretical Framework and Literature Review

2.1. INTRODUCTION

Chapter two shed light to germane publications and the theoretical framework on social and economic contribution of tourism to the communities adjacent to tourism catchment areas and sustainable development of local communities. The chapter is centered on a concept of tourism, ecotourism, tourism in the Republic of South Africa, the socio-economic contribution of tourism, sustainable development of local community, tourism employment, challenges and strategies to overcome the aspects hindering socio-economic sustainable development of local communities through tourism in communities neighboring tourism establishments and tourism as a poverty alleviation strategy.

Nsukwini (2015: 38) put forth his understanding of a tourism concept, it is believed to be a dirt-free industry and produces minimal or no environmental emissions in comparison with resource manufacturing firms which many remote communities relied on for monetary benefits. The vital universal principle of tourism is to balance the needs of native people with a need to preserve the environment (Nsukwini 2015: 38). This principle promotes sustainability of natural resources and is an advocate for social and economic sustainable betterment of regional communities (Mugizi *et al.* 2018: 3). It is therefore necessary to conduct community awareness to improve a level of understanding on a potential tourism has in social and economic sustainable development and put forward suitable methods to emancipating native people (Mugizi 2018: 2).

Mrema (2015: 72) confirms that there is minimal evidence on the literature that presents a stipulated role of tourism establishments to local communities' sustainable betterment. In agreement, Mugizi *et al.* (2018: 2) depicts that, there has been insufficient research on how private game reserves and national parks specifically contributes to the livelihoods of rural households adjacent to tourism catchment areas such as Nambiti Private Game Reserve. Therefore, different aspects and issues regarding sustainable development of local community and tourism are discussed.

2.2. Theoretical Framework: Social Exchange Theory

Many theories have been put forth to describe an effective sustainable development of local communities and community participation in tourism. This study examines the Social Exchange Theory as a theoretical premise for evaluation into Nambiti Private Game Reserve as a tourism contributor towards socio-economic sustainable development and upliftment of local communities.

2.2.1. The Social Exchange Theory

Social exchange theory involves a trade-off between two parties where benefits are valued based on the possible costs and individuals will commit if the expected benefits surpass the costs and will pull out should the costs outdo the expected gains (Ferreira, 2008: 22). In agreement, Nunkoo (2016: 590) states that participants in a trade-off process are dependent on each other for denouements they value. Brida *et al.* (2014: 41) depicts that people's contentment with an exchange interplay is acquired by the evaluation of the end results, which can be both economic and social.

According to Nunkoo (2016: 590) and Chili (2015:153) participants take part in an exchange process after they have evaluated the possible benefits and downfalls and will commit to a correlation in which they can optimize gains while keeping down the costs. Furthermore, social exchange theory enlighten that participants primarily offer their support to an initiative in an exchange of the possible benefits they stand to obtain from a project (Ferreira 2008: 22). Therefore, regional tourism support largely depends on the perceived rewards the community is likely to achieve (Nkemngu, 2015).

Figure 2. Demonstration of social exchange theory model.

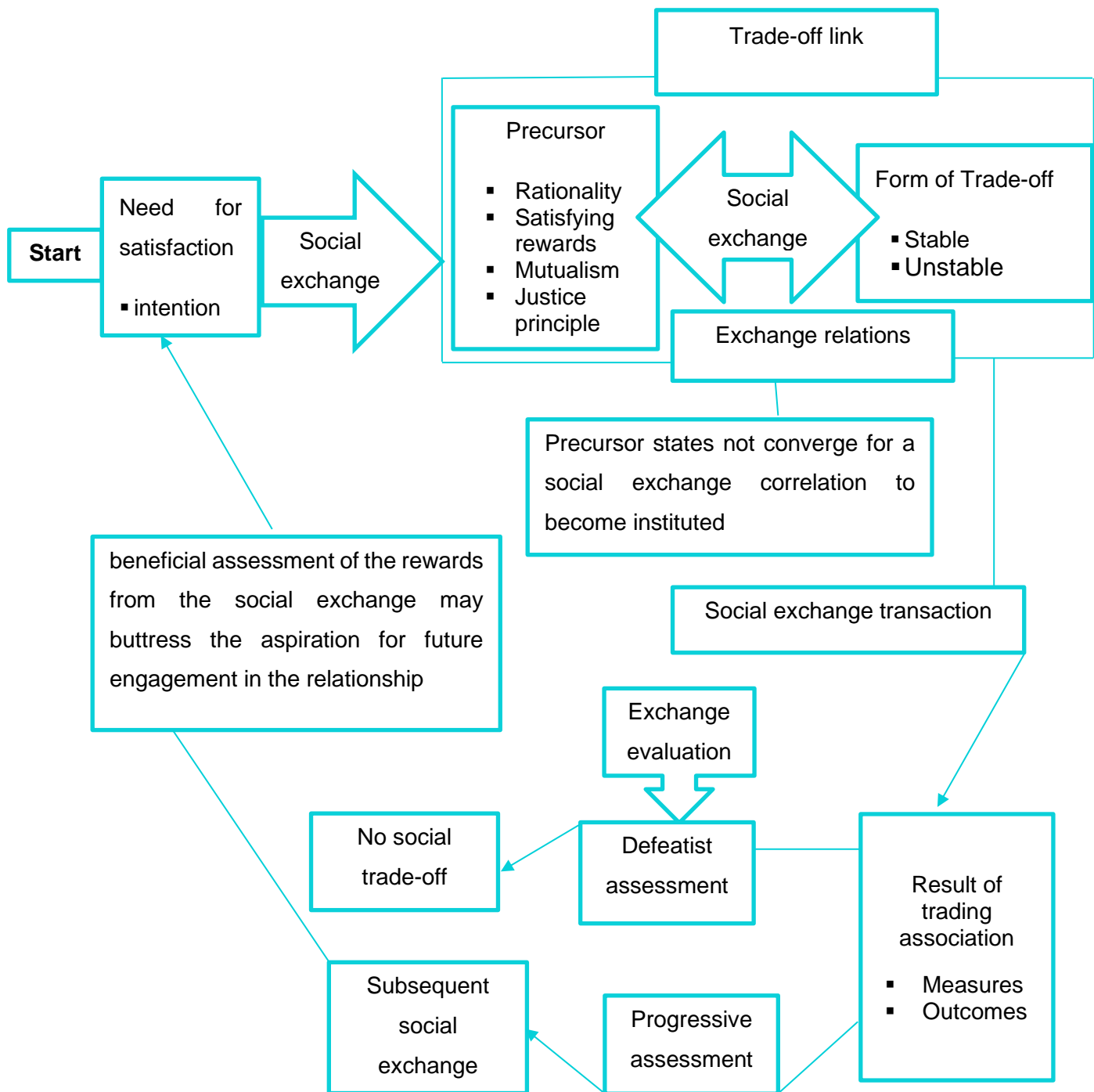


Figure two. Social exchange process model. Source: Ferreira (2008: 23).

From a tourism perspective, social exchange theory means that local communities examine the costs and benefits of private game reserves and if their assessment is positive, also their attitude towards development of a game reserve will be positive (Brida *et al.* 2014: 41). Therefore, if the local community is perceiving more benefits than costs arising from the game reserve, they are likely to support and be involved to the exchange (Brida *et al.* 2014: 41). It is evident from the above that Social Exchange Theory provide a sound of theoretical basis for involving all tourism stakeholders, especially the local community throughout the tourism development process in order to maximum benefits both to community and other stakeholders. This was therefore the motivation for this study aimed to evaluate the Cremin community benefits from the Nambiti Private Game Reserve, implications on both individual livelihood and the region in general to ascertain whether Nambiti Private Game Reserve manumit the community.

The social exchange theory was successfully used to by the researcher to make predictions and guided the researcher to ask appropriate research questions to improve the quality of research. According to Brida *et al.* (2014: 41) social exchange theory connect the researcher to existing literature, helps the researcher to choose an appropriate research question and ultimately ask relevant question during the data collection process. Social exchange theory was also used to assist the researcher in making predictions of the outcomes, interpret and analyze the results of research based on the existing literature.

2.3. Tourism in South African Context

According to Mochechela (2010: 2) tourism industry has of late been classified as an important tool for universal improved social and economic activities. It is further contemplated as a few of the sizable and rapid growing sectors in the universe with a substantial capacity of foreign currency influx, development of local infrastructure and establishment of modern management and educational experiences that improve different sectors of economy and contribute to socio-economic sustainable betterment of the region (Nayomi and Gnanapala 2015: 58).

Tourism is labelled as a modification technique to steer and convey social and economic righteousness, products, amenities, and services to the Republic of South African natives, primarily the previously disadvantageous groups that were victims of neo-colonialism (Mogale and Odeku 2018: 1). The Republic of South Africa is ranked among the most visited country in the African continent which includes Botswana, Egypt, Kenya, Mauritius, and Zimbabwe (Sithole 2017: 15). Literature put tourism forward as an industry that motivate local and national evolution, introducing new vacancies, exchange earnings, stable income, and basic community infrastructure initiation that benefits natives and tourists mutually (Mbaiwa 2003: 450).

According to Ferreira (2008: 41) the tourism industry contributes an approximate of ten percent of the global economy and hire tenth of universal labor force. In relation to Ferreira's statement, Binns & Nel (2002) reported that the Republic of South African democratic administration has formulated multiple strategies that allows for an effortless distribution of tourism benefits. In relation to this, the regime has set forth a Tourism White Paper that proselytize tourism primarily to create long lasting employment, infrastructure development as well as poverty eradication (Mogale and Odeke 2018: 1).

The Republic of South African powers that be, has further provided a suitable guideline that enforce favorable socio-economic developments and poverty eradication through creation of sustainable employment, money realization, and introduction of new vacancies for natives (Mochechela 2010:3). Mabaso (2015: 30) shared his sentiments on the concept of tourism by stating that it is regarded as an important method for emancipating natives and its primary objective is that of promoting community involvement in tourism decision making and effortlessly share tourism benefits equally.

The White Paper on development and promotion of tourism (DEAT, 1996) entails vital moneymaking intentions of tourism in relation with the South African Tourism ambitions of promoting a sustainable and continuous tourism in the Republic of South Africa that allows for universal participation in economic, social, cultural and environmental accountability. DEAT, (1996) enlighten on the ambitions of South African Tourism which includes: generating monetary growth as well as foreign income through promotion of

tourism activities available in the region, prioritize tourism as an apparatus for regional socio-economic spin-off, provision of long-lasting job openings and encouraging improved standards of living for regional personnel, promoting the establishment of SMME's within the region to optimize local earnings, stimulation of countryside evolution to curb urbanization, encouraging South Africans to explore their country and participate in initiatives such as Shotleft, conducting tourism awareness initiatives to expedite regional tourism growth and sustainability as well as cooperation, promotion of balanced tourism development and ensures an equal share of rewards, creating a favorable tourism investment climate, maximizing linkages among the tourism industry and other service and manufacturing industries in order to restrain leakages and bring about a much-needed multiplier effect, and suppressing the stigma of seasonality of the tourism industry by lengthening the tourism season.

Eusebio (2014: 15) believes that for tourism to be accepted as a means for achieving sustainable development of local community, its primary objective should be focused on establishing regional capacity building through stimulation of local employment rather than non-local residents, optimizing local economic gains, institute a long lasting economic linkages between tourism and other service and production industries, be considerate to environment carrying capacity, strive to conserve natural environment as well as man-made heritage attractions for current and upcoming generations, cut down on the negative impacts of tourism, furnish world-class experience for tourists, promoting socio-economies for natives with great emphasis on local culture preservation.

2.4. Economic Contributions towards Developments

The tourism industry has in the recent years been acknowledged as the most lucrative industry around the globe with regards to employment and economic spin-off which ultimately improve the gross domestic productivity (Chili and Ngxongo 2017: 1). It has an ability to offer an excessive proportion of preliminary employment opportunity for personnel penetrating the workforce for the first time (Mabaso 2010: 23). Nevertheless, Baum (2015) argues that as much as tourism enable masses an access into the labor force, its labor market is often associated with poor paying jobs, low skilled labor, display

poor management, often seasonal, mainly dominated by refugees and associated with blurred profession structure. Therefore, the quality of employment through tourism activities remain questionable and open for debate as these positions are classified as low paying and requires unskilled labor force (Mabaso 2015: 31).

In agreement Liu and Liu (2008: 164) further confirm that the tourism industry is predominated by exploitation and lack proper career structure, often has abnormal working hours with no remuneration, work environment that is tedious and highly pressurized, high level of incompetency and poor management, it is often not recognized as a principal career choice. Furthermore, Sithole (2017: 34-36) adds that tourism also poses limited and inadequate opportunities for personal growth, minimal job opportunities if any and unhappy workforce because of unsocial working hours. In addition, it is further noted that the tourism industry demands the workforce to deliver excellent service to the visitors while exhausted and insufficiently paid (Sithole 2017: 34-36).

As much as the quality of employment and monetary gains for the residents is questionable in tourism industry, it has come to light that tourism developmental agencies receive a huge portion of tourism profits through direct and indirect enterprises (Sithole 2017: 32). Moreover, Zwane *et al.* (2014: 2) outline that the International Labor Organization put forth that access to the tourism workforce is believed to be feasible in comparison to other profitmaking sectors. The tourism industry also outsources services of other industries such as construction and enhance linkage among various economic sectors and promote multiple effect (Sithole 2017: 33).

Mabaso (2015: 31) acknowledges the three categories of tourism employments namely: direct, indirect, and induced employments which are further discussed below.

Direct employment for local communities: Mabaso (2015: 31) states that direct employment in tourism occurs in various tourism establishments and protected areas, considering various services offered to guests, it is therefore perceptible that tourism employ an abundance of skills simultaneously and pave way for entrepreneurial opportunities. South African labor force is predominated by semi-skilled and unskilled personnel and tourism employs a huge portion of these masses within a short period of

time. Indirect employment for local communities: Mabaso (2015: 32) depicts that indirect employment is whereby manufacturing industries sell goods and services to tourism enterprise. This further implicates the jobs of manufacturing labor force where tourism enterprise purchases their goods as well as their direct service providers. Induced employment for local communities: Mochechela (2010: 20) illustrates that induced employments is formed because of a multiplier effect of the region whereby the tourism workforce acquires their personal services making use of the funds earned from tourism.

2.4.1. Economic Benefit of Tourism

According to Mrema (2015: 72) there has been a developing body of literature that label tourism as a practical economic possibility for regional community evolution. Nsukwini (2015: 20) states that to understand how tourism contribute upon an economy, it is essential to understand the multiplier-effect concept. There has been an ongoing assessment on the tourism industry to precisely pinpoint and observe the contribution of the industry to the economic growth in various levels be it local, national, and universal (Qongo 2013: 7). South Africa's frequently visited tourism destinations including national parks, wilderness areas, precious mountains, game lodges, lakes and cultural sites are generally located in remote areas, and therefore, tourism is considered as an important attribute to the countryside economy (Nsukwini 2015: 11). This therefore confirm the notion that tourism can be utilized as a magnificent mechanism to attract foreign exchange to a region and ultimately steer development to the neighboring community and foster local entrepreneurship (Mthembu and Mutambara 2018: 4).

Mabaso (2010: 24) argues that the monetary possibilities of tourism as a principal driver for growth in the Republic of South Africa is based on the upmanship the state it has in its natural and cultural resources. Tourism also has a capacity to attract foreign investments which subsequently improves and sustain the balance of earnings, widen the service sector by giving rise to local employment over a wide range of skill levels, attract funding for infrastructure development and maintenance, promotes economic diversification, sustain long-term stability and longevity (Mochechela 2010:14).

Entrepreneurship give stability to the tourism industry and is at the center of the industry through the establishment of the hospitality and entertainment sectors such as hotels, restaurants, craft production, local cultural entertainment and the income realized from these establishments supports gross domestic income and maximize the spending power of the community (Mugizi 2018: 11). The production of food, equipment, furniture as well as construction and maintenance of tourism facilities provides a much-needed boost for regional production and construction industry as well as agriculture (Mbaiwa 2003: 456).

Table 1: Illustrates the negative economic impacts of tourism to local communities and suggests possible solutions to overcome the negative economic impacts of tourism.

Negative Economic Impacts	Solutions
<ul style="list-style-type: none"> Price hikes 	<ul style="list-style-type: none"> Improve regional production Provide subordinate for local suppliers (Tax)
<ul style="list-style-type: none"> Monitory dependence of the local community personnel on tourism activities 	<ul style="list-style-type: none"> Start up a vegetable farm in the region Improve professional qualifications and scarce skills of the commuters educate the commuters about the risks and upcoming challenges of dependency
<ul style="list-style-type: none"> Economic imbalance 	<ul style="list-style-type: none"> Encourage regional SMME's Provide capital for new enterprise

Source: Nayomi and Gnanapala (2015:70-71).

According to Mabaso 2015: 29) Tourism contributes obliquely to the regional economy in two important ways. Firstly, businesses that benefits directly from visitor spending make purchases from local suppliers. Secondly, household earnings resulting from direct and indirect employment stimulate demand for locals. It is, therefore, rational to conclude

that countryside tourism is an important technique for stimulating rural economic growth (Mugizi *et al.* 2018: 3).

2.4.2. Multiplier effect

Mabaso (2010: 30) explains the concept of multiplier effect as the regional circulation of income and ultimately improve the regional buying power thus creating a demand for more employment opportunities across various sectors of economy. The young generation irrespective of the gender mainly benefits from the tourism programmes such as scarce skills development, education, and tourism awareness campaigns (Sithole 2017: 13). Developing states must advocate to enhance the practicality of multiplier effect especially in the countryside regions to improve profit withholding and improve personnel prosperity (Akama and Kieti 2007: 744).

2.4.3. Contribution of Tourism towards Poverty Alleviation

The social exchange theory outlined that countryside communities that feel the economic rewards steaming from local tourism activities as well as betterment of regional socio-culture are more likely to support tourism development (Chili 2015: 151). Chili further states countryside administration has of late been putting together new alternative development plan for socio-economic restoration because of urbanization which have been hampering local economy as well as decline in agricultural activities which have been at the center of rural economy for decades and migration of the educated and elite youth. Is it for these reasons that tourism is identifies as a fitting strategy to restore countryside economy and address many of the existing challenges to the rural areas such as impoverishment (Setokoe and Kariyana 2016: 1). According to Mrema (2015:76) the literature identifies that tourism plays a pivotal role towards poverty eradication among local communities, particularly when sustainable tourism policies and principles are observed.

