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**THE ECONOMIC IMPACT OF TOURISM
ON THE
LOCAL COMMUNITY OF BERGVILLE**

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DECLARATION

I, undersigned, hereby declare, except where indicated that the work contain in this thesis is my own, and that the references, to the best of my knowledge are accurately reported.

SIMISO LINDOKUHLE MABASO

DEDICATION PAGE

I dedicate this work to all the people that supported and encouraged me to complete this Masters. All who have never stopped to give me words of encouragement and prayers through difficulties that I have come across while in the mission of completing this study.

A special dedication to my family, my mom, Mrs. DG Nyoka, Mr. and Mrs. J Nyoka (my uncle) and family, and all Nyoka family for their unconditional support throughout the clock. Mr M.S. Dubazane who provided all the support I needed during this study period.

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ABSTRACT

Tourism is playing an increasingly important role in the local and national economy. The outstanding beauty of the northern Drakensberg is a prime tourist attraction in KwaZulu-Natal, attracting a regular flow of tourists throughout the year (Drakensberg Tourism, 2007). The primary objective of this research is to investigate whether the benefits of tourism that are supposed to be reaped by the local community of Bergville, exist. If so, what are these benefits? There might be people from the local community, who are working within the tourism sector, but what are the types of jobs that they do, their level of job-satisfaction, and the extent to which they are able to earn a living from employment within the tourism sector? Do they have the necessary skills and training to allow them to make a successful career within the tourism sector? The *White Paper on the Development and Promotion of Tourism* (DEAT, 1996), states that with any tourism development in the local communities, local people should be involved in the decision making. They should be trained if they lack the necessary skills required to participate in that development. All these issues are relevant to Bergville as the region has a lot of tourism development, and it is a place that integrates tourism and conservation. The results and conclusions of this study are based on a sample of 307 members of the Bergville local community and 15 local tourism establishments including hotels, Bed and Breakfasts and community tourism organisations. The results suggest that tourism has a greater potential for job creation in the area, that the local community lack the requisite skills and understanding to fully reap the benefits that tourism can bring to their community and that the local tourism authority is not carrying out its mandate to support tourism in Bergville. Policy recommendations include greater collaboration amongst the community, the local tourism authorities and the private sector to promote Bergville as a prime tourism destination in the Drakensberg.

TABLE OF CONTENTS

	Page No.
DECLARATION	i
DEDICATION	ii
ACKNOWLEDGMENT	iii
ABSTRACT	iv
 CHAPTER ONE - INTRODUCTION	
1.1 Background to the research	1 -2
1.2 Rationale for the study	2 -3
1.3 Research objectives	4
1.4 Research design	4 -5
1.5 Limitations of the study	5
1.6 Overview of the study	6
 CHAPTER TWO: LITERATURE REVIEW	
Introduction	
2.1 Definition of key terms	7
2.1.1 Tourism	7
2.1.2 Rural tourism	8 - 11

2.1.3 Cultural tourism	11 -12
2.1.4 Economic Impact Studies	13
2.2 Literature review	13
2.2.1 The international context	13 -16
2.2.2 The South African context	16 -18
2.2.3 Role of government in tourism	18-19
2.2.4 White Paper: The Development and Promotion of Tourism in South Africa	19-22
2.3 The role of tourism in the economy	22
2.3.1 Employment creation	23-26
2.3.2 Types of tourism-related employment	26-27
2.3.2.1 Direct employment	27-28
2.3.2.2 Indirect employment	28-29
2.3.2.3 Induced employment	29
2.3.3 Tourism multipliers	29-30
2.3.4 Tourism financial leakages	30-31
2.4 Conclusion	32

CHAPTER THREE: RESEARCH METHODOLOGY

Introduction	
3.1 Bergville and the Drakensberg area	34
3.1.1 History and profile of the area	34-35
3.1.2 Economic base of the area	36
3.1.3 Tourism in the area	36-38
3.2 Research design	38-39
3.3 Population	39-40
3.4 Sampling	40-42
3.5 Data collection	42-43
3.6 Interviews	44
3.6.1 Structured/ standardized interviews	44
3.6.2 Semi structured interviews	44-45
3.6.3 Unstructured	45
3.6.4 Non-directive interview	45
3.7 Questionnaires	46-47
3.7.1 Questionnaire used in this study	47-48
3.8 Data analysis	48
3.9 Conclusion	48-49