Troung *et al.* (2015: 1072) agree that tourism has a greater upper hand and has a potential in poverty alleviation through job creation than any other sectors due to it nature of employing masses that are semi-skilled. It is used as an integral strategy to achieve

regional economic growth through direct employment as well as forming a conducive climate for new local enterprise (Mabaso 2015: 30). The significance of using tourism as a viable technique to eradicate poverty and open new vacancies for previously disadvantaged blacks is to implement and facilitate a trickle-down effect, primarily because tourism was stereotyped to be a “thing for white monopoly and elites” (Mogale and Odeku 2018: 2).

Figure 3. Illustrates means of poverty reduction because of tourism development in rural communities.

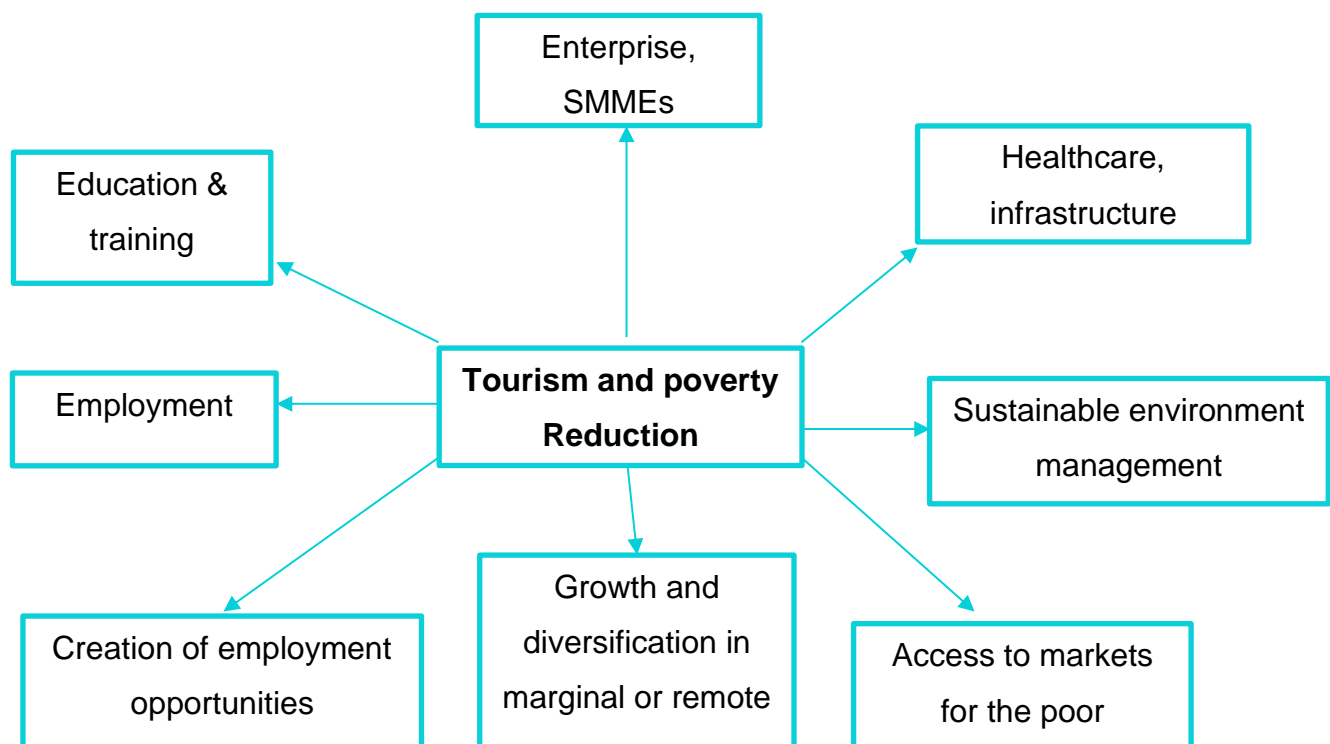


Figure three. Tourism and poverty reduction. Source: Rogerson (2006: 44).

According to Manwa and Manwa (2014:58) tourism is geared to serve the interests of the tourist and, therefore, does not automatically improve the welfare of the poorer members of the community. The new administration has been tasked to change the narrative of countryside community incurring costs of tourism activities and want local community to receive a fair share of tourism activities taking place within their region rather than only

benefiting foreign investors and local business personnel only (Truong *et al.* 2015: 1072). Research has revealed that poverty eradication is not at the heart of many tourism planners and the introduction of sustainable tourism and ecotourism is primarily to address that problem (Mbaiwa 2005: 217).

Tourism that's exclude local authorities can therefore be observed as a form of developmental strategy whose agenda is navigated by transnational networks promoting neo-colonial states in the least developed countries, therefore extra caution should be exercised by local authorities and leader representing the masses when advocating for tourism as a strategy for poverty alleviation (Manwa and Manwa 2014: 5698). In the Republic of South Africa, coming up with a suitable and meaningful strategy for addressing and eradicating poverty is not a simple task to accomplish and needs to be informed by a clear understanding of local motions that make up and are molding the South African countryside (Mthembu and Mutambara 2018: 4).

According to the Department of Environmental affairs, (2009) if poverty is indeed understood and recognized as a multi-dimensional actuality, then sustainable tourism contribution to poverty eradication should not be limited to monitory aspects of poverty only but should allow for a broader social and economic scope. Shikolokolo (2010: 10) argues that countryside personnel residing in and around tourism catchment regions are among the least developed regions of the universe. Sachedina and Nelson (2010: 390) further argues that although there might be a few cases where the economic benefit derived from tourism form an element of poverty alleviation strategy, the magnitude, benefits and impacts of these programmes are however, too vague to assert that they could become the cornerstone of a comprehensive poverty alleviation programmes, no matter how favorable the circumstances. Natives hold an idea that tourism contributes more towards improving the livelihoods of a minority elite in the region (Yang 2015: 5).

Nsukwini (2015: 48) illustrates that relatively small communities stand a greater chance to receive significant outreach initiatives to alleviate poverty through tourism. Therefore, tourism becomes an ideal method for poverty eradication in such regions due to its unskilled labor-intensity nature which allows it to employ disadvantaged and semi-skilled

personnel within the community with very little formal training (Manwa and Manwa 2014: 5698). In essence, the capacity of tourism to act as a poverty-eradication mechanism firmly correlates with the size of the neighboring community that stand to benefit from such opportunities. Truong *et al.* (2015: 1084) emphasize that for many commuters, tourism has provided small earnings, but it has not lifted them completely out of impoverishment, which then support the notion that tourism cannot provide benefits to the entire community.

Countryside poverty is classified as an insufficient accessibility to basic education, terra firma, clean drinking water, proper housing, and many more essential resources (Qongo 2013:1). In contrast, it is further explained that poverty is primary experienced in the developing states' rural regions where economic activities are minimal, therefore financial boost in a form of sustainable tourism is significant (Qongo 2013: 1). Tourism, as an industry, has the capacity to play a tremendous role in social and economic growth as well as improved livelihood opportunities that are of paramount importance for poverty eradication (Benns and Nel, 2002). Truong *et al.* (2015: 1073) suggest that tourism must be promoted in remote and isolated regions and in areas with socio-economic challenges where there are tourism potentials to make use of labor force through mass employment irrespective of the educational levels, goods and services in the community thus contributing to raising local personnel knowledgeability while alleviating poverty.

2.5. Active initiatives and/or practices enhancing standards of living

2.5.1. Social Contributions of Tourism towards Developments

According to Mochechela (2010: 30) sustainable tourism improve local community ethical values, personnel conduct, household structure, community way of life, safety and security, community virtuousness, creative utterances, cultural and traditional celebrations as well as community planning. In essence social contribution of tourism brings about favorable or unfavorable change to the society through improving public infrastructures and public service deliveries as well as the conduct commuters have with the visitors. Sustainable tourism strives to share rewards with the neighboring community

and improve their standards of living through skill development which enable to community to occupy better paying positions (Nsukwini 2015: 22).

Moreover, Buscher (2010: 12) assert that not all tourism benefits are money centered, tourism also offer non-financial rewards which are very much valued by the local community such as restoration of community pride as well as natural and cultural preservation. Ezibilo and Mattsson (2010: 189) outlined more non-monetary contribution to local personnel which includes establishment of new public infrastructure, environmental awareness programmes, increased access to the local healthcare centers, scarce skills development, improved correspondence between tourism stakeholders, unlock vacancies for native commuters, increase sense of community identity and establishment of solid leadership.

Table 2: Illustrates the negative social impacts of tourism to local communities and identify solutions to overcome the negative social impacts of tourism.

Negative Social influence	Resolution
<ul style="list-style-type: none"> ▪ Employment abrasion due to seasonality 	<ul style="list-style-type: none"> ▪ Provide scarce skills development programmes and professional training for newcomers in the tourism industry ▪ Motivate youngsters to choose tourism as a career and pursue studies for managerial positions
<ul style="list-style-type: none"> ▪ Bring about transformation to local youth lifestyle and behaviour to adopt or imitate that of the tourists 	<ul style="list-style-type: none"> ▪ Embrace and preserve local culture to instil certain acceptable behaviour within the community ▪ Educate and encourage the youth about their culture at a young age and make the culture and local behaviour fissionable

<ul style="list-style-type: none"> ▪ Long unsocial working hours, exhaustion and stress 	<ul style="list-style-type: none"> ▪ Introduce meditation time and compensate employees for any overtime worked. ▪ Conduct team buildings activities more often to improve productivity
<ul style="list-style-type: none"> ▪ Exclusion of local community in tourism development planning 	<ul style="list-style-type: none"> ▪ Improve community involvement in all developmental stages be in local, national as well as nationwide ▪ Improve stakeholder participation and cooperation.

Source: Nayomi and Gnanapala (2015:71).

2.5.2. Community Involvement in Tourism.

Tourism is among the rapid growing industry in the universe, nonetheless, its constantly encounter multiple obstacles (Mbagwu *et al.* 2016: 121). Among these issues are insufficient tourism awareness and education, scarce skills development, insufficient finances, poor community participation in tourism planning decision-making and regional political impinging (Akama and Kieti 2007: 742). Lekaota (2016: 3) have further identified more challenges and barriers of community participation in tourism activities in their respective communities which includes: insufficient of capital investment within the region and the lack of adequate skills as well as limited infrastructure required to partake in regional tourism development, local cultural constrains may be a hindering factor for native involvement towards tourism planning process and decision-making, countryside communities may be uncertain about the phenomenal of tourism and may require intensive awareness, the neighboring community may have a perception that local economic growth is the governmental responsibility and withdraw from partaking in revitalizing their local economy.

Local community is often considered as an equivalent partner in tourism, however the empirical ways for achieving active participation of local community in decision-making is

not yet evident (Kim *et al.* 2014: 3). These multiple issues hinder community involvement in tourism planning nation-wide and if they remain ignored, they may obstruct the local economic growth and promote rural depopulation (Mthembu and Mutambara 2018: 1). On a positive side, tourism remains a dirt-free industry with a primary objective to foster community evolution, longevity as well as establishing household earnings which in essence enrich the community livelihood (Chili and Ngxongo 2017: 7). In agreement Ferreira (2008: 16) outlined that the neighboring community plays an important role in the tourism industry at large and is proving to be an appropriate measuring indicator to regulate the success of tourism industry in the local community.

It has been pointed out that active partaking and collaboration of regional communities is regarded to be a crucial step towards achieving sustainable tourism growth and successful tourism planning, as they are at the receiving end of tourism growth in their vicinity and in due course affect their ways of living hence their engagement is of paramount importance (Kim *et al.* 2014: 1). Involving local communities in tourism activities will ultimately strengthen the social exchange partnership and rectify the colonial imbalances as well as unfairness through championing incorporation of black entrepreneurs to partake in tourism industry directly and indirectly to fight countryside poverty (Mogale and Odeku 2018: 2).

Lekaota (2016: 3) outline the importance of cooperation among principal tourism stakeholders to obtain local support and acceptance of tourism development project which leads to community development. In essence, the participation of regional communities in tourism and tourism planning can improve their attitude towards a concept of conservation and preservation of both natural and man-made local resources (Chaminuka *at el.* 2012: 168). However, Chili (2015: 152) argues that the Republic of South African tourism is still dominated by international and domestic investment, as a result, many tourism catchment areas have developed rapidly without a full cooperation of principle stakeholders and bring about the imbalances.

Sithole (2017: 23) enlightens that local community participation is whereby indigenous class supremacy share a level of power in initiating and implementing tourism

development activities and effectively manage natural and built resources through improved communication among stakeholders with a primary goal to ease better decision-making process and sustain progressive and continuous growth. Chili and Ngxongo (2017: 1) articulate that despite some point of views suggesting that cooperation in community evolution offers no or minimal rewards to the region, the fundamentals of indigenous partaking are well entrenched in the literature. Without participation of the community, there is no partnership and community development, and if community participation is absent in decision-making to implement tourism, this can hinder community development. (Aref 2011: 21). In his argument Lekaota (2016: 2) argues that investigators have outlined that when regional stakeholders have had a fair chance to partake in the management and planning process of tourism activity from the very beginning, they have more progressive viewpoints concerning the development of their area than those who have not consulted in the initiation process.

According to Chili and Ngxongo (2017: 1) a well-planned tourism that allows for the involvement of local authorities does give rewards for the countryside regions and further promote partaking in various levels of tourism ranging from regional to national as well as global. They further argue that community participation in tourism has of late been identified as an appropriate mechanism for resolving existing community issues associated with tourism developments. Nsukwini (2015: 32) asserts that those stakeholders such as National Parks and private parks wanting to shift towards ecotourism and sustainable tourism ventures have started to consider the importance of involving local communities in the planning processes and distribution of costs and benefits, as local communities will either directly or indirectly encounter both favorable and unpleasant effects of tourism activities, thus their participation is of paramount to ensure that tourism-generated benefits meet and satisfy the primary objectives and needs of the community (Kim *et al.* 2014: 2).

Qongo (2013: 14) elaborate on a few points of views in which community partaking can be examined in tourism. The decision-making procedure which will allow populace to be enriched in tourism growth, a fairly given right to speech expressing their opinions, concerns and desires on any potential tourism accomplishment and secondly, a

community participation in tourism should derive optimal advantages to the people, for instance, employment opportunities should multiply to their greatest extent.

The post-apartheid administration has encouraged and persuaded sustainable development as well as community involvement in managing natural resources, conserving, and preserving biodiversity (Shikolokolo 2010: 9). In addition, Shikolokolo (2010:9) further states that it has been made a new norm to involve community in managing wildlife resources to achieve community empowerment as well as social and monetary expectations of the regional community. Kim *et al.* (2014: 3) confirm that natives that are empowered to partake in consultation and decision-making processes about tourism management tend to be more satisfied with their community and to be more supportive of tourism development programmes than those who are less powerful. Therefore, community involvement should form a solid base in tourism planning processes at all developmental levels be it local, national, and global from initiation, policy conceptualization and execution of a development plan and allow for an amplitude of control of local resources (Lekaota 2016: 2).

According to Qongo (2013: 8) enlighten that a few elements can be noted from the Sub-Saharan African states that excluding indigenous personnel from regional tourism activities will highly hinder tourism growth and create instability. This is because of no previous studies that affirm that tourism can blossom and succeed independently without community support and involvement (Okazaki (2008:12). Moreover, Qongo (2013: 8) emphasizes local participation as a possible method attracting foreign investment and ultimately curb impoverishment of the host community. According to Mochechela (2010: 1) tourism brings a positive development that yield community emancipation through money realization and social supports to uplift the standards of living, however if the tourism is poorly planned, it is likely to put forth imbalances among the community, environment as well as the tourism planners.

Ferreira (2008: 27) emphasize the importance and criticality of including neighboring community authorities for a successful tourism activity to exist and obtain community support, in the same token Williams and Lawson (2001: 270) emphasis that tourism

planners together with local and universal investors should undoubtedly consider consulting local authorities to get their point of view if the tourism industry is to be sustainable. Communities should at all-time be consulted and aware of the decisions agreed on by tourism stakeholders concerning tourism development taking place in their locality. If this is taken into account and done in accordance with the community development plan, the rewards are guaranteed to be in favor of both tourism and local community and will bring about a good word-of-mouth marketing technique and vice versa, if local authorities are not consulted and not aware of tourism development, the community might possibly respond negatively and they will be bearing only the costs of tourism and not reaping any benefits steaming from tourism (Nsukwini 2015:34). Therefore, community interests and preferences should be given priority when planning a successful tourism (Richard and Hall 2000: 6-7).

Sithole (2017: 24) bring to light variety of community participation under three subtitles namely: spontaneous, induced as well as coercive participation. These participation processes are further illustrated in their hierarchy. Spontaneous participation is at the top end of the packing order whereby local community is self-driven and involved in a planning, facilitating and implementation of the tourism development. Induced participation is a middle participation process whereby tourism authorities are mainly responsible for concluding decisions and local community simply suggest ideas for tourism growth. Coercive participation is at the bottom of the hierarchy whereby tourism planners are not interested in consulting local authorities and natives have no input on tourism development plan, implementation and management.

The most ideal community participation type for sustainable and successful tourism growth would be spontaneous partaking due to its nature of allowing for comprehensive community involvement throughout all development ranks from planning to facilitation as well as implementation. In essence, local authorities and indigenous personnel at large are at the core of the tourism planning and primary recipients of monetary gains and champion natural and human made resource conservation, promote cultural preservation, and ensure social stability (Mthembu and Mutambura 2018: 5). Therefore,

community involvement in the countryside regions can be classified as a mechanism that strive to emancipate these regions.

The National Government Sector Strategy 2016-2026 (2017) stipulated various responsibilities of community towards tourism, these responsibilities are presented below:

Table 3: The Role of communities in tourism

First	Local community needs to marshal themselves to successfully cooperate and partake in tourism activities in all developmental stages from planning to facilitation as well as implementation be it locally, nationally and globally.
Second	Local community must be able to foresee possibly tourism ventures and opportunities that lies within the region.
Third	Local personnel should make use of the available tourism skills development and capacity building programmes in order to gain better understanding of tourism and the opportunities it brings to the community in order to maximise earnings.
Fourth	Local community must show interest in partnering with the private sector in order to maximize chances of benefiting from tourism activities directly or indirectly.
Fifth	Local community must at all cost seek or be willing to partake in all spheres of tourism and make the most of out it.
Sixth	It is the responsibility of the local authorities to advocate for ecotourism in the countryside and strongly combat development that are detrimental to the natural, man-made as well as local culture.