CHAPTER FOUR: DATA ANALYSIS

4.1 Bergville community	50
4.1.1 Community demographics	50-53
4.1.2 Community occupation and income	53-58
4.1.3 Type of employment in tourism	58-62
4.1.4 Community awareness of tourism in the area	62-63
4.2 The Bergville Tourism establishment	63
4.2.1 Types of employment	63-65
4.2.2 Occupancy rates	65-68
4.2.3 Employment and average wage	68-72
4.2.4 Tourism promotion	72-75
4.3 Conclusion	75

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

Introduction

5.1 Level and type of employment in Bergville	77
5.1.1 Overview of Results	77
5.1.2 Recommendations	78-79
5.2 Tourism in Bergville: The Community Perspective	80
5.2.1 Overview of Results	80

5.2.1.1 Employment within Tourism	80-82
5.2.1.2 Understanding of Tourism	82 -84
5.2.2 Recommendations	84-86
5.3 Tourism in Bergville: The Employer Perspective	86
5.3.1 Overview of Results	86-87
5.3.2 Recommendations	87-90
LIST OF REFERENCES	91-96
ANNEXURE 1: COMMUNITY QUESTIONNAIRE	97-99
ANNEXURE 2: EMPLOYER QUESTIONNAIRE	100-102

LIST OF TABLES

	Page No.
Table 1: Community demographics	50
Table 2: Age and education	52
Table 3: income and occupation	54
Table 4: Nature of employment and age	57
Table 5: Nature of employment in tourism	58
Table 6: Tourism qualification	59
Table 7: Rank (tourism) and qualification (tourism)	60
Table 8: Tourism awareness	62
Table 9: Types employer	64
Table 10: Occupancy rate	65
Table 11: Average occupancy rate length of business	67

Table 12: Number of guest and length of business	68
Table 13: Employment (permanent and part-time)	69
Table 14: Average income paid to employees	71
Table 15: Promotional activities	72
Table 16: Assistance from local tourism authority	73
Table 17: Effort by the local tourism authority	74

LIST OF FIGURES

Figure 1: Occupation	53
Figure 2: Main source of income	56
Figure 3: Level of satisfaction	61

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE RESEARCH

The UKhahlamba Drakensberg area which is a world heritage site, is a highly reputable tourist destination in KwaZulu-Natal. This region has a high level of tourism potential for the local community of Bergville which is located at the foothills of the northern part of the Drakensberg Mountains. Bergville is surrounded by many tourist amenities which range from resorts to backpacker lodges, bed and breakfasts (B&B) and the national park. Besides these supporting amenities, Bergville is situated in a world heritage site that appeals to domestic tourists and the international market. It offers a variety of tourism activities with some of the major tourist attractions in the area being the Royal Natal National Park and the Amphitheatre. As the Drakensberg is a popular tourism destination not only in South Africa but throughout the world, the aim of this research is to establish whether the benefits of such tourism are actually reaped by the local community of Bergville.

Tourism should create jobs and contribute economically to the community living in the areas where tourism development is taking place (Burns, 2000). Job creation may take the form of direct employment in hotels and other accommodation facilities, e.g. cleaning staff, ground staff and chefs at accommodation restaurants, as well as through indirect employment, e.g. wholesalers and other suppliers to meet the needs of tourism establishments and other suppliers involved infrastructural development such as roads, construction of tourism amenities, etc.

The *White Paper on the Development and Promotion of Tourism* (DEAT, 1996) states that tourism development can provide economic benefits and that local authority should maximize these benefits for local communities. Such benefits may be achieved by increasing linkages, minimizing leakage and promoting greater co-operation with other formal sectors of business to maximize benefits for local community enterprises. The UKhahlamba Drakensberg area is a rural destination where most people have a low level of education and skills, and tourism has the potential to build the skills-base in the region.

1.2 RATIONALE FOR THE STUDY

The involvement of local people in tourism is one of the most important practices that has to be implemented by local tourism developers within the public and private sectors. Tourism is usually expected to have a positive impact on the local community where development takes place in terms of job creation and enterprise development. The *White Paper on the Development and Promotion of Tourism* (DEAT, 1996) states that local communities are also expected to play a vital role in the development of tourism. Many communities and previously neglected groups, particularly those in rural areas which have not actively participated in the tourism industry, possess significant tourism resources that have not been utilized to their benefit.

There is a belief that responsibility for involving local communities in tourism lies with the government. Many private operators give little thought to the relationship they should be building with the neighbouring communities, yet there are some areas where the involvement of the local community has been the priority in local tourism development (Elizabeth, 2004). A good example of this involvement is the Umngazi River Bungalows in the Eastern Cape where all staff are drawn from local communities. Free space is provided for locals to sell their arts and crafts to tourists, and it is committed

to buying produce locally. This commitment implies that there are many economic benefits to be reaped from tourism activities, irrespective of geographical location.

The population of Bergville is predominantly youthful with low levels of education and poor earning opportunities (Okhahlamba Local Municipality IDP, 2006). These combinations are conducive to perpetuating poverty and a poor quality of life. Women and orphans are some of the most vulnerable groups in the society. Almost 85% of the working age population of Okhahlamba Local Municipality (OLM) were earning less than R18 000 per annum (R 1 500 per month) at the time of the census in 2001. The majority of these people (73%) were receiving income in the order of R 800 per month. The minimum average for a "living wage" was about 1 600 per month, suggesting severe economic hardship among families (Okhahlamba Local Municipality IDP, 2006).

Bergville has much to offer in the domain of tourism that can benefit the local community, tourism providers and tourists alike. The primary objective of this research is to investigate whether the benefits of tourism, that are supposed to be reaped by the local community, actually exist. If so, what are these benefits? There might be people from the local community, who are working within the tourism sector, but what types of jobs do they do, and what level of satisfaction do they derive from their jobs? The *White Paper on the Development and Promotion of Tourism* (DEAT, 1996) states that local people should be involved in decision-making in tourism development as the development is consuming their resources. People should be trained if they lack the necessary skills required to participate in that development. All these issues are relevant to Bergville since there is much tourism development in the area and it is one of those places that integrate rural tourism and conservation.

1.3 RESEARCH OBJECTIVES

This research is guided by the following objectives:

- to ascertain the level and type of employment in the Bergville community;
- to determine local community understanding and awareness of tourism;
- to determine the extent and nature of local community involvement in tourism in Bergville;
- to examine the types of jobs created by tourism for the Bergville community;
- to determine the level of tourism skills, training and education of the Bergville community; and
- to examine the extent to which local tourism business is promoted in the Bergville area.

1.4 RESEARCH DESIGN

This study adopts a mixed research methodology comprising both qualitative and quantitative aspects. Qualitative research considers people's experiences from their own perspectives. Quantitative research focuses on the measurement of variables and tries to establish correlation and causation. The target population is the Bergville community and tourism establishments in the area. These tourism establishments include B&Bs, hotel/resorts and other amenities such as arts and crafts, community based hiking trails etc. For the purpose of this study, "local community" is defined as the black residents living within the two tribal authorities which are the Amazizi and Amangwane. Both of these tribal authorities are located in the foothills of the Drakensberg where most of the tourism amenities are located and tourism development is taking place. Purposive sampling was used to

identify those tourism establishments that were considered as the major source of direct and indirect employment for people living in the local community. Community members were randomly sampled based on their availability at the time the study was conducted.

Survey questionnaires were used to collect data from both the tourism establishments and community members. The questionnaire for the tourism establishments collected data on the number of employees, the type of employment provided etc. The questionnaires were analyzed using the Statistical Package for Social Science (SPSS) software version 18 most of the analysis is descriptive in nature and this is aimed at answering the research questions posed in the study. Inferential statistics are given where relevant. Analysis of the community's perception of employment opportunities both within the tourism sector and elsewhere, was done qualitatively.

1.5 LIMITATIONS OF THE STUDY

Although an economic impact study can be in-depth and multi-faceted, the investigation of the economic impact of tourism on the Bergville community in this study is limited to the effect on employment and income earning opportunities. Other aspects considered include education and training in tourism since this represents investment in human capital which influences current and future income. Thus the study does not interpret "economic impact" as broadly defined in the literature. The second limiting factor is that the majority of the community was semi-literate and this resulted in difficulties in interpreting questions. It was therefore necessary for the researcher to administer the questionnaires. Due to the large geographical area to be covered and other logistical difficulties, it was impossible to obtain the recommended sample of 400 for the Bergville community (Sekaran, 1992), in particular convenient sampling had to be used to obtain feedback from the rural community which comprised the sample for this study, and therefore the result cannot be generalized.

1.6 OVERVIEW OF THE STUDY

Chapter One gives a brief introduction to the study, including a discussion of the research problem, objectives and rationale for the study. Chapter Two reviews the current literature on tourism and its role in economic development. The third chapter describes the Bergville area in which the study is located and the methodology used to conduct this study. Chapter Four presents the data and findings of the study. The final chapter (Chapter Five) draws conclusions and recommendation on the role of tourism in the Bergville area. It is hoped that the outcomes of this study will help to identify gaps and problems within tourism development in the Bergville area and suggest possible solutions, strategies to be used to ensure that the community of Bergville is involved and benefits from tourism activities in their area.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter is organized as follows: the first section provides a list of definitions of terms used in this study and in the majority of research that examines the economic impact of tourism. The second section reviews the findings of previous research on the economic impact of tourism on local communities. Chapter Two also identifies and describes the various ways in which tourism may impact on the lives of the people living in the areas where tourism development is occurring, i.e. it provides a theoretical basis for the research questions and methodology used in this study.