Seventh	Local community should strive to fully participate in local governance, policy making, management and decision-making pertaining tourism development that will ultimately affect their livelihood in one way or another.
Eighth	Local authorities must at all time put the needs of the society first and support the progressive development and suppress irresponsible tourism activities that poses threat to their community.
Ninth	The learned community members must share important information pertaining tourism benefits and possible moneymaking methods through tourism ventures and utilize local governance resources to start up small enterprise.
Tenth	The local community authorities should elect a trustworthy community representative to represent them in all tourism structures at all levels be in regional, provincial as well as national to enforce transparent and good governance.
Eleventh	The learned or privileged commuters must provide local tourism information to all streams of available media to increase tourism awareness in collaboration with the private sector
Twelfth	Local community should partner with the NGO's to schedule educational programmes and stimulate community awareness among the community.
Thirteenth	The local authorities together with local governance and private sector should make tourism resources available, transparent and attainable at all stages.

Fourteenth	It is the responsibility of the local authorities to carry out campaigns and collaborate with environmental agencies to attract local as well as global investment in order to sustain local earnings
Fifteenth	Local community must actively support and promote responsible tourism and ecotourism.

Source: (South Africa. Department of Environmental Affairs 1996: 45).

Magi and Nzama (2009: 97) confirm that the prosperity of local tourism primarily depends on the benevolence and progressive collaboration of neighboring personnel as they make up an essential part of the tourism development and therefore must be allowed to endeavor in tourism activities. Furthermore, Chili and Ngxongo (2017: 3) added that solid and transparent leadership structure is crucial for the local community to address their financial constraints and represent the masses with a principal objective of obtaining the community objectives

2.5.3. Sustainable Development of Local Community

Mogale and Odeku (2018: 4) defines the concept of local community sustainable development as an institutional evolution which comprises of fundamental phases within the limitations of societal frameworks that aims to significantly improve socio-economies in homonym and sustain environmental balance. According to Aref *et al.* (2010: 157) the concept of local community sustainable development is explored in terms of community involvement, emancipation, and community capacity as they related to tourism growth. Ledwith (2011:3) affirm that local community sustainable development entails putting together multiple course of actions within which a community want to shape their livelihood, initiate creativity as well as providing directions towards achieving their goal of improving the conditions of local infrastructure, longevity and public services, in essence this concept speak to a well-coordinated progress on regional livelihood (Aref *et al.* 2010: 157).

Across Sub-Saharan Africa, tourism is being supported to rural community development (Nsukwini 2015: 37). Moreover, the current South African administration promotes countryside community sustainable development concept across the Republic of South Africa by creating a solid partnership and opening various opportunities to partake in local economic processes within local tourism institutions (Gardner *et al.* 2013: 1289). Shikolokolo (2010:16) perceives sustainable development of local community as the measurement adopted to emancipate natives through means of jobs creation, empowerment, and poverty eradication. In addition, sustainable development of local community seeks to empower personnel and class of people by offering them scarce skills they require to effect change in their own society. Therefore, it is essential for tourism organizers to consider the needs of the local community such as long-lasting employment opportunities, creation of multiple streams of earnings to realize community development objectives (Shikolokolo 2010: 13). Local community sustainable development is also perceived as a crucial method to enforce community participation in tourism decision making in the region (Ledwith 2011: 15).

Sithole (2017: 19) provides the approaches of sustainable development of local community which includes:

- Integrated approach – The primary objective of this approach is to address various issues in a coordinated manner and further promote shared responsibility among tourism stakeholders.
- Collective action – This approach advocate for cooperation among the community to address common challenges through shared responsibilities.
- Needs orientation – The need for community growth must arise in order for evolution to come to life.
- Objective orientation – This approach safeguard community development plan to achieve a specific community objective, in essence, specific community needs are realized through this approach.
- Action at grassroots level – This approach is perceived as the most crucial approach, its emphasis that local people are the primary stakeholder in any form of tourism

activity and should be involved when planning and facilitating any form of development, thus enabling the community to realize their objective.

- Asset based – This approach necessitates the use assets, these assets are derived from natural resources, local infrastructure as well as man-made resources. These asset categories allow for regional community growth based on the community needs, the more the assets are used, the greater they become.

The collaboration of the above-mentioned approaches with the national tourism policies will certainly improve and expedite the countryside sustainable evolution.

2.5.4. Local Community Development.

Tourism has transpired to be a principal tool for regional growth process in many countryside communities (Yang 2015: 1). As a matter of fact, countryside regions require empowerment and an ability to choose a form of tourism initiatives they prefer to partake within their respective regions (Qongo 2013: 13). In agreement Braunstein and Lavizzo (2011: 2044) shared their sentiments and strongly believe that tourism can steer and facilitate the process of local development through exposing natives to finances, establishing entrepreneurship as well as building and restoring community facilities such as educational institutions, healthcare centers, day care centers as well as ensuring marginalized community socio-economies. Moreover, regional community upliftment should bring about community emancipation, prioritize society wellbeing, financial stability, scarce skills development, and stewardship in order to effectively achieve the local community goal (Colton and Whitney-Squire 2010: 264). Muzirambi and Meams (2018: 92) alert that disregarding the interest and objectives of native community as well as deliberately excluding them from planning, managing as well as vital decision-making process in tourism activities can create future disagreements between tourism stakeholders and authorities.

Figure 4: illustrates components of local regional growth.

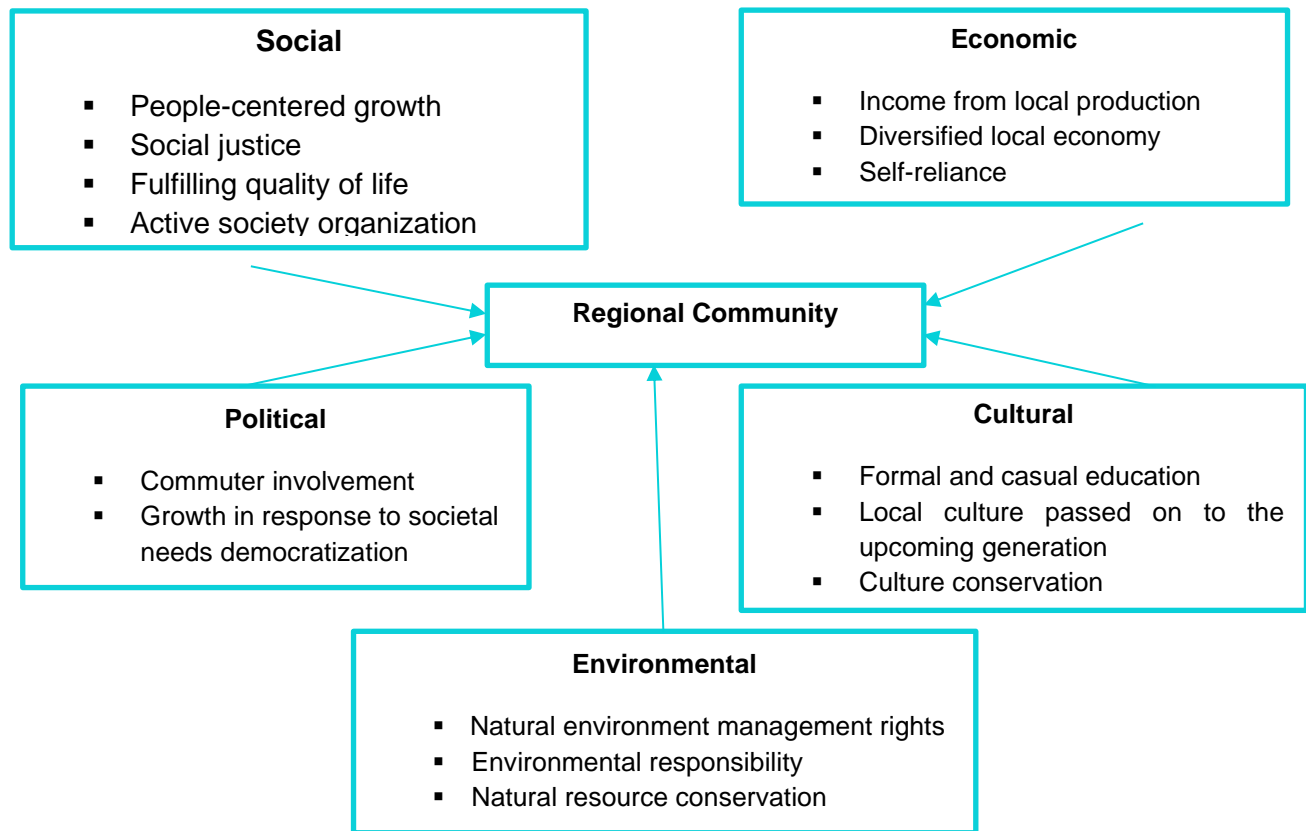


Figure four. Five aspects of Local Community Development. Source: Aref et al. (2010: 157).

Mabaso (2010: 26) provides an excellent example of the Umngazi River Bungalows in the Eastern Cape province. Umngazi has a yearly average occupational rate of approximately 85%. The powers at be has taken a resolution designed to guarantee happy employees and joyful community. All staff are drawn from the surrounding communities and receive a 13th cheque every year and share in the yearly profit. Umngazi has assisted and given rise to the neighboring schools financially, the resort donate free space for natives to trade their craft to visitors, aid to maintain and sustain the countryside access roads to the community and it is devoted to purchasing product locally.

The management at Umngazi has pledged their support to neighboring community and regional entrepreneurs in multiple ways. Prosperous linkage has been entrenched with regional entrepreneurs in supplying fruit, vegetables, fresh fish, shellfish and manufacturing of craft (Mahony and Van Zyl 2002: 92). During the Umgazi recent revamp,

native personnel were brought on board to acquire building, plumbing and thatching skills under the supervision of an establishments' contractors and now are employed for routine upgrading and maintenance work.

Mrema (2015: 78) argues that there are determinants which may lead to social and economic growth to a region. The first determinant is the necessity to establish moneymaking opportunities within which indigenous individuals must have access to and can take an edge to revive their life. The second determinant is the liberation of local communities to strengthen their artistry to act for themselves and sustain a voice in the local decision-making process.

The third component (security) is of paramount importance to accomplish the first two determinants, this determination consists of opportunities and empowerment desired to achieve an objective of poverty eradication. A thorough plan of action is essential to challenge colonial systems and advocate for local jurisdiction, community engagement and sustainable transfiguration (Partington and Totten 2012: 32). This study intends to find out specific mechanisms employed by Nambiti Private Game Reserve in ensuring that the local community Cremin benefits from the establishment.

2.5.5. Tourism and Sustainable Community Development.

The phenomenal of tourism has recently been understood as the best mechanism to facilitate rural community development processes aimed at bettering their livelihood and understanding the fundamentals of cohesive decision-making as well as promoting symbiotic partnership between the community, tourist, and natural environment (Setokoe* and Kariyana 2016: 2). They further outline that a solid and trustworthy partnership between all reverent stakeholders form a solid support structure and produce an effectual community development in many developing states.

Sustainable tourism is put forth as a catalyst for regional growth with its ability to fast-track the local and national community growth, preserving local culture as well as sustaining community development goals and capacity building (Sithole 2017: 22). According to Aref *et al.* (2010: 158) tourism is responsible for facilitating community

growth through business mentoring and skills development opportunities to intensify knowledge on residents and enabling them to access and participate in local economy. In addition, Mthembu and Mutabura (2018: 3) affirms that a well-planned tourism is a primary source of earnings in rural areas and bring stability to a region.

In relation to Mthembu and Mutabura, Mochechela (2010:13) replicate that sustainable tourism give rise to an unquestionable progression, promote continuous monetary gains and improve social standards. Consequently, tourism practices minimize urbanization and maximize longevity through its economic benefits to the neighboring community, primarily the countryside community (Mabaso 2010:1). Through tourism development activities, local entrepreneurship, educational programmes, and skills development can be realized, which will ultimately modify the livelihood of the natives (Sithole 2017:23). There is an urgent need to formulate a solid linkage between tourism development plan policies and local community to achieve sustainable socio-economies (Mugizi *et al.* 2018: 2).

Figure Five: illustrate the contribution of tourism towards sustainable community development.

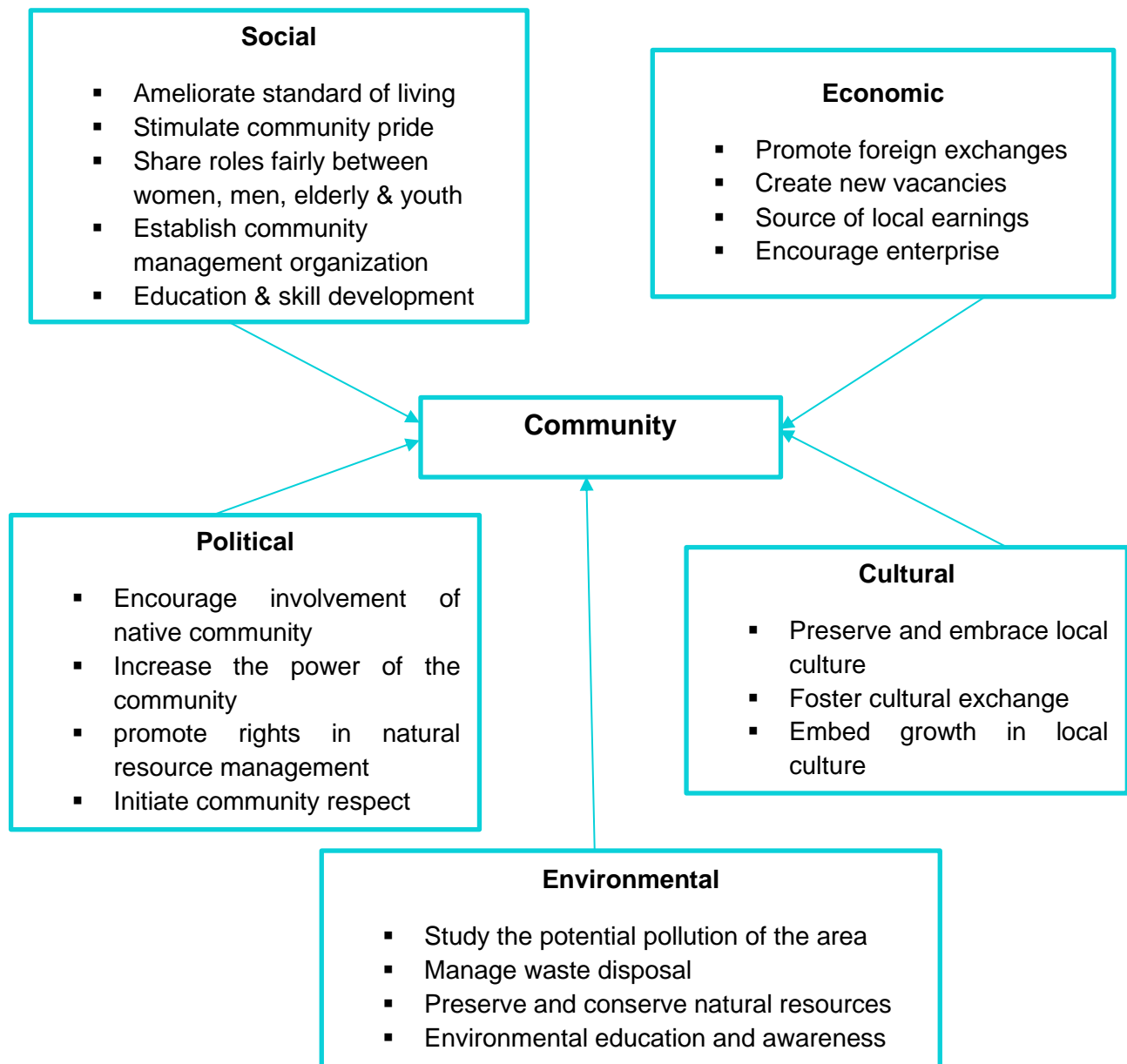


Figure Five. Contribution of Tourism in Community. Source: Aref et al. (2010: 158).

The Tourism White Paper on development and promotion of tourism (DEAT, 1996) outlines the economic benefits that tourism bring about and further illustrate that regional authorities should maximize these benefits for local communities. Such benefits may be achieved by increasing linkage, minimizing leakage, and promoting greater cooperation

with other formal sectors of business to maximize benefits for local community enterprise. Nambiti Private Game Reserve is a rural tourism destination where most people from the surrounding rural community have a low level of education and skills, and tourism has the potential to build the skills-base in the region. It is therefore evident from the literature that a sustainable tourism is an administrative mechanism to uplift countryside regions therefore this study endeavor to depict between the literature, Cremin community as well as Nambiti Private Game Reserve case study.

According to Van der Sterren and Isaac (2004: 6-7) the following aspects needs to be taken into consideration to facilitate local community development through tourism, the first aspect outlines the need to empower local policy makers as they have a role to facilitate responsible development and should have courage to safeguard and reflect concerns and interests of native society in their administrative territories, the second aspect encourages tourism education and carryout tourism awareness programmes among countryside communities to achieve meaningful and comprehensive objectives, the third aspect promote the involvement of local authorities in the planning and implementation of any tourism development which is likely to affect their livelihood in one way or another as this will bring about a sense of ownership and sustain progressive growth, the fourth aspect entail strengthening local institutions in support towards transferring management scarce skills to bring about long-lasting resource base within the community.

If all these aspects are properly observed when planning a tourism development, regional tourism will therefore emancipate the local community through construction of public infrastructure that will benefit both locals and tourists, creating more direct and indirect employment opportunities as well as attracting local and global investments opportunities and bringing foreign exchange earning to the region to eradicate poverty in the region, these aspect are crucial in the Republic of South Africa as they are in line with the governmental policy framework recommended in the tourism white paper and advocate for a successful execution of legislation and economic blueprint on tourism (Mogale and Odeku 2018: 4).

2.6. Contribution of Tourism towards Socio-Economic Sustainable Development of Local Communities

The concept of socio-economic development has been put forward as an exercise of communal and lucrative sustainable growth in a society which is measured by attributes such as gross domestic product, regional longevity, education, and quality of jobs offered, therefore socio-economic sustainable development is a progressive concept (Mogale and Odeku 2018: 4). Ferreira (2008: 65) defines socio-economic contribution of tourism as a study of the correlation between profitable activities and social existence. Tourism and its contribution on rural communities is increasing prominently (Mahony and Van Zyl 2002: 83). According to Mochechela (2010: 1) tourism is a considerable means for universal trades and participate in the social, cultural, and economic sustainable growth in many nations.