2.1 DEFINITION OF KEY TERMS

2.1.1 Tourism

Tribe (1996) defines tourism as visiting for at least one night for leisure and holiday, business and professional or other tourism purpose. This definition excludes people who visit a destination for one day. Opperman and Weaver (2000:3) define tourism as an experiences and relationships arising from the interaction among tourists, and the host communities, composite of activities, services, and industries that deliver a travel experience to individuals and groups traveling fifty miles or more from their homes for purposes of pleasure. Tourism comprises the activities of persons travelling to, and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. (World Tourism Organization, 2006). Tourism Society (2008) defines tourism as "the

temporary short term movement of people to destinations outside places where they normally live and work, and their activities during their stay at these destinations (www.tourismknowledge.com/publications). Earlier definitions of tourism define tourism as visiting a country away from your own, however more recent definitions of tourism highlight the fact that tourists engage in activities in the area visited and also with local communities.

2.1.2 Rural Tourism

According to Viljoen and Tlabela (2007), rural tourism consists of leisure activities carried out in rural areas and includes different types of tourism activities such as community-based tourism, ecotourism, cultural tourism, adventure tourism, guest farms, backpacking, riding and agri-tourism. Developing tourism in rural areas increases participation of the poor and brings wider benefits, for instance, ownership and management. The White Paper on the Promotion of Tourism in South Africa (DEAT, 1996) contends that the prime tourism attractions are not located in the city centres but in the rural areas. The different activities involved in rural tourism are ideally suited for developing tourism in rural areas with the necessary environmental qualities as they provide rural inhabitants with the opportunity to participate and share in the benefits of tourism development.

Lubbe (2003) describes rural tourism as any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience. Rural tourism is essentially an activity that takes place in the countryside. It is multi-faceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco-tourism. As in the case of conventional tourism, rural tourism has certain typical characteristics: it is experience-oriented; the locations are sparsely populated; it is predominantly in a natural

environment; it meshes with seasonality and local events; and is based on preservation of culture, heritage and traditions.

Increasingly, the countryside is becoming a more attractive place to holiday or visit since it provides remoteness and solitude so often missing from our hectic lifestyles (Kyser, 2002). Ratz (1998) defines rural tourism as tourism on family farms, where a tourist stays with the host family or in a guest house, camping on a farm with most farm services being linked to route-bound activities such as cycling, sailing or horse-riding. In this definition, only farm activities are emphasized without considering rural communities around which most farms are situated.

In many countries, rural tourism has enjoyed substantial encouragement, support and, in some cases, direct financial assistance from both the public and private sectors (Fleischer and Pizam, 1997). According to Hall and Jenkins (1998), such intervention and support is unsurprising. Over the last three decades, many rural economies have suffered a severe downturn with falling employment and income levels in traditional agrarian industries contributing to a vicious cycle of economic decline and socio-economic problems. In particular, per capita rural incomes have fallen well below national averages, whilst the loss of public services, high unemployment levels and the consequential out-migration of younger, better educated members of rural communities have collectively endangered the fabric and structure of rural areas.

Rogerson (2003) found that recreation development, measured by the extent to which an area's employment, income, and housing depends on recreation and tourism, is linked to a higher percentage of the working-age population having jobs. This percentage-employed measure encompasses discouraged workers who had dropped out of the labor force, making it a more comprehensive and meaningful measure of employment conditions. Moreover, recreation development led to an increase in this employment

environment; it meshes with seasonality and local events; and is based on preservation of culture, heritage and traditions.

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measure during the 1990s for all age groups except the population aged 65 and older. Sharpley (2001) states that rural tourism has long been considered as a means of achieving economic and social development and regeneration. It has been widely promoted as an effective source of income and employment, particularly in rural areas where traditional agricultural activities as a source of economic growth have declined. A number of established tourism destinations have also turned to rural tourism in order to diversify their tourism product and market and spread the benefits of tourism away from coastal resorts into the countryside. Hall (2000) states that the increasing dependence on, and support for rural tourism is based upon the number of perceived benefits it potentially provides to rural communities. As a result, rural tourism in many countries has enjoyed substantial encouragement, support and in some cases, even direct financial assistance from both public and private sectors (Swartbrook, 1998). There is evidence to support the claim that as a vehicle for economic growth and diversification, tourism can make an important contribution to rural incomes at the level of an individual farmer and more widely in the local economy. He further argues that there is little doubt that tourism is an important source of employment, particularly in traditionally popular rural destinations, and plays a fundamental role in the social and environmental development of rural areas. He however argues that the extent to which the benefits are realized, remains a subject for debate.