Scholars further describe tourism as a mechanism for universal and domestic durable growth, leading to new vacancies, foreign exchange earnings, balancing the needs of personnel and natural environment as well as instituting infrastructures that benefits the guests and natives (Mbaiwa 2005: 203). The countryside regions in South Africa are an important feature of sustainable community development (Mochechela 2010: 1). Nonetheless, Chili and Ngxongo (2017: 2) affirms that the countryside regions form a vital constituent of the tourism industry as they are major stakeholders to all form of tourism activity taking part in the region. However, Nsukwini (2015: 2) argues that KZN has the most tourism catchment sites in South Africa but there have been finite studies conducted to determine tourism contribution to the countryside regions.

Dube (2012: 17) complements the hypothesis that countryside communities are home to prime tourism activities and consequently incur social and economic challenges and account for the most impoverished communities is the Republic of South Africa (Mthembu and Mutambura 2018; 5). Therefore, a well-planned and initiated tourism enables natives to partake in rendering tourism services and sharing benefits while promoting a balanced and continuous form of growth in the community that would suppress urbanization and

allow commuters to carry on with an improved rural family way of living (Dube, 2012 :18). A well-planned tourism has an ability to bring to life the regional economy and restore wealth to countryside (Mochechela 2010: 12). Over and above the apparent consequences on the economy & natural environment, tourism contributes to the societal and cultural transformation within the local community, and the transformation varies from value systems, traditional lifestyles, and community structure (Mochechela 2010:2).

Nsukwini (2015: 38) reports that there is an increasing focus on tourism sustainability and sustainable development of local community with many scholars depicting the potential benefits. In agreement Stronza & Gordillo (2008: 460) states a well-planned tourism advocate for multiple community gains for the host community while preserving the natural environment, brings about community earnings, encourage community stabilization, create more long lasting employment opportunities, refining local services, minimize migration and regional depopulation, preservation and betterment of public infrastructure, conservation of natural and man-made resources, promote local sense of self-esteem, initiate rural primacy awareness as well as enhancing capacity building by local businesses and authorities.

In essence, a well executed social exchange relationship is an incentive for creating a good image for both tourism destination as well as the community at large which further improves regional support towards preservative and conversant decision-making processes before partaking to nature conservation and tourism activities (Mugizi *et al.* 2018: 3).

Sithole (2017: 12-13) emphasized that tourism is a dirt-free industry with great potential to bring forth earnings and revive social services as well as revamping public infrastructure such as water supply, sewage treatment, improved quality of roads and reliable public transport and establishment of new entertainment facilities. In addition, tourism bring about foreign expenditure to the region and encourage the establishment of regional SMME's which further boost regional economy. Mthembu and Mutambara (2018:9) shared their sentiments that tourism helps towards job-creation and poverty alleviation while developing good quality infrastructure. Furthermore, it is advisable that

infrastructure implementation and maintenance is encouraged to sustain long-lasting employment and accessibility, scarce skills training while eradicating poverty (Mthembu and Mutambara 2018:9).

One can therefore summarize the socio-economic contribution to the local community as per figure 6 below.

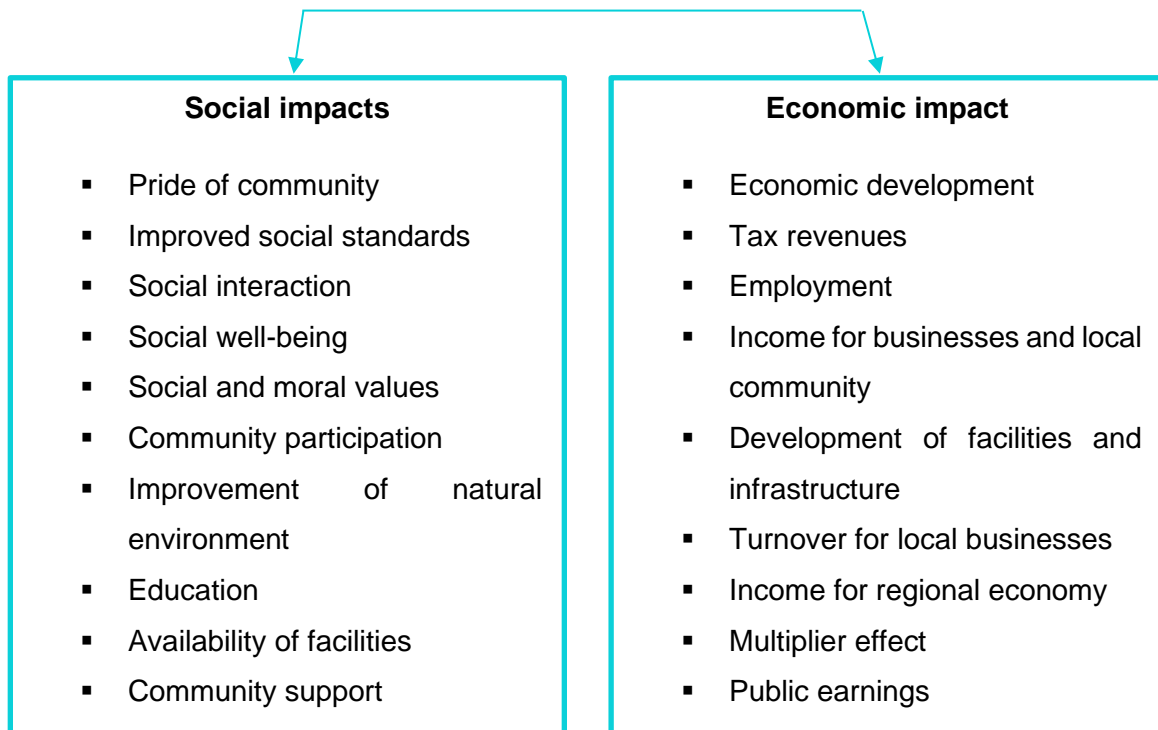


Figure six. Socio-economic aspects. Source Ferreira (2008:66).

Mochechela (2010: 2) argues that regional tourism has brought to light a conducive climate for infrastructure investment and betterment of the host community. Nevertheless, the contribution of tourism toward achieving local community's' social and economic objective remain questionable more especially in the developing states where countryside is impoverished and prone to ill-treatment, enslavement as well as neo-colonialism. As a result, this study seeks to evaluate the specific contribution of Nambiti Private Game Reserve in ensuring sustainable development of the adjacent Cremin community.

2.7. Challenges that hinder Nambiti Private Game Reserve

According to Chili and Ngxongo (2017: 4) tourism industry has possessed a great potential to develop the local community progressively and successfully. however, the lack of public infrastructures continuously hinders the involvement of native communities in the tourism industry as tourism catchment areas are remotely and requires private transportation to access, natives therefore have limited access to these regions and struggle to sell local product to the tourists (Nsukwini (2015: 37). Majority of the countryside community personnel are semi-skilled and possess no professional qualifications, therefore managerial positions are occupied by non-local personnel with professional skills and experience in the field which is where leakage commences.

Lower ranked positions associated with poor earnings continuously limit local personnel to partake in tourism economic activities as they may possess certain self-worth, lack of conviction and minimal influence to partake (Chili and Ngxongo 2017: 5). From a different perspective, Mbagwu *et al.* (2016) noted that most community representatives which includes traditional and political leaders are only fascinated in power sharing and known for diverting community funds to their pockets which than does not necessarily solve the community problems in the developing countries. Yang (2015: 2) shared his sentiments by arguing that multiple factors such as minimal of education and knowledge, adequate skills and funding, along with elitism and migrants/urbanization have been identified by researchers as barriers hindering local communities from taking advantage of tourism opportunities that could uplift and ultimately emancipate the community at large.

The South African Tourism White Paper on development and promotion of tourism (DEAT, 1996) provides a policy structure and recommendations for tourism growth in the Republic of South Africa. Some of the issues and concerns that are addressed by the white paper include the following:

- Limited participation of regional communities: The Republic of South African tourism industry is lacking when it comes to the indolent of regional communities and previously excluded groups mainly blacks in the industry. While this has been largely due to the apartheid administration blueprint, the need to retrieve this situation is of urgent

importance. The tourism industry provides multiple unique opportunities for involving previously neglected groups.

- Insufficient involvement: Scholars depict that countryside communities are not given fair opportunities to partake in the planning, vital decision making, investments, developments as well as promotion of the local tourism activities. Local stakeholders as well as local leaders are not consulted prior the proposed developments by tourism investors.
- Prohibition to tourism market access: The countryside commuters often have limited or no access to the lucrative tourism market as tourists are confined to the resorts and only venture out to conurbations of interest. Therefore, local craft traders within the region are prohibited to surcease their craft to the tourists, hence visitor sighting is a rare instance.
- Barriers to entry to the tourism industry: These are caused by very large elite businesses and corporate formation has captured and controlling the market. Businesses in South Africa are either gigantic or diminutive, a middle segment is only slowly emerging in a snail pace. The cost of capital furthermore prevents many SMME's from entering the market.

Chili and Ngxongo (2017: 4) acknowledges that insufficient knowledge on tourism market opportunities within the region serves as a barrier to local stakeholders and commuters from partaking in tourism activities. They further outline that fragmentary knowledge and skills may result into inaccurate assumptions linked with tourism rewards and lack of preparedness for development which ultimately brings change to the society. Scarce public infrastructure and the small scale of tourism investments is also seen as an obstacle restricting commuters an access to tourism activities that would improve their lives (Yang 2015: 5).

2.7.1. Leakage

Leakage is elucidated as the amount of revenues generated by tourism activities that do not stay in the region (Simon et al. 2015: 274). Additionally, leakage being a disturbing effect in which money initiated through tourism is lost to the other region's economies (Wiranatha *et al.* 2017: 2). Financial leakage occurs when money arising from tourism-

related activities in region are unattainable for consumption of goods and services in the same region (Mabaso 2010: 30). According to Mochechela (2010: 24) international investors that invest on countryside tourism generate revenues and take with a huge share of profits which ultimately leak to foreign countries. The minority of internationally owned clusters that dominate the tourism and hospitality industry control local accommodation category of travel and tourism organizations and ultimately receive big chunk of tourist expenditure which perpetuate regional leakage as well as poor monetary gains to the regional community (Simon 2015: 724).

Nsukwini (2015: 21) provide an excellent example by stating that tour operators are private sector businesses that operate under the system of capitalism and their primary target is to achieve optimum profit. Tour operators purchase tourism in bulk, they therefore benefit from scale economies and can offer packages at prices that are usually lower than end user could negotiate independently. Most of all-inclusive package tours, more than 80% of travelers' fees go to the airlines and other international multimillionaire firms and not to local businessmen/enterprise and local workforce (Nayomi and Gnanapala 2015: 58). Tourism research in developing nations have outlined that the tourism industry is governed by international agencies based in first world states (Mbaiwa 2005: 204).

Consequently, the tourism industry is captured by foreign elite who immensely contribute to the economic returns marginalization of local communities with limited or absence of local control and involvement in the regional tourism growth (Sithole 2017: 28). In agreement, Chili and Ngxongo (2017: 5) shed light on the international elite groups and outline that they possess a huge buying power, business capital and are very persuasive and influential in tourism development projects as well as decision-making, this subsequently result in independents elite receiving a large portion of tourism benefit and local community encoring the costs (Chili and Ngxongo 2017: 5).

It is suggested that leakages take place through the remittance pay-outs and interests to the foreign nations from the tourism base regions (Mochechela 2010: 37). In agreement with Mochechela, Mabaso (2010: 31) argues that, although tourism is regarded as a major

source of income for many developing countries, the developed countries tend to take control of most of the tourism development in the developing countries because they have enough capital to invest in new development. This, therefore, results in the marginalization of local economies which procure slightest rewards from tourism when compared to the money that accrue by the foreign agencies (Mbaiwa 2005: 204). If social exchange process is not observed, this therefore causes unrest between the community and local tourism planners whereby the foreign tourism planners are perceived to be burden on natural and man-made resources and therefore challenges social norms (Sithole 2017: 34).

There are many elements that bring about an increase in the leakage of a region, with one of the elements being foreign businesses that vend tourists' all-inclusive packages in order to optimize their profits (Wiranatha et al. 2017: 2). Qongo (2013: 9) gives an excellent example of Kenyan tourism, Kenyan tourism has become predominantly controlled and captured, with native partaking primarily in the menial jobs. Similarly, in Gambia, the administration has since 1970s, wanted to "indigenise" the tourism sector, with hope of positioning the tourism possession and running in the hands of the Gambians without success. Okavango Delta is another foreign owned tourism establishment in Botswana with high leakages of locally generated money as local economies often receive only a small return of the tourism earnings but have to suffer the environmental costs precipitated by foreign firms (Mbaiwa 2005: 219). This affirm the notion that tourism benefits are only put forward theoretically and not at a practical level. Wiranatha *et al.* (2017; 3) outline five different mechanisms through which leakage generally occur in the tourism sector:

- Goods and services- Tourism firms such as hotels, guest houses as well as game lodge procure goods and services such as raw materials to make tourism related goods to meet guests needs and expectations while on holiday.
- Infrastructure- Local administration have limited financial architectural resources to establish tourism-related public infrastructure and therefore the cost of such projects leaks out of the region.

- Foreign factors of production- Developing states primarily rely on foreign investment for start-up capital in the tourism industry hence tourism profits leak to the foreign investors.
- Promotional expenditure- Multiple developing states spend sizable sums of funds on advertisements and publicity, maintaining a presence abroad may increase the number of travelers to the country but also constitute a sizable loss of funds into foreign markets.
- Transfer pricing- Several foreign corporations manipulate their pricing to cut down on taxes and other duties.

2.8. Strategies used to address the challenges hindering the achievement of socio-economic benefits of the local communities.

Despite the challenges hindering community developments in the Republic of South Africa, the democratic administration introduced a board-based black economic empowerment policy to advance economic transformation and enhance black participation in management, strategic representation, employment equality, scarce skills development as well as corporate social investment (Sithole 2017: 16). Sustainable tourism has been proclaimed as a possible mechanism to bring about economic upliftment and poverty eradication (Binns and Nel 2002: 235). Mthembu and Mutambara (2018: 3) described poverty as the absence of resources whereby native commuters are unable to attain their utmost basic needs as well as their desired dreams. Binns and Nel (2002: 235) further state that tourism in South Africa is perceived by local authorities as “a mechanism through which development can be attained, yielding benefits for the host communities through job creation and poverty alleviation”.

Poverty in South African countryside communities remain a biggest challenge, and the large economic hubs nearby these rural areas such as the cities continuously exercise a powerful pull element of rural commuters especially those who are unemployed and unskilled (Mthembu and Mutambara 2018: 2). Therefore, Nsukwini (2015: 12) suggests that if more tourism activities can be established in rural areas, particularly in ways that

involve a high level of local participation in important decision-making and enterprise, then poverty eradication impacts are likely to improve. The reputable destinations demonstrate minimal leakage rates as they have means to compete with the international rivals and retain earnings within the region hence boosting local economy (Mochechela 2010: 25).

Ferreira (2008: 36) suggests that's rural communities need vast knowledge on tourism activities and possible rewards in order to prevent vulnerability and exclusion on decision making processed pertaining local tourism development in the region, "the more knowledgeable the community, the less vulnerable they are". Knowledge therefore empowers the local community to make more informed decisions that will benefit the community as a whole and ultimately result in a more sustainable tourism destination in a region creating more opportunities for natives as well as boosting local sales of goods and services (Mthembu and Mutambara 2018: 2).

According to Mbaiwa (2005: 220) an attitude that must be embraced is that of local communities engaging in small-scale tourism projects that match their knowledge and capabilities such as leatherworks, curio shops, campsites, community tour organizers, cultural tourism activities such as the provision of traditional accommodation, traditional dishes, music, dances, walking and boat safaris and craftwork which can have a significant influence on elevating the livelihood of the society. It is therefore presumed that as local people partake in small-scale project, they gain experience and confidence to manage bigger tourism projects (Mbaiwa 2005: 220).

2.9. Conclusion

Chapter two analyzed tourism as a possible means of rural community development strategy with and emphasizes on the social and economic attribute that the tourism activities have on the countryside regions. The primary objective for this chapter was to establish the tourism rewards and the extent these rewards go in uplifting the countryside communities. Some of the positive attributes of tourism learned from this chapter include that of employment opportunities, income realization and entrepreneurial activity as well as multiplier effects. There are however notable instances of negative attributes of tourism development which include economic leakage as well as foreign dominance and

overdependence on tourism. The negative social impact mainly includes that of neo-colonialism. The literature reviewed in chapter two affirms that tourism has a significant role to play in community development, however the benefits of tourism to the indigenous people remain questionable in the developing states, primarily the remote regions of the country.

If tourism is meant to contribute to sustainable local community development, there is an urgent need for tourism development plan centered primarily on growing local employment and self-employment, expansion of informal sector opportunities, development of partnership amongst public and private sectors, NGOs and local communities, improving social and economic impacts, increasing local access to infrastructure and service provided for tourists, increasing participation of local people in decision making processes and capacity-building to enable their participation.

This chapter further enlightened that a well-planned tourism development will improve the social standards of the neighboring community and revamp the public infrastructure to benefit both local people as well as tourists. The literature also outlined that sustainable tourism upgrade the standards of living, stimulates the local economy, broadens education and promotes peace while also restoring local culture and harmony. The literature put forth the importance of community empowerment as well as the need to partake in the tourism planning, decision-making and regional growth processes. The success of tourism should therefore not be measured in terms of increased number of international visitor arrivals and gross tourism revenues but should be evaluated according to how the industry is consolidated with the indigenous personnel and national socio-economies as well as how its contributes to the overall development of local residents at grassroot level (Akama and Kieti 2007: 747).

Chapter three will primarily focus on the methodology employed in this study.

CHAPTER 3: Research Design and Methodology

3.1. INTRODUCTION

Chapter two touched on the key concept mainly utilized throughout the study and analyzed literature on socio-economic sustainable upliftment of tourism towards neighboring communities. Chapter three commences with a description of the geographic area of this study with the major focus being on the historical background of Ladysmith and Nambiti Private Game Reserve. The bulk of this chapter provides a descriptive and explain the study approach and design in this research and further discusses data collection methods undertaken by the researcher to address the research questions:

- What are the economic contributions accrued from Nambiti Private Game Reserve to the Cremin community?
- Are there any active practices offered by the Nambiti Private Game Reserve to the Cremin community aiming at enhancing the social standards of the community through public funding and infrastructure development?
- What are the challenges encountered by Nambiti Private Game Reserve in rendering the infrastructure development, employment, public funding and enhancing the social and economic well-being of the Cremin community?

Chapter three further review the design, target population, sample, data analysis, pilot testing and confidentiality, reliability, validity, and ethical consideration.