Visitors to the countryside participate in many activities such as walking or pony-trekking (clear forms of rural tourism), whereas other pursuits are commonly considered to be either sport or leisure. These may include mountaineering, caving, watching a sporting event in the countryside or simply visiting restaurants (Richard, 1997). Some of the activities that take place in rural tourism take place in the form of agritourism, green tourism and ecotourism. In many countries rural tourism holds a special place in the culture of the country. Every economy or society, no matter how urbanized they have become, began as a rural society. Rural areas therefore provide

the playground where urban-dwellers can seek treatment for the ills of urban living, where any change is to be resisted and the main priority is the protection of and cultural identity (Rural Tourism, 2007).

Although South Africa is defined as an upper-middle income country per capita, the distribution of income is among the most unequal in the world. Many households, particularly in the rural areas, have limited access to employment opportunities, education, health care, energy, sanitation and clean water (May, 1998). He further states that challenges of addressing rural poverty are huge, and the revitalization of the rural economy is the key initiative for the national government. According to Viljoen and Tlabela (2006) it is important to develop tourism in rural areas in order to increase the participation of the poor, and to bring wider benefits to rural areas. One advantage of rural tourism is that the nature of the product often involves the ventures that feature local ownership and management. It also provides incentives for infrastructural development which then results in the growth of other economic activities in the rural areas (Swartbrooke, 1999). Rural tourism therefore seems to be an appropriate platform to revitalize the declining rural areas to ensure that existing jobs are sustained, new jobs are created, and rural arts and crafts are maintained as tourist attractions.

2.1.3 Cultural Tourism

Culture is one of the important factors that affect the attractiveness of a destination or region. A community's culture is the complex reflection of the way in which its people live, work and play, and it can be divided into elements such as dress, handicrafts, arts and music. According to Weaver and Opperman (2000) cultural tourism includes events such as historical commemorations, festivals and entertainment. McIntosh (1995), describe cultural tourism visiting sites that can be classified into the following sub-categories: pre-historical, historical, economic, and specialized recreational and retail. According to the *White Paper on Development and Promotion of*

Tourism (DEAT, 1996) cultural tourism is defined as cultural aspects which are of interest to the visitor and can be marketed as such, including the customs and traditions of people, their heritage, history and way of life.

According to Leslie and Sigala (2006), cultural tourism refers to the type of tourism that puts special emphasis on cultural attractions for visitors away from their normal places of residence. The World Tourism Organization (WTO) defines cultural tourism as movements of persons for essential cultural motivations such as study tours, performing arts, travel to festivals, visits to sites and monuments, travel to study nature, folklore or pilgrimages and other cultural tours (www.world-tourism.org).

South Africa is now beginning to focus on the local economic benefits which cultural tourism can bring to an area. Some of the identified ranges of opportunities for historically disadvantaged communities or groups are guesthouses, shebeens and restaurants with local cuisine, community tour-guiding, music and story-telling, arts and crafts, traditional hunting and speciality agriculture. Tourism is widely recognized for creating sustainable jobs and bringing in new money to an area. Visitor-spending supports local businesses, specialty shops, restaurants and recreational facilities which might not otherwise survive (Godfrey, 2000).

Tourists buy goods and services from local shops and facilities they eat out in the local restaurants, stay in the hotels, attend theatres and visit local attractions. Their spending directly contributes to the profitability and the employment opportunities within these businesses. Spending on accommodation, food, entertainment and souvenirs created by the local people further fosters employment and economic activities in other sectors of the destination which is directly affected by tourism. This also happens in rural areas where the local community makes arts and crafts for the tourist who visits the destination (Clark and Godfrey, 2000).

2.1.4 Economic impact studies

Tourism is one of the major industries that has been recognized for its potential to contribute to the economic gain of many regions. The purpose of economic impact analysis is to measure the economic benefits accruing to a community and to calculate the differential impacts made by visitors from various origins (Crompton, 1995). These benefits include income, employment, public sector revenue and imports generated in a holiday area by tourist spending. Economic impact studies may be measured as the net economic change in the income of the host residence that results from tourist spending. In this study measurement of economic impact is limited to the effect of tourism on income and job creation in the host communities surrounding tourism establishments.

2.2 LITERATURE REVIEW

2.2.1 The international context

Tourism in many countries is seen as an important instrument for regional development as it stimulates new economic activities. Goodwin (2002) conducted a study to evaluate the involvement of local communities in tourism within National Parks such as Komodo in Indonesia. The aim of the study was to ascertain the level of community involvement in the running of the national park, not only through employment opportunities but also through entrepreneurial activities. Komodo is one of the national parks in Indonesia which provides over 600 jobs and entrepreneurship opportunities to the local communities. He states that the park authorities encourage local communities to participate in tourism by offering home based-accommodation and arts and crafts centers to tourists that visit the park. Tour guides are encouraged to stop at these centers so that the communities earn income from tourists who visit the park. The local communities are also encouraged to create their own tours e.g., community walking tours.

Although the communities around the parks were happy in general, there were some issues that were raised. Communities believed that the opportunities were insufficient to utilize the resources of the park for their own benefits such as conducting tours within the park. This has become the common or general concern within communities located near major tourism developments. Another major concern of the local community was that of access to finance to start their own tourism enterprises. These externally owned businesses includes transport which is government owned or run by external operators due to lack of funding with the local community. As a result, 50% of revenue leaks out from the local community because of imports and non-local involvement (Goodwin, 2002). These leakages are often associated with rural areas where most of the tourism benefits are enjoyed by the wealthy people who do not reside within the local communities.

Grieg-Gran (2001) conducted research on rural tourism in Nepal. The outcome showed that there are a lot of benefits that can be reaped from tourism development in the rural areas. Those benefits of rural tourism to local communities are mainly financial, as tourist enterprises offer a viable additional income if not an alternative to farming. This is especially true for mountainous regions or deserts where farming is not always very lucrative. In fact, analyses of rural tourism initiatives worldwide indicate that they have benefited some of the poorest countries like Nepal, India and several African nations.

Village crafters could also benefit from rural tourism through increased sales of crafts. For example in India, one of the places developed as a rural tourism destination is Hodka in Gujarat, which is well known for its fine handicrafts. Tour packages for the Hodka region include visits to craft villages which educate visitors about the handicrafts and offer them buying opportunities (Grieg-Gran, 2001). Another such destination that has sought tourism

diversification and economic regeneration through the promotion of rural tourism is Cyprus. Over the last 40 years, Cyprus has emerged as a major Mediterranean summer-sun destination, the successful growth of tourism underpinning the socio-economic development of the island (Ayers, 2000; Kammass and Salehim-Esfahani, 1992). Development of tourism in Cyprus has assisted locals to improve their lives through employment creation and small enterprise development. At the time the study was conducted, tourism contributed over 50% of total employment in the local communities.

Akama (2000) conducted research in Kenya into the role played by the Kenyan government in the development of tourism in the country. He found that the Kenyan government has over the years played a crucial role in the development of the country's tourism industry. Particularly during the early stage of tourism development in Kenya, it was government involvement that helped laid the required foundation and, as a result, started the rapid development of the country's tourism industry. However, in the 1990s, Kenya's tourism industry was confronted with serious problems including declining international visitor arrivals and decreasing tourism revenues. Ironically, the same government that played a crucial role, especially in the initial development of the country's tourism industry, was blamed responsible for the industry's poor performance. Even though they were involved in many difficulties, the commitment of the Kenyan government to the development of tourism has resulted in more recent success of tourism in the country. In 2006, Kenya recorded over 2 million arrivals contributing greatly to the country's economy (www.experiencekenya.co.ke).

Mbaiwa (2003) conducted a study in the Okavango Delta to assess the benefits and challenges of community-based safari hunting. The Okavango Delta is one of Botswana's leading tourist destination areas mainly because of the rich wildlife resources it sustains and its scenic beauty. Tourism has stimulated the development of a variety of allied infrastructure and facilities such as hotels, lodges and camps, airports and airstrips in the Okavango

region. Tarred roads and other communication facilities have also been developed in the Ngamiland District partly to facilitate tourism development. Tourism in the Okavango Delta also provides employment opportunities to local communities and it is a significant source of foreign exchange for Botswana. The findings of the study indicated that 75% of local communities are employed at the safari lodges, and funds generated from hunting are used for improvement of the local infrastructure that is essential for the community. There were some challenges faced by Safari tourism in Botswana such as the lack of marketing, entrepreneurship and managerial skills.