3.2. Description of the Study Area

3.2.1. Ladysmith location

The jurisdiction in which Ladysmith fall is the Emnambithi/Ladysmith/Alfred Duma local municipality under the northwest boundary of uThukela District in KZN, Republic of South Africa, at an altitude of approximately 1015m above sea level (Ngcobo 2016: 2). Ladysmith falls within the Klipriver and Emnambiti magisterial district of north-western KwaZulu-Natal (Ngcobo 2016: 9). It is located 56km from Van Reenen pass (which is the

main transport corridor), the N3 which runs in an east west direction linking Durban and Johannesburg metropolitan areas.

Emnambithi/Ladysmith local municipality lies between the Free State province to the west, Dannhauser municipality to the north, Endumeni and Indaka municipalities to the northeast and east, Umtshezi municipality to the south and Okhahlamba local municipality to the southwest (Ngcobo 2016: 3). Recently, the Emnambithi/Ladysmith local municipality has merged with Indaka local municipality and formed one municipality known as Alfred Duma municipality (Ngcobo 2016: 3).

Figure 7: manifests the borders of Ladysmith local municipality.

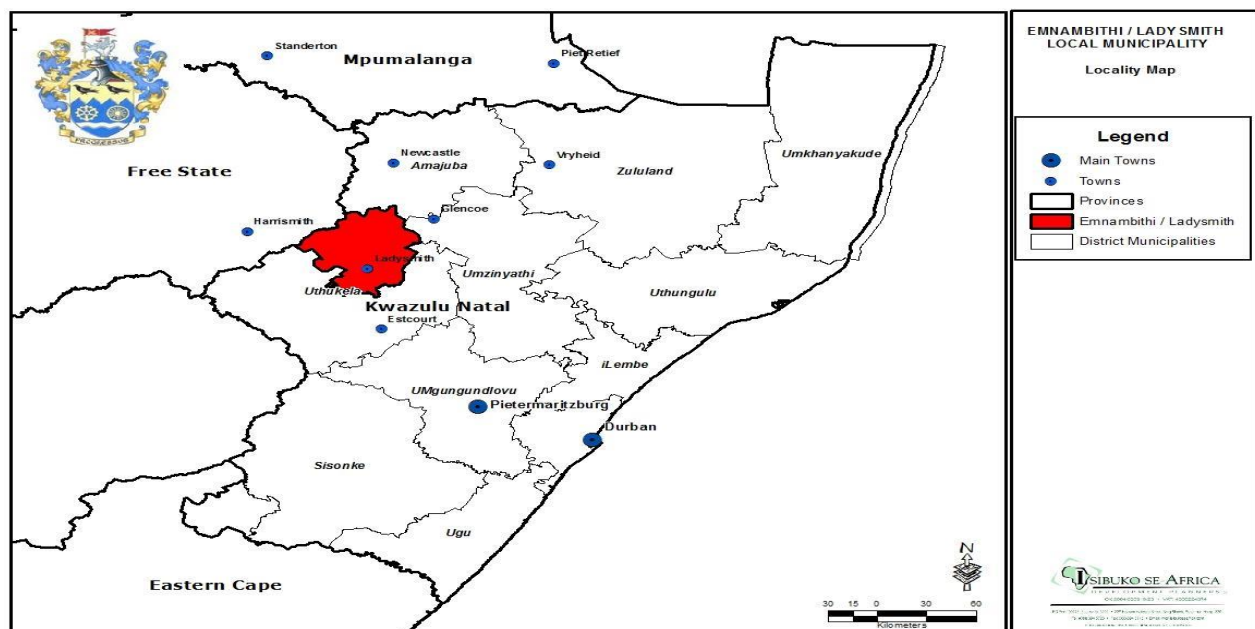


Figure seven: source: (Ngcobo 2016: 3)

The town of Ladysmith is a significant center within the district, and it serves the surrounding areas as an administrative, retailing, manufacturing center and shopping center for the north-western section of KwaZulu-Natal (Emnambithi/Ladysmith municipality 2015: 2). The municipality is surrounded by major tourist attractions in KZN and serve as a base for the explorations of the battlefields to the north and uKhahlamba-Drakensberg Park to the south (Emnambithi/Ladysmith 2015: 2). Ladysmith is known for its wealthy

heritage and military history where the Boers tried to stem the tide of British imperialism (Emnambithi/Ladysmith 2015: 3).

There are multiple habitat of flora and fauna that exist within the uThukela district, these include the Drakensberg Mountains, Archaeological sites, nature reserves (game viewing and birding), Tugela catchments, Tugela River the climate is mostly comfortable. 34km on the north of Ladysmith lies a tourism attraction rich in flora and fauna known as Nambiti Private Game Reserve. This grant the region with distinctive 'tourism triangle' attributes and enable tourists to escapade a wide range of activities and scenes within a relatively small area, and this is used as a principal marketing element in the regional tourism industry (Emnambiti/Ladysmith 2015/2016: 22).

3.2.2. Location and historical background of Nambiti Private Game Reserve and Cremin community

This protected area covers a radius of nine thousand eight hundred and fifty nine hectares of the northern part of the Tugela basin close by Ladysmith in KZN, Republic of South Africa. This property was previously utilized for substantial livestock farming and moderate crop farming, mainly maize (Conservation Outcomes 2015: 2). According to Conservation Outcomes (2015: 1) Nambiti Private Game Reserve was formed in the year 2000 in an old cattle farm and maize farmstead were acquired, transforming the place to its current state, later on Nambiti Private Game Reserve was put through to successful land claim and was handed to the Senzo'kuhle Nkos'uNondaba Community Trust and "a successful partnership was formed between the land claimants and previous landowners" (Conservation Outcomes (2015: 1). This protected area was declared as a nature reserve by the Kwa-Zulu Natal biodiversity stewardship programme, in terms of section 23 of the national environmental management: protection area Act (No57 of 2003).

Figure 8: Illustrate where Nambiti Private Game Reserve sits on the satellite of the Alfred Duma municipality.



Source: Satellite

After the initiation of this protected area in the region, there were twenty possible lodge sites that were spotted and assessed. To date, there is a total of ten lodge sites that have been developed and the eleventh lodge is under contraction which is because of a steady tourism use within the reserve.

3.2.3. War History

The Northern KZN is highly known for its Battlefields from the Anglo-Boer war. Nambiti Private Game Reserve is advantageous to be in close proximity with the Elandslaagte battlefields which is a tourist attraction. All round the northern region of Nambiti Private Game Reserve are marks of the Battle, from stone barricades with names carved into the rocks, monuments of the British and Boer's and infirmary used during and after the battle (Conservation Outcomes (2015: 1). There is also history which precedes the battles, stone age homesteads and cattle kraals are dispersed across Nambiti Private Game Reserve as well as homesteads from white settlers dating back to the 1800. At the

cascades there are also leftovers of an old ox wagon track which crosses the Sundays River and was used to convey goods to Ladysmith.

3.2.4. Biodiversity Significance of Nambiti Private Game Reserve

This habitat is vital for its biodiversity and ecological value, which enabled it to be proclaimed as a nature reserve. Nambiti Game Reserve is home to various native and endangered flora and fauna species as it falls on an ecotone between two vegetation zones namely: Tugela Thornveld in the south and east and northern KZN moist grassland in the north and west (Martindale 2015: 5).

3.2.5. Topography of Nambiti Private Game Reserve

The physiographic features of the northern area of Nambiti Private Game Reserve are the Sundays River and Sunday's River waterfall. The Sundays River enters Nambiti Private Game Reserve through the north boundary, and it flows through for approximately 7km of the game reserve before plummeting 20m over the waterfall and it further flows 2.64km before exiting the game reserve through the north-eastern boundary. The Sundays River is the second largest tributary of the Tugela River, and its source is found in the Berg Mountains. The general relief of the game reserve is from a higher lying watershed in the west at 1185 meters above sea level draining mostly towards the east at 945m with small non-perennial wetlands and streams draining west of the watershed. Nambiti Private Game Reserve is dominated by contrasting deep valleys and higher lying open undulating grass plains.

3.2.6. Climate of Nambiti Private Game Reserve

The long-term weather data is not available for Nambiti hence data captured over 30 years for Ladysmith derived from South African weather service was used. According to the South African weather service (2019) The mean annual maximum and minimum temperatures for Ladysmith are 25°C/11°C respectively. The lowest and highest temperatures recorded over a period of 30 years are -7°C and 43°C (South African weather service, 2019). The mean annual precipitation is 749mm falling primarily between October and March (South African weather service, 2019). Most rainfall is received during severe

thunderstorms with highest 24hour rainfall quantity at 109mm, however, 148mm was recorded on Nambiti in 2009 (South African weather service). The limited data captured on Nambiti, and general observations suggest that there exists a rainfall gradient of higher rainfall in the north to lower rainfall in the south.

3.3. Methodology

In this section, various processes applied to carry out the study in Nambiti Private Game Reserve and the surrounding community of Cremin are described and the way the research was conducted is detailed.

3.3.1. Research Design

Research design is a blueprint for conducting a study with control over elements that may interfere with the legitimacy of the findings (Ngxongo, 2016). According to Qongo (2013) research design aims at visualizing and imagining how the research will be carried out and what type of data will be collected. Research design is important as it ensures that the evidence obtained enables the researcher to answer the initial research questions as unambiguously as possible (Lekaota, 2014). Mabaso (2010) states that the main function of research design is to enable the researcher to anticipate what the appropriate research decision should be to maximize the validity and accuracy of the eventual results. In essence, the research design will impact positively on the feasibility and validity of the study results (Ndlovu, 2015). This study adopted a mixed method (qualitative and quantitative) in a form of a case study approach to collect and analyze data. Sambo (2018) recommended this approach citing the fact that mixing research approaches neutralizes the flaws of either thus increasing validity and accuracy of the findings and strengthening research outcomes.

A qualitative approach is employed in this study using the interviews for in-depth study of socio-economic contributions towards community development in the case of Nambiti Private Game Reserve and Cremin community. Qualitative research in a form of interviews permits the researcher to communicate directly with the respondents, offering the opportunity for detailed examination of issues and a generation of detailed responses

(Ngxongo, 2016). This allows the researcher to identify issues from participants' perspectives and to understand meanings and interpretations provided by respondents (Sithole, 2017). A qualitative approach was found suitable to obtaining an in-depth and emic perspective from the 3 managers of Nambiti Game Reserve through interviews and 58 participants from the local community of Cremin through open-ended questionnaires.

Quantitative research generates statistics using large-scale survey research using methods such as questionnaires (Mabaso, 2010). Quantitative research intends to establish, confirm, or validate relationships and to develop generalization that contribute to theory (Williams 2007: 66). This study also utilized a quantitative approach to gather data from participants in a form of closed-ended questionnaires for the purpose of obtaining the numbered data from the respondents drawn from the local community of Cremin. A quantitative approach involves numbers of respondents together with results, findings and interpretation used to establish interrelationships among variables in frequencies and percentages (Lekaota, 2014). This study also employed quantitative approach for the purpose of obtaining and analyzing the numbered data drawn from the close-ended questions from the questionnaires. Therefore, the study adopted a mixed method approach.

3.3.2. Research Paradigm

A study research approach is a strategy employed to furnish guidance to carry out a study in a more structured and well-organized manner (Mohajan 2017: 2). Sithole (2017: 68) defines research approaches as the plans and procedures that span the steps from wide assumptions to detailed methods of data collection, analysis and interpretation. The choice of a research approach should be based on the nature of research problem being addressed, the researcher's personal experience and respondent's experience (Sithole 2017: 68).

This study adopted a mixed-method case study approach. This method necessitates the use of different approaches, which is essentially a merger of qualitative and quantitative approach to study one problem (Lekaota 2014: 63). The study adopted a convergent parallel mixed methods design through which quantitative and qualitative data gathered

was looked over, compared and shed light on. Lekaota (2014: 63) defines this method as a configuration of mixed method design in which the study intersects or consolidate qualitative and quantitative data in order to come out with a broad analysis of the study research problem. Nicholson (2017: 44) defines a case study as a crowd observation studies and field research, often limited to a single field setting or environment. Hence the case study approach was adopted to answer the study research questions as it allows the opportunity to reveal and unpack the contribution of Nambiti Private Game Reserve towards social and economic sustainable development of Cremin community.

3.3.2.1. Qualitative Approach

Qualitative research is aimed towards determining, analyzing and evaluating a particular case in their locality, commencing with people's utterances and activities in their natural setting (Moeng 2011: 46). Qualitative research data open on to results in genuine sense of the word, whereas quantitative research is explanatory in nature (moeng 2011: 46). Qualitative approach, therefore, stresses comprehension by closely examining people's words, actions and records (Moeng 2011: 47). Qualitative research approach enables a researcher to look at settings and personal background and also study people in the context of their past and their circumstances in which they find themselves (Qongo 2013: 33).

A qualitative approach was adopted in this study using the interview to reveal and unpack the social and economic contribution of tourism to the sustainable development of the surrounding community of Cremin with three of the Nambiti Private Game Reserve managers. Qualitative research in a form of interview therefore permits the researcher to communicate directly with the respondents, offering the opportunity for detailed examination of issues and generation of detailed responses (Ngxongo 2016: 69). The researcher opted for this approach to learn more about the communities' perspective on the problem being studied and evaluate the findings (Sithole 2017: 69).

This study used a semi-structured interview on account of acquiring a thorough and emic viewpoint from the three Nambiti Private Game Reserve Managers. An interview calls for a personalized verbal interchange between the two parties (Lekaota 2014: 68). This

approach enables the informant a liberty in deciding what is pertinent and give concernment in their own frame of reference (Sithole 2017: 69). A qualitative research approach was deemed fitting for obtaining apropos primary data to unpack and evaluate the socio-economic contribution of Nambiti Private Game Reserve to the sustainable development of Cremin community.

3.3.2.2. Quantitative Approach

Quantitative research give rise to statistics through the use of wide-reaching survey research using methods such as questionnaires (Mabaso 2010: 39). Quantitative research intends to establish, confirm, or validate relationships and to develop generalization that contribute to theory (Williams 2007: 66). In essence the findings of this method can be used to draw up generalization about a study population with an explicit degree of acceptance (Mochechela 2010:72). It is for this approach that the researcher relates with the study participates thus enabling the research to become more pragmatic (Qongo 2013: 33). The findings from quantitative research can be predictive, exploratory and confirming (Williams 2007: 66).

Furthermore, the study also employed a quantitative study approach for data collection to obtain primary data from fifty-eight Cremin community households in a form of questionnaires with an aim of studying and reviewing a numerical primary data from the Cremin community households. This approach entails numeral results and explanations to establish interconnections among variables in frequencies and percentages (Lekaota 2014: 72).

3.3.2.3. Case Study Approach

A case study approach is used to take part in social research when the inquirer wants to answer questions on the *how* and *why* in a scenario (Moeng 2011: 52). Case study is an intensive explanation and analyses of a bounded system and makes it possible to understand mechanisms, such as what is done and how it is done (Moeng 2011: 53). The case study attempts to learn more about “little known or poorly understood situations” (Williams 2007: 68).

3.4. Research Population

The population consist of the entire set of objects, people, clusters, and organizations whereby the researcher aims to determine some characteristics (Mabaso 2010: 39). Johnson (2011) defines population as the series of constituents that the research is centered upon and to which the outcome procured by testing the sample should be universal, moreover (Sithole 2017: 75) interpret population as the crowd of the study components. The population of the current study consist of three Nambiti Private Game Reserve managers and fifty-eight Cremin households. The census conducted in the year 2016 estimated the population of Cremin to be fifty-eight households. Therefore, the target population for the current study consist of both males and females.

3.5. Sampling Techniques

A sample is a subset of elements that are drawn from the population (Parveen and Showkat 2017: 2). The researcher used purposive sampling methods. This study employed the purposive sampling technique to select the game reserve managers and Cremin households as the participants purely because they are the main data collection sources and their views add a great value to the phenomenon of this study with the managers being involved on the daily running of the game reserve and households being the receiving end of it all.

Nambiti Private Game Reserve consist of three managers and the researcher anticipated to purposively select all three managers as the study sample simply since each one of them is directly involved on daily operation of the game reserve and their views would be of paramount importance to the study as far as the socio-economic contribution of the game reserve to the community is concern. According to STATSSA (2011) the number of households in Cremin was 21 as of 2006 which grew to 58 households in 2016, and the researcher anticipated to administer 58 questionnaires to each and every household with the purpose of obtaining vast knowledge from the participants of the Cremin community, hence the purposive sampling technique is adopted. Therefore, 61 is the sample size number that will underpin this study.

Since the research paradigm is mixed using both interviews and questionnaires, the researcher's aim was to collect qualitative data from the Nambiti Private Game Reserve management through semi-structured interviews in order to obtain in-depth and clear understanding of the phenomenon under study as this approach would allow the researcher to engage the participants in a form of a dialogue. Questionnaires were administered to the households to collect quantitative data, a motive of employing this technique was the ability to provide data economically on a large sample and would allow participants to freely convey their perspective and understanding of the phenomenon under study on a short period of time.

3.6. Data Collection Instrumentation

This is a process of accumulating data and encompasses such concepts as: the types of interviews and questionnaires used for data collection (Mabaso 2010: 42). It is a necessary element of conducting a research (Ndlovu 2015: 48). The introductory phase in the data collection process was to determine the type of data collection instrument that was most satisfactory to answer the study research question. The researcher opted to use questionnaires, semi-structured-interviews and observation for data collection.

The interviews were used by a researcher in this study mainly to obtain primary data from the authorities of Nambiti Private Game Reserve. An interview was opted for with an objective of collect an intense and comprehensive understanding of the subject at hand by means of a conversation between the interviewer and the interviewees.

Questionnaires were figured out to be a fitting technique of collecting raw data in the study as they permit respondents to demonstrate their perspective based on their circumstances and perceptions with regards to the subject study.

3.6.1. Interviews

An interview is a structured method of conversing between two or more people and one of the ways of collecting data from individuals through conversation (Mabaso 2010: 44).

The communication skills of an interviewer (an ability to clearly structure questions, listen attentively, pause, probe appropriately and encourage the interviewee to talk freely) makes it easy for interviewees to respond (Ngxongo 2016: 73). The current study employed a semi-structured interview to gather data which will enable the researcher to unpack and evaluate the socio-economic contribution of Nambiti Private Game Reserve to the regional community of Cremin.

The flexibility of a semi-structured interview allows for a bilateral exercise whereby an interviewer and interviewee systematically participate in communicating, answering, listening, and conversing rather than being bound by a prearranged set of questions and the researcher and respondent are at liberty to initiate new subject matters and allow upon interesting conversational angles (Ngxongo 2016: 74). The main aim of conducting the semi-structured interviews was to obtain an in-depth data from the respondents in the way that would encourage them to speak openly and give as much details as possible about the subject of study. The study interview was carried out in a form of a meeting with the interviewees and a portable voice recorder was used to note an interview.