2.2.2 The South African context

Van Zyl (2002) conducted research on the impact of tourism investment in rural areas. The three areas of study were: Makuleke tourism initiative, Umngazi River Bangalows and Manyaleti Game Reserve. The aim of the study was to examine tourism development and its impact on the empowerment of rural communities through economic development. The three cases were assessed based on the impact on local communities, impact on small business development, collective economic benefits, generated initiatives and also on non-financial development impacts such as capacity building and training. All the tourism developers have formed partnerships with local producers as part of small business development. In all three areas it is reported that 95% of employees were from the local communities. In the Umngazi River Bangalows, local communities were not only employed as general laborers but they are developed and promoted to the middle management positions. One of the students was sponsored to enroll for a qualification in hospitality management and was rewarded with a permanent position as a trainee manager.

As stated earlier, the promotion of cultural tourism holds much promise for South Africans. The development of cultural villages for example, has a lot of benefits that can be reaped by the host communities. Van Veuren (2003) conducted a study into how the host communities can capitalize on the indigenous cultures for their benefits or economic gain. He states that cultural tourism in South Africa provides a lot of opportunities especially to rural communities.

Rogerson (2003) conducted a study in tourism planning and the economic revitalization of Johannesburg. The city embarked on a tourism project as part of the economic regeneration of various areas within Johannesburg. One of the projects was the Newtown Cultural Precinct which aimed to promote a cluster of creative cultural activities that would enhance the areas' tourism potential. The Johannesburg City Council also puts emphasis on "meeting, incentive, conference and exhibition" (MICE) as part of using tourism as economic regeneration. This materialized very well because they have attracted a lot of big conferences, one of which was the World Summit on Sustainable Development which was held in Johannesburg in 2003. Rogerson (2003) argues that public investment in tourism is an opportunity cost and that money spent on tourism facilities might be more appropriately used for deserving causes, such as infrastructure. It was found that even though Johannesburg is the power house of the South African economy through gold and other sectors, it was realized that tourism is also playing a vital role in the economic revitalization in Johannesburg. Soweto is now popular to international tourist as the heritage route with the most popular areas being the Hector Peterson Memorial and Mandela House. Rogerson (2003) states further that tourism contributes to the economic revitalization of Johannesburg.

Kibirige (2002) conducted a study on the socio-economic impacts of tourism on poor rural communities in the Mpembeni community which is next to Hluhluwe-Umfolozi Park. She found that about 80% of the permanent

workers in the park and approximately 91% of the Hilltop Camp workers are drawn from the local communities. Other benefits include the accessibility of natural resources, tourism development, participation in the operation and management of the park, as well as education and training programmes. Although the Hluhluwe/Umfolozi Park provides some job opportunities to neighbouring communities, it was concluded that it is not possible to provide jobs for all unemployed people within the community. The outcome of this study showed that even though a large number of people from the local community were employed in the park, it is a small percentage of the community that participates in the operation and management of the park. In some cases it was reported that there is no relationship at all between the community and the management of the park.

2.2.3 Role of Government in tourism

According to Kazakhstan (2007), government intervention is very important to enhance the contribution of tourism in economic development and poverty reduction. The South African government has created different platforms to make sure that tourism is developed in many ways. These include tourism ministries, the provision of tourism plans which are useful tools for identifying areas with tourism potential, determining tourism and structuring the provision of infrastructure. Empowerment of poor communities through tourism, legislation and regulations cover aspects such as ensuring that people who are involved in tourism are remunerated fairly and that they receive adequate social protection. One of the most important roles of government in tourism is destination marketing which is important for both the private and public sectors. Marketing and information provision tools include:

- physical tourist information centres in the area where tourists can collect information on tourism products and services, and receive assistance;

- websites which advertise the destination and at the same time provide tourist information;
- advertising of the destination in various media, and through the development of brochures on the area;
- establishing a tourism identity or tourism route for linked products; and
- attending trade fairs and other appropriate events.

Destination marketing and information provision are of benefit to all tourism service providers in a municipality, including community-owned entrants into the tourism industry. However, some municipalities do go further than this and use the opportunities provided by the municipal marketing infrastructure to provide additional marketing opportunities for these community-owned enterprises.

2.2.4 The White Paper on the Development and Promotion of Tourism in South Africa (1996)

In 1996 the *White Paper on the Development and Promotion of Tourism* was published. The National Department of Environmental Affairs and Tourism put this document together with the mandate of drafting a tourism discussion paper as a basis for a future national tourism policy. This national tourism policy represents the business sector, labour movement, provincial governments, community organisations and national governments.

Provincial policies were based on this national framework, thereafter municipalities developed Integrated Development Plans which dealt with economic development at a local level.