3.6.2. Questionnaires

The questionnaire is used when views are required and is used by the researcher to convert primary data directly obtained from respondents into information (Mabaso 2010: 46). This method was employed as a means of data collection tool for this study. The researcher opted with this tool simply because it provides data economically and a large sample can respond to the questionnaires (Nsukwini 2015: 65). Questionnaires are familiar and user-friendly to most respondents which makes it ideal to adopt this method so as to enable the respondents to freely convey their perspective based on their knowledge and perceptions on the subject of study. The researcher distributed fifty-eight questionnaires to the Cremin community households.

The study questionnaire was arranged in two sections. The opening section consist of closed ended questions and the second part is made up of more multiplex open-ended questions addressing the study problem. The study opted for closed question to obtain knowledge and respondent's point of view with regards to the issues which the researcher

thought might be fundamental to unpack the subject being studied, whereas the unlimited questions were asked to get unprompted feedback and participants' school of thoughts thus aiding the researcher to draw out data from the respondents. The researcher explained the questionnaires in isiZulu to the respondents who did not speak the language.

3.6.3. Observation

Observation is interpreted as precise inspect and taking notes of occurrences as they occur in nature with regards to an origin and effect relations (Ajayi 2017: 4). It is further described as an organized explanation of events, deportments and artefacts in social environment selected for a study (Parveen and Showkat 2017: 4). Through the process of inspection, the observer gets to narrate situations as they exist by making use of five senses, thus putting forward a sketch of a situation under study (Parveen and Showkat 2017: 4). This technique was opted for by the researcher to come with a general insight of the subject being studied. Direct observations are of paramount importance in a data collection process, mainly the physical setup of the area being studied. This was therefore attained through a sequence of visits to the Cremin community.

3.7. Data Analysis Techniques

Analyzing data is a process of converting data into information (Ngxongo 2016: 79). Data analysis function as a sieve when it comes to acquiring significant insights out of an immense dataset (Machi and McEvoy, 2009). This process is pivotal, it provides an important base to censorious decisions and it assist to formulate complete research project (Johnson, 2011). The study employed a questionnaire as an ideal system to obtain quantitative primary data and adopted an open-ended interview to gather qualitative primary data. All participants in this study are referred to as 'respondents'.

3.7.1. Qualitative Data Analysis

The researcher transcribed an interview and developed general themes of research findings. Ngxongo (2016: 80) narrate field notes as audio notes, inspections that are put together in the course of an interview. The most crucial data preparation mechanism for

qualitative data includes data-editing, data-coding and data-capturing (Ngxongo 2016: 80). The interview audio notes were interpreted, checked, and transferred into a printed format and was then encrypted per objective and categorized accordingly. The researcher employed the thematic analysis whereby the researcher looked for common themes from collected data. Sithole (2017: 83) and Ndlovu (2015: 52) recommend a thematic analysis as an appropriate qualitative technique for analyzing and reporting perceptions into themes within the data set.

3.7.2. Quantitative Data Analysis

Quantitative data was gathered through the administered questionnaires. This primary data was encrypted and captured onto computer and was further studied using a statistical package for social science analysis programme. The precedence of using programme is the flexibility of interpreting quantitative primary data in multiple ways, minimizing lot of time consumed on scores, making calculations and making preventable errors when such calculations are done (Sithole 2017: 83). Quantitative primary data was developed into themes and coded. A theme captures something important about the data in relation to the research question and represent some level of patterned response or meaning within the data set (Ndlovu 2015: 52).

3.7.3. Research Descriptive Statistics

The study implemented this approach to analyze qualitative as well as quantitative primary data. This technique was fitting in the study because a descriptive analysis come up with means of making an appearance of data in a transpicuous and intelligible manner with tables and graphs as well as for establishment of frequency distributions (Lekaota 2014: 84). This method permitted the researcher to outline the general nature of data obtained from different respondents. The analysis checklist was done to ensure that analysis techniques used were correct and the calculations were accurate. Moreover, to validate responses from all participants, literature from other authors and previous researcher was used as supplementary evidence and justification.

The findings discussed and presented in chapter four are related to the research objectives identified in chapter one.

3.8. Pilot Testing

This is a process of getting rid of the unnecessary and bewilder questions from the study (Gray, 2009). Pilot testing allows a researcher to rearrange the study questions put forward and minimize vagueness, in essence the process improves accuracy in feedback. The researcher conducted a total number of three interviews with Nambiti Private Game Reserve senior employees to experiment the rationality and dependableness of an interview and questionnaire questions acquired from the study's research question. The motive was clearly stated to the three selected senior employee and open-ended interviews were conducted individually.

3.9. Delamination of the study

The study was delimited to Nambiti Private Game Reserve and one community namely Cremin. Although it addresses a concern confronted by communities adjacent to nature reserve all over the country especially the protected areas. The study was contiguous to only one province of KZN. The study specifically intended to unpack and evaluate the socio-economic contribution of NPGR to the surrounding community of Cremin hence the study was restricted to the study area.

3.10. Study Limitations

The study focus was on territorial of Nambiti Private Game Reserve and Cremin community in Ladysmith. However, references were made to some case studies that were beyond the borders of Ladysmith. The constrains of this study was the fact that the study focused on one community (Cremin) adjacent to NPGR given the fact that NPGR has several communities surrounding it at a radius of 25km which includes Nkunzi, Matiwane, Machibini, Shangela, Zwelisha, St Chads, Mcitsheni, Pep Worth, Majuba, Elandslaagte and Zakheni. The sample population selected for this study was therefore limited to respondents residing at Cremin community, and the Nambiti Private Game Reserve

management, thus the ability to generalize to the entire population of Ladysmith and beyond its borders is severely limited.

3.11. Confidentiality and Anonymity

During the research process, the researcher made an allegiance to guarantee respondents' secrecy and obscurity by not revealing the names of respondents that took part in the research as well as not reporting respondents' comments in ways that will make them recognizable. The confidentiality and anonymity were explained to the respondents by means of a consent letter before commencement of the interviews and completion of questionnaires and participants hold the right to take part or pull out from the study freely. The secrecy was preserved throughout the collection of primary data process by means of questionnaires. Therefore, all respondents had entitlement to remain anonymous. The study kept away from the correlation that would disclose the respondents' recognition. The questionnaire consists of no personal information that would disclose participant's identity.

3.12. Validity and Reliability of the Study

Multiple data collection techniques were adopted to obtain an intensive primary data. These techniques are namely: interview, questionnaires and observation. The research questionnaires were administered and elucidated to respondents who needed clarity on some questions to ensure a well-founded feedback. The study findings can claim reliability and validity since it is obtained from the receiving end community and the Nambiti Private Game Reserve managers personnel having knowledge of the socio-economic activities the game reserve perform towards the development of the Cremin community. This was achieved through the administer quantitative questionnaires and qualitative interview.

3.13. Ethical Consideration

Research ethics are described as virtuous truth that led way to a research, enabling the study to be handled in a manner that is accountable and righteously defensive with the aim of ensuring that the human rights are not violated during the research process and

that respondents' privacy is not invaded (Sithole 2017: 86). Hence various academics have reported the significance of treating research participants with respect, and sensitivity (Ngxongo 2016: 78).

The ethical merits that were adhered to in this study were in line with that of the Durban University of Technology ethical merit and the permission to conduct the study was approved by the Durban University of Technology's Faculty Research Committee and the Institutional Research Ethics Committee. The study took into consideration the following moral quality namely: confidentiality and participants' right to anonymity & voluntary participation during the process of data collection. The researcher briefed the respondents on the objectives and motive of the study to all participants and permission to make use of any audiotape was requested from the participants. The study subject was assured that all data provided would only be used for the purpose of the study and that it would be treated with almost confidentiality and participants were informed that the processed data would be available to anyone who is interested in the study.

3.14. Conclusion

Chapter three provided a better understanding on methods employed by the study to collect raw data and further discussed in detail the techniques that were employed for data collection during the research process. The introductory section provided a summary and historical context of the study area. The bulk of chapter three focused on the research methodology and how the study was conducted which includes the discussion of the study research approach, study research design, study population, and sampling methods. Data collection methods were also addressed in this chapter which included interviews, questionnaires, and observation.

Chapter four will focus on the presentation of research findings, interpretation of research results as well as scrutinizing the research results.

CHAPTER 4: Data Presentation, Analysis, and Interpretation

4.1. INTRODUCTION

Chapter four concentrate on presenting findings based on systematic empirical evidence gathered from the Cremin community & Nambiti Private Game Reserve, KwaZulu-Natal. The primary data analysis was successfully conducted using SPSS version 22.0 and interviews were analyzed according to the research objectives. The chapter discusses data from respondents according to their demographic and socio-economic characteristics. The findings set forth a detailed statistic in the form of tables and bar graphs. Although the information is predominantly descriptive, inferential analysis is given where relevant. It also uses research findings in both qualitative and quantitative primary data to respond to pertinent research questions outlined in chapter one

4.2. Study Sample

The researcher issued out a sum of fifty-eight questionnaires which were successfully returned, and one interview was conducted with all three managers. Therefore, a hundred percent feedback was obtained. Sithole (2017:89) suggest that for a study result to be acceptable it must at least obtain a sixty percent response rate.

4.3. Brief Background of Cremin Community

This section presents a brief background of the Cremin community respondents in relation to their residential status, gender, educational level, understanding of tourism concept, perceptions on Nambiti Private Game Reserve and employment.

The respondents provided a brief background of the Cremin community and further touched on a formation of Nambiti Private Game Reserve. This community was formed by group of the *amakholwa*, the new social class of Christianized landlords that came out from Natal during the late half of the nineteenth century. In the 1912, before the passing of the Native Land Act 1913 sought to prevent freehold and freedom to access to land by African people outside the reserves, a partnership of 28 *amakholwa* came together to buy a piece of the farm Trekboer, adjacent the Elandslaagte station. Most of the initial

members of the partnership were from the Harrismith in Free State, original name for the Cremin area was 'Ebasuthwini' because most families spoke Sotho when they arrived in Cremin. Small numbers came also from various locations in Natal, including Bergville and Edendale, the first *amakholwa* independent community to be formed in Natal, in the 1851, on the outskirts of Pietermaritzburg.

The neo-colonial initiative of 'black spot' shifting was initiated in Northern Natal in the 1960s, aiming at a chain of farms in the Vryheid, Newcastle and Dundee districts. The landlords and their tenets were forcefully taken away in the 1970 and the Cremin was seized in 1977 from the landowners. The landowners were moved to Ezakheni D section (4rooms) and the tenants were also moved to the C section of Ezakheni (1rooms) and some were spit to Ekuvukeni rural area 55km outside Ladysmith. When the new elected government took over post 1994, the landowners formed a committee in an attempt to claim their land back as they were the rightful owners of the land and took the case to a court which they succeeded and managed to claim their land back in the year 1998 when the then government bought the land back from the then farmer on their behalf.

Some of these people decided to go back to the Cremin area since it had more grazing space for their livestock while some decided to stay at the Ezakheni. The landowners who opted to remain in the township outlined that service delivery is much better in the township compared to the Cremin with a specific reference to piped water and electricity. In the early 2000s, the talks of a possible game reserve developed, and the Nambiti Private Game Reserve was indeed established in the year 2002. The Cremin community was not impressed with this development of Nambiti Private Game Reserve together with the other farmers, but the approach was very good, and a lot was promised to the community by the game reserve management which included the improvement of community infrastructure, decent water & electricity, and better educational facilities for the local children.

In the early years of the Nambiti Private Game Reserve, the Cremin community noticed that their livestock died drastically which was very strange to the community in the sense that an individual from the community approached a veterinary (Vet) who advised that

there was a flu caused by the blue wildebeest which affected cattle. The community reported the matter to Nambiti Private Game Reserve management and the community was compensated but felt that it was not enough judging from a number of livestock they had lost due to this flu. The Cremin community argues that to date the promises that were made are not yet fulfilled as only 2 individuals have been trained by the Nambiti Private Game Reserve for better positions within the game reserve and the majority of the community members employed are not in the skilled positions and are basically not earning much. The community has one school which goes up to grade 9 and kids have to be sent to Ladysmith town or Ezakheni from grade 10 to matric which is a challenge for the parents to send them to town as they don't earn enough salaries to be able to pay for transport. The majority of the local community members are employed as housekeepers, maintenance, gardeners, and waiters & waitresses.

Nambiti Private Game Reserve's management revealed on an interview that the reserve belongs to the Senzo'kuhle Community Trust. There is several communities that form part of the Senzo'kuhle Community Trust which are namely: Matiwane, Jonono and Shangela, however, the Cremin community is at the doorstep of the Nambiti Private Game Reserve but does not form part of the trust.

Although the trust owns the land where the game reserve is on, the lodge owners in Nambiti Private Game Reserve own the pieces of land where their lodges are situated, and they all pay a lease to the Senzo'kuhle community trust monthly. That money gets put together and the communities get paid from that money and they also have the priority to jobs in the game reserve because the land that the game reserve is on belongs to them. But obviously "we need a specific trade like game rangers/guides, if the community doesn't have a game ranger, we then have to go source outside, however looking to the future is that we want to be able to train people from these communities to be game rangers".

Table 4: Cremin community

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	44	75.9	75.9	75.9
	NO	14	24.1	24.1	100.0
	Total	58	100.0	100.0	

Table 4 reveals that out 58 respondents, 44 (75.9%) are permanent residents of the Cremin community whereas 14 (24.1%) reside in the community but not permanently. Of the 24.1%, some indicated that they came into this community either to look after their elderly relatives which reside by themselves and to be closer to the Nambiti Private Game Reserve for those that are employed by Nambiti Private Game Reserve or other local farms.

4.4. Economic Contributions towards Developments

This aspect examines the extent of social and economic sustainable betterment of the Cremin community through Nambiti Private Game Reserve. These improvements would include the basic infrastructure development, local services such as water, sewage, public transportation, and public schools. This will ascertain if the Cremin community experience more benefits than cost from Nambiti Private Game Reserve as the literature suggest.

Table 5: Benefits of Cremin Community from Nambiti Private Game Reserve.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NONE	11	19.0	19.0	19.0
	SKILLS DEVELOPMENT	9	15.5	15.5	34.5
	ARTWORK & CULTURAL DANCE	10	17.2	17.2	51.7
	EDUCATION & BURSARIES	9	15.5	15.5	67.2

INFRASTRURE DEVELOPMENT	7	12.1	12.1	79.3
JOBS & INCOME GENERATION	12	20.7	20.7	100.0
Total	58	100.0	100.0	

There is a general insight in developing countries that private and public protected areas have been instituted to preserve habitat, flora, and fauna but minimal attention is given to the neighboring communities, in lieu communities experience costs (Nsukwini 2015:110). However, the findings disclose the community in question benefit from Nambiti Private Game Reserve through various ways (table 15) which includes bursaries to further studies. Educational bursaries accounted for 15.5% which agreed with a primary data obtained from the management.

“We offer bursaries to the Senzo’kuhle community to get into the tourism sector e.g., teaching them guiding, chefs and housekeeping. However, these bursaries are not really structured for the Cremin community as this community does not form part of the Senzo’kuhle community. The communities that form part of the Senzo’kuhle community are Matiwane, Jonono and Shangela, however, Cremin community is at the doorstep of the game reserve, and they also benefit in one way or the other”.

Furthermore, the respondents from the local community (15,5%) revealed that they also benefit from the reserve through various skills development and capacity building. This was also in agreement with the information provided by the reserve management through an interview where they touched on some of the programs in place to emancipate the youth of the local community.

“We had an employee who came in as a waiter and said he is interested on being a guide but lacked the financial resources and showed potential, he was offered an opportunity and was sent to Bhejane nature training to peruse the guiding course and was offered a guiding position when he completed the course, he now works for one of the lodges in Nambiti as a guide. This gentleman is however not from the Senzo’kuhle community, and

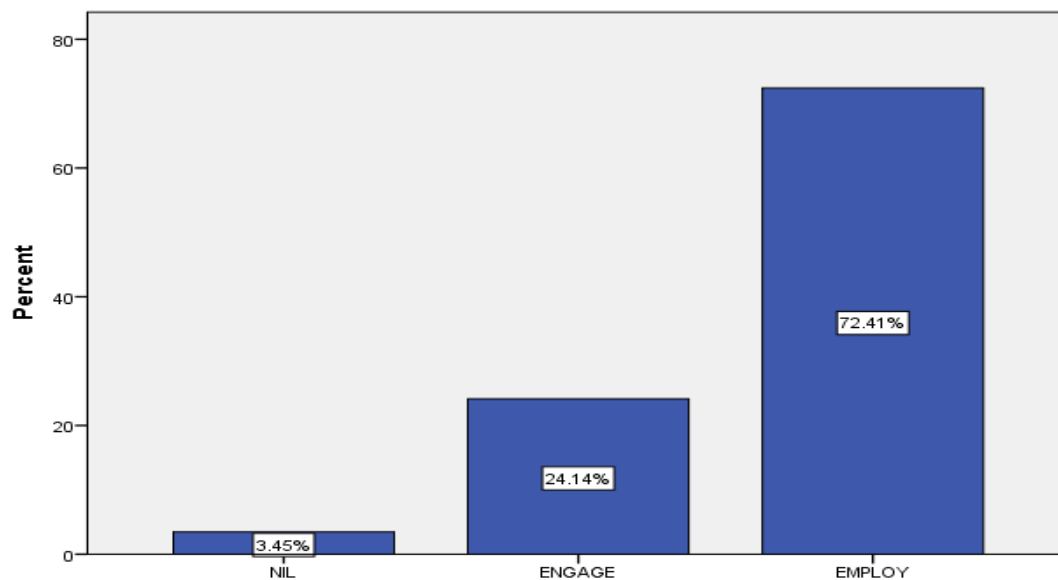
he comes from Cremin community". There are two more gentlemen from the Cremin community who have also shown interest in guiding and the reserve is currently sponsoring them with the guiding course at Bhejane nature training as well, and they are doing it through Springbok lodge.

The results further revealed that 20,7% of respondents indicated that the Nambiti Private Game Reserve offers employment opportunities as well as entrepreneurship opportunities to the neighboring local community (table 12). The Nambiti Private Game Reserve management shared the same sentiments on this variable and stressed that due to high unemployment rate, the Nambiti Private Game Reserve struggle meet the employment demands of the communities. The management further raised their concern that, majority of the community are on a lower level of education and unskilled which poses a challenge to the management, however there are programmes in place to train them.

The question of the benefits of Cremin from Nambiti Private Game Reserve further shows that 19.0% of respondents are of the opinion that Nambiti does not benefit the local community. These findings affirm that there is a handful community personnel who have not felt the socio-economic benefit of tourism. This is evidence that there is an urgent need for Nambiti Private Game Reserve to carry out awareness programmes to encourage and support entrepreneurs and ensure that the benefits of tourism are felt in all the canners of the community.

This study results further revealed that 17,2% of respondents are of the opinion that Nambiti Private Game Reserve benefits the local community through cultural practices and artwork, which empowers the community to continue respecting and appreciating their culture. The respondents indicated that the reserve normally hires them out when celebrating Heritage Day and other various events are taking place within the reserve. Sometimes the tourists, the reserve, and lodges from within Nambiti will contribute financially towards those events. This study further shows that 12.1% of respondents are of the view that the presence of Nambiti has played a crucial role in the improvement of public service infrastructure of the local community.

Figure 9: Level of employment.



According to the Nambiti Private Game Reserve management, before the reserve was established, there used to be a cattle farm which only employed a certain number of people from the community with specific skills to drive tractors and TLBs and there has been a large number of people whom the Nambiti Private Game Reserve employed since the area was transformed to a game reserve as it now has various departments compared to a farm, therefore there has been better opportunities.

They further stated that before Nambiti you would find that there was one person working per household but that has since changed, you would now find that there would be two people if not three working in the game reserve per household which means that there is now more income per household compared to when it was still a cattle farm. Even in Ladysmith town, the game reserve has contributed positively with a lot of guests stopping for various purchases and the Game Reserve together with its lodges, source most of their food, fuel, fence and building materials in Ladysmith which then contribute to the local economy. E.g., Nambiti has approximately 60 km of fence line and there are only two places that sell fence in Ladysmith and Nambiti is their biggest customer hence there's a multiplier effect.

Figure 10 demonstrates that 72.41% of respondents asserted that Nambiti Private Game Reserve offer permanent employment to Cremin inhabitants, while 24,14% respondents shared a similar response as they indicated that Nambiti Private Game Reserve offers employment opportunities on a short-term contract basis. Nambiti Private Game Reserve have a programme through Springbok lodge whereby they employ two “trainees” from the community on a six-months contract general workers, and the lodge manager would monitor them and see as to which department they well fit in and develop them accordingly e.g., one trainee came in as a bar tender & waiter and he is now one of the two gentlemen who are doing their guiding course at Bhejane nature training through Springbok lodge. However, 3.45% of respondents maintained that Nambiti Private Game Reserve does not contribute to sustainable community development.

4.5. Active initiatives and/or practice enhancing standards of living

Table 6: Gender of respondents.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	7	12.1	12.1	12.1
	FEMALE	51	87.9	87.9	100.0
	Total	58	100.0	100.0	

The results indicate that, of the 58 respondents, 7 (12.1%) are male and 51 (87.9%) are female in this community survey on the evaluation into Nambiti Private Game Reserve as a tourism contributor towards socio-economic sustainable development of local community. It is evident from the results that both genders were represented, however females are very much overrepresented which is no surprise because most male residents of this community leave and go search for better opportunities in the Ladysmith town and other bigger cities such as Johannesburg and Durban, therefore, majority of households consist of females and lack a male/father figure.

Table 7: Educational Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO_FORMAL_SCHOOLING	9	15.5	15.5	15.5
	MATRIC	49	84.5	84.5	100.0
	Total	58	100.0	100.0	

This aspect was of paramount importance to examine the type and level of education from the Cremin community. This will enable the researcher to establish the Cremin community level of understanding of the tourism concept. In essence, if the community is well educated, they stand a greater chance of understanding the concept in question in this survey. Table 7 presents the level of education in the Cremin community. The results pertaining educational level reveals that 9 (15.5%) dropped out before obtaining a national senior certificate. This agrees with the data obtained from the reserve management through an interview whereby they indicated that, the majority of their employees are on a lower level of education.

“Majority of our employees are on a lower educational level with no or minor skills, therefore jobs that we offer them definitely develop them as they end up being drivers, being able check and repair electric fences and giving them skills rather than using spades for the rest of their lives especially if there is potential, therefore, there is growth in that regard”.

Furthermore, the results showed that 49 (84.5%) respondents obtained a Matric certificate, however, none of the respondents are in a position of any tertiary certificate. It was observed that the Cremin area has schools which are easily accessible to all the community members, however, it is still a challenge for the youth of this rural community to further their studies after Matric, as they lack knowledge, being situated in a previously disadvantaged area and have to go look for employment opportunities in the city to support their families.

Table 8: Understanding of tourism concept.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO	27	46.6	46.6	46.6
	YES	31	53.4	53.4	100.0
	Total	58	100.0	100.0	

The purpose of studying this concept was to find out if respondents realized the potential that tourism can bring about in revamping the Cremin community and emancipate the livelihood. Table 8 indicate that only 31 (53.4%) respondents knew or understood the concept of tourism. This number was lower than expected given the number of tourism activities taking place in and around the Cremin community and Ladysmith at large, you would expect that majority of the community will know what tourism is and the implications it has to the community.

This was in accordance with data gathered through an interview with reserve management where they shared their sentiments that the local community is not clued up about tourism and most of the activities taking place in Nambiti Private Game Reserve and don't really realize the opportunities for them in the tourism sector.

"We try to bring the community on board by conducting career awareness, even though we are not consistence as that on its own is a full-time job, but whenever we get a chance, we do such awareness programs". For instance, there was an awareness program called Project Rhino where we went to local schools in the Shangela community to conduct a career awareness and career guidance program, but again consistency was not there. "We are not really employed to do that as we are more on the animal awareness side and not tourism as such, that would be something that the lodges would need to do, to get together and educate the communities".

Moreover, the results showed that there are 27 (46,6%) respondents that have no understanding of the tourism concept and its implication to the community, except from the understanding that visitors come to visit Nambiti Private Game Reserve to see animals.

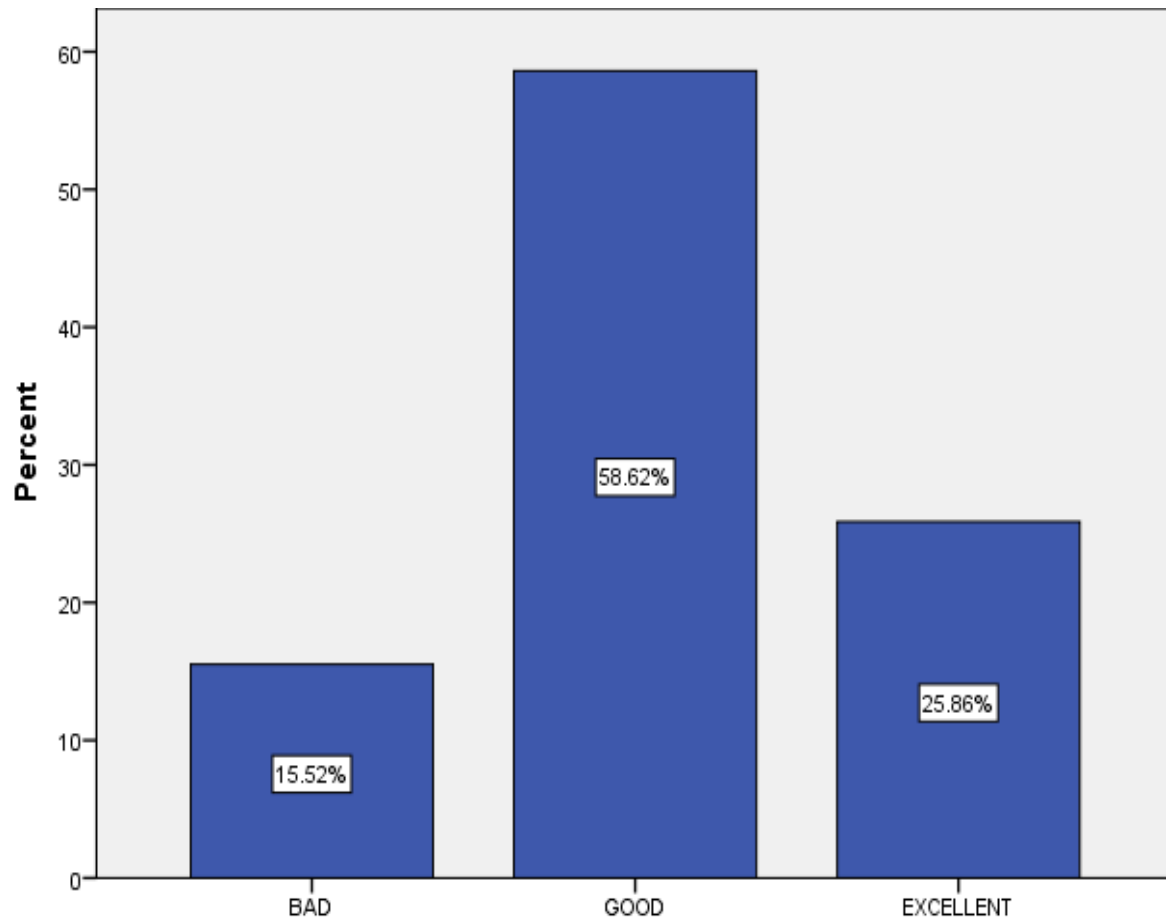
Table 9: Relationship with Nambiti Private Game Reserve and the community.

		Frequency	Valid Percent	Cumulative Percent
Valid	BAD	9	15.5	15.5
	GOOD	34	58.6	74.1
	EXCELLENT	15	25.9	100.0
	Total	58	100.0	

The aim of this aspect was to evaluate partnership of Cremin community and Nambiti Private Game Reserve, as this is critical to establish the presence of socio-economic sustainable development of the Cremin community through the Nambiti Private Game Reserve.

The findings illustrate that most of the local community have a good relationship with Nambiti Private Game Reserve (58,6%). A further 25,9% of the community confirmed an excellent relationship with the game reserve which together confirms a total of 84.5% of a beneficial relationship between the game reserve and Cremin community. However, 15,5% feel that the game reserve and the community is that of substandard.

Figure 10: Relationship with Nambiti Private Game Reserve.



This aspect is of paramount importance as the local community is one of the major stakeholders of the Nambiti Private Game Reserve. The respondents were asked about their relationship with Nambiti Private Game Reserve, (84.5%) outlined a positive relationship with the game reserve and a handful respondents (15,5%) indicated no relationship with the game reserve. Nsukwini (2015: 91) discusses the need to build a relationship between local community and tourism establishments since no park and reserve can exist without viable constructive community involvement.

Table 10: Cremin for or against Nambiti Private Game Reserve.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FOR	36	62.1	62.1	62.1
	AGAINST	22	37.9	37.9	100.0
	Total	58	100.0	100.0	

The improved partnership of Nambiti Private Game Reserve and Cremin community has been understood as one of the highest priorities on sustainable local community development in a South African tourism white paper. This is because of the claim that the host community turn to experience more costs than benefit from tourism establishments. Therefore, there is an urgent need to maximize community benefits and minimize costs to the local community in order to sustain community support (Nsukwini, 2015:91). The findings outlined that 62.1% of the respondents are for the game reserve with 37.9% against the game reserve.

4.5.1. Cremin communities' socio-economic sustainable development

The purpose of this study was to evaluate the positive contribution of tourism towards sustainable socio-economic development. The fundamentals of the study were to evaluate the Nambiti Private Game Reserve as a tourism contributor towards social and economic sustainable upliftment Cremin community.

Table 11: Nambiti Private Game Reserve improves livelihood.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO	20	34.5	34.5	34.5
	YES	38	65.5	65.5	100.0
	Total	58	100.0	100.0	

The purpose of this concept was to evaluate the contribution of Nambiti Private Game Reserve towards improved social standards and restoration of regional pride by outlining the role played by Nambiti Private Game Reserve in initiating SMME's, new vacancies and encouraging entrepreneurship to the Cremin community. The results indicate that 65.5% of Cremin population confirm that Nambiti Private Game Reserve has improved the livelihood of the region. About 34.5% of respondents argue that the presence of the Nambiti Private Game Reserve brought no change to the community.

Table 12: Sustainable socio-economic development of local community of Cremin.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NIL	18	31.0	31.0	31.0
	ECONOMIC DEVELOPMENT	26	44.8	44.8	75.9
	SOCIAL DEVELOPMENT	14	24.1	24.1	100.0
	Total	58	100.0	100.0	

The aim of probing this variable was to evaluate if the presence of Nambiti Private Game Reserve improves regional economy and revamp social standards. This variable is also aimed at revealing if the presence of Nambiti Private Game Reserve plays any role in the development of public infrastructure as this will help in answering the question of positive change brought to the community by the Game Reserve.

The results show that 44,8% of respondents affirm that they receive monetary benefit from Nambiti Private Game Reserve. The respondents elaborated that the game reserve improve regional economy through local employment. A further 24.1% of respondents revealed that the game reserve brought about good social upliftment to the local community. These findings affirm that a well-planned tourism has a potential to enhance the local socio-economic sustainable development of the local community through job creation, infrastructure development, and improved business opportunity for the native people. 31.0% of respondents argues that tourism has brought no form of socio-economic sustainable to the region.

4.6. Challenges that hinder Nambiti Private Game Reserve

An interview was conducted to collect data from the management of the Nambiti Private Game Reserve on this aspect. The aim of choosing interviews as the strategy with the management was to obtain an in-depth information about the subject of study. The interview touched on some of the challenges that the management encounter when reaching out to the local community. The management indicated that the major challenge when trying to reach out to the community is the fact that there seem to be conflict/jealousy among the communities that are not part of Senzo'kuhle community trust because the reserve prioritizes the claimant communities.

We can only employ so many people and there is only so much jobs available, therefore, the claimant communities are getting most of the jobs hence they are developing quicker with most of the community members working, living in decent houses, driving cars and children going to decent schools and the neighboring community that is not part of claimant community becomes "jealous" as they are still "scraping the bottom of the barrow" to survive.

They further elaborated that Senzo'kuhle communities are not adjacent to the game reserve whereas Cremin community is at the doorstep of the game reserve, but this community is not part of the claimant communities, and they feel side-lined by the game

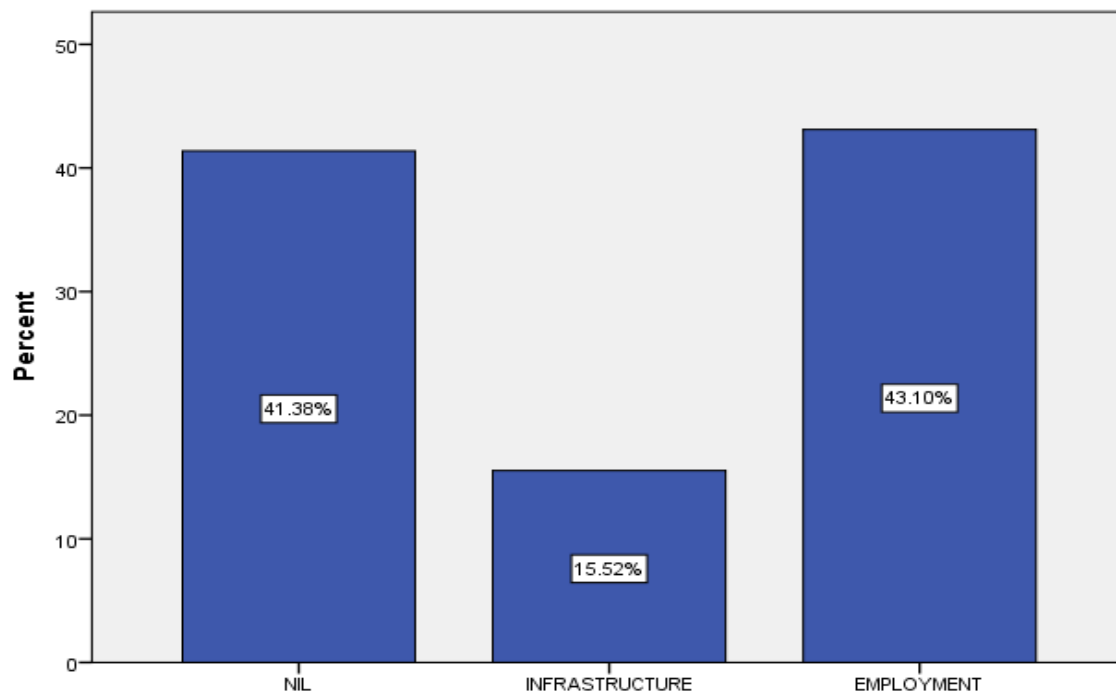
reserve as they believe they also should be getting the same benefits but Nambiti is not structured that way.

“Three to four years back, there was a march by the Cremin community members, and their grievance was that why they aren’t getting the same benefits, we engaged them and explained that we are guided by the constitution that state that if your community is not part of the beneficiary communities, you are not going to get first preference and to them that was strange as they believed that they are the ones who should be getting first preference”.

It has then been and still is an ongoing challenge to reach out to the communities equally, said the managers. “we think that government should also step in as the game reserve cannot employ everyone, government should also help communities to start up crop farming so that they can sell fresh fruit & veg to the lodges within the game reserve and build the roads for the community to solve the ongoing issue, government should be piggy bagging on the place that is profitable and provide for the community, keeping the national roads maintained properly”.

According to the management, Nambiti Private Game Reserve is part of a stewardship and have tried to engage government for the betterment of local infrastructure. The game reserve falls under the protected areas act which prevents further development around the reserve and the area is supposed to be zoned which also prevents major development (imaginary barrier) which is a circle that goes around Nambiti, the closer to the reserve the more sensitive it is supposed to be. “We have consulted the municipality as they are supposed to control zoning of the reserve, which is everything that has to do with sewage, water, sanitation and they seem to be not interested as it is all politically motivated around here”. “It is not our responsibility, we are here to help but it is not our responsibility to do so, and we don’t really want to put our nose into local politics”. In an ideal world, Nambiti Management would like to see the community running the game reserve and make a profit out of it while expanding the reserve and involve communities which can work together, and all receive the benefits.

Figure 11: Community recommendation.



The results have shown that the respondents have mixed emotions with the subject of study. In terms of the empirical data in figure 11 above, 15,52% of respondents suggest that Nambiti Private Game Reserve must do more to facilitate infrastructure development in the region as they believe much can still be done given the resources they are in position of as a tourism establishment. A further 43,10% of respondents suggested that Nambiti Private Game Reserve should uplift local community through employment of the local people, whereas 41,38% of response are neutral on this subject.

4.7. Conclusion

The study results suggest that the local community benefits in multiple fashions from tourism being situated in close proximity to Nambiti Private Game Reserve. In addition, various opportunities for positive interactions of the reserve together with its lodges include employment opportunities, community emancipation, a good working relationship and joint problem solving. However, the need to further develop neighboring community remains. Thus, this study indicates a progress in relation to the game reserves and community relations and benefits in the region.

There are multiple challenges that hinder socio-economic sustainable development in the region, therefore, it is crucial to open up more monetary gains to address the issue of poverty alleviation. All relevant stakeholders should form a solid partnership to maximize tourist expenditure within the region. More tourist activities should be introduced to perused tourist to spend more time in the region than anticipated. Such activates may include storytelling, Zulu dancing as well as historical war monument guided tours.

Chapter five will focus on the conclusion and recommendations, the chapter will present a set of conclusions drawn from the study findings.

CHAPTER 5: Findings, Recommendations, Synthesis, Conclusions, and Limitation of the study

5.1. INTRODUCTION

The main aim of this research was to evaluate the contribution of Nambiti Private Game Reserve towards socio-economic sustainable development of Cremin community. Chapter five provides a brief overview of the findings and suggest various recommendations on the current state of Cremin community. It also explores how Nambiti Private Game Reserve could provide in a more significance manner to better livelihood and state of affairs of the Cremin community. The discussion in this chapter is led by the study objectives and research questions outlined in chapter one.

5.1.1 Research objectives

- To examine the contribution of Nambiti Private Game Reserve towards the development of public infrastructure, employment opportunity, multiplier effect, public funding, income generation and alleviation of poverty to the Cremin community at large.
- To investigate whether there is an active initiative or practices the Nambiti Private Game Reserve is offering to the Cremin community at large with an aim of uplifting the standard of living, restoration of community pride, improve social standard and infrastructure development.
- To identify challenges that hinders Nambiti Private Game Reserve from contributing towards Infrastructural development, employment, public funding, improved social standard and social well-being of the Cremin community at large.

5.2. Study overview

Nambiti Private Game Reserve is in the northern domain of the Tugela basin close to Ladysmith in KZN, Republic of South Africa. This land had previously been utilized for extensive livestock production as well as limited crop production, essentially maize. Nambiti Private Game Reserve was subject to victorious land claim and is now owned by Senzo'kuhle Community Trust. These communities include: Matiwane, Jonono and

Shangela. Cremin community is however not part of the trust communities. The aim of this research was to evaluate the contribution of Nambiti Private Game Reserve towards socio-economic sustainable development communities with a specific reference to Cremin community.

This was done through ascertaining the extent to which Nambiti Private Game Reserve contributes towards the sustainable local community development in Cremin through analyzing the local community employment and income generation opportunities, identifying local community capacity building opportunities, identifying public infrastructure development, examining the community capacity-building and pride restoration as well as challenges that hinder the emancipation of community development and recommending strategies for improving social and economic sustainable local community upliftment through Nambiti Private Game Reserve.

This research adopted a mixed method research approach with an emphasis being on a quantitative approach using questionnaires which were administered to the Cremin community. The study adopted a semi-structured interview to collect primary data from Nambiti Private Game Reserve management (qualitative research approach) and this was motivated to gather comprehensive information from the reserve management.

5.3. Findings Presentation

Findings presentation is based on the research objective articulated in chapter one, as outlined below:

5.3.1 Economic Contributions towards Developments

The findings of the study reveal that Nambiti Private Game Reserve provides opportunities through employment. This is in line with the sentiments shared by Chili and Ngxongo (2017: 1) that tourism industry has in the recent years been acknowledged as the most lucrative industry around the globe with regards to employment and economic spin-off which ultimately improve the gross domestic productivity. However, there is a debate about the quality of jobs that tourism provides. In this study, the level and type of employment in tourism was analyzed in the Cremin community. The study results affirm

the notion that tourism has an ability to provide direct and indirect employment opportunities to the local community, 72.41% of respondents are directly employed by Nambiti Private Game Reserve and there is a vast window of opportunity for indirect employment that the community need to take advantage of. It was observed from the study that there is minimal skills development of the Cremin community to equip the community for opportunities presented by the tourism activities in their surrounding hence there is an urgent need to fill this gap. The Cremin community have grown over the past years and tourism alone in a form of Nambiti Private Game Reserve can not provide direct employment to the local community hence a handful of responded shared their sentiments on how they don't benefit from the system. This is in agreement with the literature that suggest that tourism benefits are most luckily to be felts in the small communities and tourism alone can not sustain a large community through direct employment.

The study affirmed that the Nambiti Private Game Reserve had significantly contributed to the Cremin community development by eradicating poverty through entrepreneurship and employment. Liu and Liu (2008: 164) states that the tourism industry is predominated by exploitation and lack proper career structure, often has abnormal working hours with no remuneration, work environment that is tedious and highly pressurized, high level of incompetency and poor management. It is no deferent in this study, the type of employment offered by Nambiti Private Game Reserve remain questionable as respondents outlined that they are employed in lower-level positions that require minimal skills and educational level.

It is therefore advisable that Nambiti Private Game Reserve introduce a scarce skills development programme to enable people with no formal education a chance to participate in the decision-making processes and promote them to managerial positions. This notion agrees with literature that suggest that tourism has an ability to employ masses of people but the quality of jobs, working conditions and skills development programmes to emancipate the local community remain questionable.

The lack of appropriate skills may be disadvantageous and hinder the possible advancement to the management position. Local people should therefore be encouraged to further their studies and development themselves to enable the community to take advantage of the opportunities presented by the Nambiti Private Game Reserve through direct and indirect employment, and ultimately steer development to the neighboring community and foster local entrepreneurship (Mthembu and Mutambara 2018: 4). The study learned that there is a handful of natives that occupy management positions and are involved in decision making in Nambiti Game Reserve, this affirms the notion that tourism is dominated by foreign elite and poses a threat of leakages of financial resource of the region which goes against the notion of sustainability.

The observation on the current study attributed that there is a lack of infrastructure development in the Cremin community. This narrative portrays the incompetence of tourism in developing the essential infrastructure to emancipate the community of Cremin. Local tourism has therefore not invested in local infrastructure and community services such as running water, well maintained public roads as well as reliable public transport to the local community.

5.3.2 Active Initiatives and/or practices enhancing standards of living

Most respondents of this study allege that Nambiti Private Game Reserve has contributed positively towards the betterment of the livelihood in the Cremin community. This affirms the notion that sustainable tourism strives to share rewards with the neighboring community and improve their standards of living through skill development which enable to community to occupy better paying positions (Nsukwini 2015: 22). However, the direct and indirect contribution of Nambiti Private Game Reserve towards social sustainable community development remain questionable in this regard because part of the study respondents is of the opinion that Nambiti Private Game Reserve has not contributed to upliftment of their standards of living, and they cannot acknowledge the changes brought about by the presence of Nambiti Private Game Reserve. The social exchange theory outlined that participants take part in an exchange process after they have evaluated the possible benefits and downfalls and will commit to a correlation in which they can optimize

gains while keeping down the costs (Nunkoo, 2016: 590 and Chili 2015:153), therefore, the participants that outlined that the presence of Nambiti Private game Reserve doesn't benefit them are those that are not directly employed by the reserve hence have no/or minimal benefits. The regional tourism support largely depends on the perceived rewards the community is likely to achieve (Nkemngu, 2015).

The infrastructure development amongst the Cremin community appeared to be very poor and minimal public funding. Therefore, part of the Cremin community believe that tourism does not contribute towards the upliftment of the social standards of the Cremin community. There is an urgent need to furnish the Cremin community with awareness of available opportunities and equip the community to take advantage of tourism directly and indirectly. The researcher observed that there are no markets outside the Nambiti Private Game Reserve which is a missed opportunity. There is also a minimal agricultural activity around the game reserve hence the lodges within the game reserve purchase their fresh fruits and vegetables from Ladysmith which is 25 kilometers which is also a missed opportunity for the surrounding community.

5.3.3 Challenges that hinder Nambiti Private Game Reserve

Nambiti Private Game Reserve is situated amongst various rural communities, and a is major origin of earnings for these communities. Management of the reserve feel that they can only employ so many people and feel that they cannot reach out to all these communities equally. Most of these communities are claimant community, however, the Cremin community does not form part of the claimant communities but is at the doorstep of the reserve. It is of this reason that Cremin community feel that they not receiving enough benefits from Nambiti Private Game Reserve whereas the Nambiti Private Game Reserve management feel a pinch of the uncertainty amongst these communities.

The findings reveal that there is a very high percentage of respondents who do not have a clear understanding of the tourism concept and its potential to uplift their standard of living and alleviate poverty. In this reality, the level of tourism awareness is very poor, the local community members have limited information of what tourism can do for them, what benefits they can enjoy from tourism and why it is important for them to be part of tourism.

Due to the lack of tourism awareness, the community ends up losing a lot of lucrative opportunities. Their lack of awareness results in loss of benefits that could be enjoyed by the community. improved awareness and understanding of tourism can open more doors for the local community and ultimately create opportunities such as employment for locals, business opportunities, traditional and cultural opportunities.

The community only needs to be given information about such opportunities. This would allow them to be able to start forming small ventures, like forming small traditional dance groups that can entertain the guests and enable them to earn a living out of their talents. This means that the local community is not empowered with information, the local community is not aware of all these money-making opportunities and ultimately it implies that the community cannot possibly take advantage of any opportunities that comes their way due to the lack of understanding and awareness. Nambiti Private Game Reserve together with local government need to intervene and there will be a greater understanding of what tourism is by people of Cremin community. This will also encourage the community to take tourism seriously and ultimately take advantage of existing tourism opportunities available for the community.

5.4 Objectives and Recommendations

The recommendations below are drawn from conclusions presented above.

5.4.1 Economic Contributions towards Developments Recommendations

It is highly recommended that Nambiti Private Game Reserve create more employment categories for the local community, as this will create more vacancies for the locals and will emancipate the Cremin community monetary and socially. Nambiti Private Game Reserve must inspire the evolution of SMME's within the Cremin community in an attempt to reduce poverty in the region. The Cremin community suggest that Nambiti Private Game Reserve create more employment, carry out coaching programmes to improve their skills. The Cremin community have a great potential to supplement their way of living through Nambiti Private Game Reserve in the light of an appropriate skills development, community upliftment plans and monetary boost. The recruitment of local people and

skills development should be part of the agreement between the local community and the Nambiti Game Reserve as this will enable both the Nambiti Game Reserve and the Cremin community to provide excellent service that will enhance the image of the Nambiti Game Reserve and at the same time the community will be earning good salaries because of repeat business.

Tourism establishments such as Nambiti Private Game Reserve should not only create employment opportunities for the local community but should also strive to promote entrepreneurship and SMME's within the local community through various socio-economic sustainable development awareness programmes. Nambiti Private Game Reserve remain the main source of income in this region, hence the expectations are high for it to empower the surrounding communities. The game reserve can only do so much and needs to partner with various stakeholders such as local municipality to speed up the process of sustainable community development.

The local authorities should intervene through an extensive skills development programme that will enable the local people to be employable. This can be done through running workshops on small business management & entrepreneurship and on how to take advantage of tourism resources to start up their own businesses. Assistance that is available for small business development in the tourism can be driven through local tourism authority.

5.4.2 Active initiatives and/or practices enhancing standards of living recommendations.

The research results revealed that formal training that enable the community to hold high positions in Nambiti Private Game Reserve is very minimal. The training programmes that are currently in place are mainly for the enhancement of productivity and improved service delivery. It is therefore suggested that Nambiti Private Game Reserve reassess its development plan and prioritize capacity building. Nambiti Private Game Reserve can offer bursaries for higher educational studies to the neighboring youth as this will reduce social setbacks such as drug abuse in the region. There is an urgent need to revamp local infrastructure, improve social standards as well as restoration of community pride.

5.4.3. Challenges that hinder Nambiti Private Game Reserve recommendations.

Nambiti Private Game Reserve should conduct an intensive tourism awareness and encourage entrepreneurship within the local communities to resolve the current imbalance amongst the neighboring communities whilst fighting poverty. It is evident from the research findings that a lack of community participation and involvement in tourism activities can encourage uncertainty. It is therefore of paramount importance that tourism brings about sustainable employment and necessary training to empower the local community and bring harmony amongst communities.

5.5 Conclusion

In closing, the results revealed the extent to which tourism can positively contribute towards social and economic sustainable upliftment of local community. These findings indicated that tourism, through Nambiti Private Game Reserve played an immense role towards the social and economic sustainable betterment of local community through offering job vacancies, provision of monetary stability to the local suppliers, skills development, as well as training programmes. However, the Cremin community is faced with some setbacks which hinder the emancipation of the community.

In order for a tourism industry to positively contribute towards sustainable upliftment of the neighboring community, it is of paramount importance to come up with new tourism development strategies which will focus mainly on creation of new job opportunities and encouragement of entrepreneurship, motivate informal sector opportunity, formulation of solid alliance amongst private and public sector and neighboring community, betterment of local culture, enable the neighboring community to access infrastructure easily, allowing the surrounding community to be part of decision making and capacity-building to ensure their involvement. Therefore, Nambiti Private Game Reserve have to improve their strategic approach in order to achieve a more meaningful and effective way of sustainable community development. There is still a need for future research on this aspect as the researcher believes that there still exist more possibilities for social and economic sustainable development to the various neighboring communities in Nambiti Private Game Reserve.

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Annexure 1

Dear participant.

May I kindly ask you to take part on this survey aiming to evaluate the contribution of Nambiti Private Game Reserve as a tourism attraction towards socio-economic sustainable development of the local community of Cremin. This questionnaire is entirely anonymously filled; none of the participant's details will be disclosed to the third party. The entire questionnaire will take at least 30 minutes.

Date: _____

Instructions: Please tick or mark with an X where applicable.

Section A

1. Are you a permanent resident in Cremin?

Yes	
No	

2. Sex?

Man	
woman	

3. What is your level of education?

No formal schooling	
Grade 1-11	
Matric	
Uni. Degree	
Post-graduate	
other	

If other, please specify _____

4. Do you have a clear understanding of the tourism concept and its implications to the community?

Yes	
No	

5. How would you describe the relationship of Nambiti Private Game Reserve and the community?

Bad	
Good	
Excellent	

6. Is the community For or Against Nambiti Private Game Reserve?

For	Against

Explain _____

7. Are you or your family member working at Nambiti Private Game Reserve?

Yes	
No	

If yes, what is your/their occupation? _____

8. Does the Nambiti Private Game Reserve improve the livelihood of Cremin through job creation and optimize the employment rate within the community?

Yes	
No	

9. Has the presence of Nambiti Private Game Reserve increased the infrastructural facilities in the community?

Yes	
No	

10. Does the tourism practises within Nambiti Private Game Reserve create a better entrepreneurial skills to the local community?

Yes	
No	

11. Does the community get fair and equal job opportunities and job sustainability within Nambiti Private Game Reserve?

Yes	
No	

Section B

1. How does the community benefits from the tourism activities taking place in the game reserve

2. How does the game reserve create high level of employment that is more sustainable to the community of Cremin?

3. What are the other developments in place that come as a result of Nambiti Private Game Reserve to improve the people's lives of Cremin both socially and economically?

Recommendations

1. In your opinion, what could be done and by whom to enhance the effective contribution of Nambiti Private Game Reserve towards socio-economic development of local community Cremin?

Thank you very much for your time and help.

Annexure 2

The interview is for the research purpose and your participation will be much appreciated. As part of the Nambiti Private Game Reserve management, you are requested to provide an overview on contribution of NPGR as a tourism attraction towards socio-economic development of local communities. We guaranteed anonymity and that the outcome of this research is utilized for academic purposes and nothing more.

- In your understanding, what is your understanding about the socio-economic development?
- Can you explain how Nambiti Private Game Reserve contribute towards the economic improvement of the local community?
- Can you elaborate on the influence of Nambiti Private Game Reserve on the social life of the local community?
- In closing, what are the problems you as the Nambiti Private Game Reserve encounter that hinders the rendering of socio-economic sustainable local community development?

Annexure 3



NAMBITI

Nambiti Big 5 Private Game Reserve

FAX: 086 653 9031 P O BOX 1707
LADYSMITH

3370
TEL: 036 631 9026

www.nambiti.com

12 September 2018

ATTENTION : SANDILE DLADLA

E-mail : justsandile@gmail.com

Dear Sandile

NAMBITI PRIVATE GAME RESERVE

We hereby confirm that you are authorised to conduct a study at Nambiti Private Game Reserve for your master's thesis. We confirm that your thesis will involve investigating the impact of Nambiti Private Game Reserve, as well as the lodges thereon, on the sustainable socio-economic development of the local communities in the area.

We wish you all the best with your thesis.


Chairman Nambiti Private Game Reserve

Annexure 4



ALFRED DUMA LOCAL MUNICIPALITY

DEPARTMENT: MUNICIPAL MANAGER'S OFFICE
OFFICE OF THE MAYOR – YOUTH DEVELOPMENT
WARD CLLR O.S NXUMALO

✉ 29 Ladysmith 3370
☎ (036) 637 2231
Fax. (036) 631 1400
Email: mmazibuko@alfredduma.gov.za
Website: www.alfredduma.co.za

21 October 2019

CONFIRMATION TO CONDUCT A STUDY AT CREMIN AT WARD 24

We hereby confirm that you are authorised to conduct a study at Cremin area Ward 24 for your master's thesis. We confirm that your thesis will involve the investigation the impact of Cremin area, as well as the lodge thereon, on the sustainable socio-economic development of the local communities in the area of Alfred Duma.

I hope you will find this letter in order.

Yours Sincerely

Cllr O.S NXUMALO
Ward Councillor
Cell: 078 020 4986

ALFRED DUMA MUNICIPALITY
CLLR O.S. NXUMALO
COUNCILLOR
WARD 24
CELL: 078 020 4986

Join the Alfred Duma Local Municipality in its fight against HIV/AIDS
Fight HIV/AIDS: Abstain, Be Faithful, Condomise - for more information visit the local clinic

Annexure 5



**Zertifikat
Certificat
Certificado
Certificate**

Promouvoir les plus hauts standards éthiques dans la protection des participants à la recherche biomédicale
Promoting the highest ethical standards in the protection of biomedical research participants

 **Certificat de formation - Training Certificate**
Ce document atteste que - this document certifies that
Simphiwe Sandile Justice Dladla
a complété avec succès - has successfully completed
Introduction to Research Ethics
du programme de formation TRREE en évaluation éthique de la recherche
of the TRREE training programme in research ethics evaluation

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