The White Paper provides a policy framework and guidelines for tourism development in South Africa. This is followed by an implementation strategy which contains a number of key actions in order to effectively implement the

guidelines. Some of the issues and concerns that are addressed by the White Paper include the following:

- *Limited involvement of local communities:* The South African tourism industry is lacking when it comes the involvement of local communities and previously neglected groups in the industry. While this has been largely due to the previous Government's policies, the need to reverse this situation is of urgent importance. The tourism industry, perhaps more than any sector, provides a number of unique opportunities for involving previously neglected groups.
- *Lack of involvement:* The majority of South Africans have not been involved in the planning, decision-making, investment, development or promotion of the tourism industry. Communities have not been involved or consulted in respect of major investment decisions or developments proposed for areas in which they live.
- *Inequalities:* Past inequalities and abuse of power have led to the exploitation of local cultures and community groups.
- *Negative attitudes:* Negative attitudes exist within the industry towards community tourism products which are sometimes viewed with scepticism and are regarded as inferior. There is often a view that what is white and Western is best. The value of the previously neglected people, their culture and their products often tend to be depreciated.
- *Lack of market access:* Local communities lack access to the lucrative tourism markets as visitors are kept within the hotels and resorts and venture out only to 'sanitised' places of interest. For the local shebeens, the local craft vendor, or township experience, a visitor sighting is a rare occasion.
- *Barriers to entry:* These are caused by very large companies and corporate structures which control the market. Businesses in South Africa are either very large or very small - a middle segment is only

slowly emerging. The cost of capital furthermore prevents many small operators from entering the market.

The policy outcomes and recommendations arising from the White Paper include the following:

- government will provide the enabling framework for the industry to flourish;
- effective community involvement will form the basis of tourism growth; and
- tourism will be used as a development tool for the empowerment of previously neglected communities and should particularly focus on the empowerment of women in such communities;
- optimise opportunities for small medium and micro enterprises (SMME's) specifically emerging entrepreneurs;
- use tourism to aid the development of rural communities; and
- encourage community participation in the planning, development, implementation and management of tourism projects.

McKenzie and Xaba (2004) state that municipalities can play a role in assisting communities to become more involved in the tourism industry. At the same time municipalities can assist in guarding against some of the negative impacts that tourism sometimes has on disadvantaged communities. These include tourism development that results in limited financial benefits for communities and prevents access to important natural resources on which the community may be reliant, tourism that does not sufficiently respect local culture; and tourism that causes damage to the local environment.

Tourism in most instances has been used as a vehicle for improving the lives of local communities. One of the key objectives for national responsible tourism development guidelines for South Africa, issued by the Department

of Environmental Affairs and Tourism, is to "ensure communities are involved in and benefit from tourism". In a speech delivered at the opening of the local government tourism indaba, in 2009 in Cape Town, the Minister of Environmental Affairs and Tourism said "government is an engine room that drives the planning and management of South Africa's natural and cultural assets. Tourism relies on having these resources in a healthy state. Local government also provides the core utilities and infrastructure on which the tourism industry is based" Local government furthermore manages attractions such as sports stadia, convention centres, parks, events and other amenities and also enables local tourism management through the provision of visitor information and through being the primary source of funding for regional and local tourism organizations.

2.3 THE ROLE OF TOURISM IN THE ECONOMY

According to National Responsible Tourism Development Guidelines for South Africa Tourism (DEAT, 2002), tourism still plays a relatively small role in the South African economy and has some areas of improvement if it is to fulfill its potential to significantly contribute to national income. Traditionally the main focus of governments have been on the growth in international arrivals and total foreign exchange earnings and not on fostering entrepreneurial opportunities for the historically disadvantaged, poverty relief, employment on local economic development. Both domestic and international tourism can create employment, it is a relatively labour intensive industry and it employs a multiplicity of skills from accountants and hairdressers to tour guides and trackers. Tourism can provide very good skills development opportunities for local communities.

2.3.1 Employment creation

Tourism has a direct impact on the local economy (Lubbe, 2002). Tourism also contributes indirectly to the local economy in two important ways. First the businesses that benefit directly from visitor spending make purchases from local suppliers, and second, household incomes resulting from direct and indirect employment stimulate demand for local goods. Tourism can offer rural residents business opportunities in activities that cater to the tourist trade. Such locally-operated businesses which may be seasonal can provide local residents with valuable opportunities to develop business skills and can give local crafters, farmers, and food processors, among others, outlets to sell their products to local retail establishments. Farmers growing fresh produce can take advantage of tourism to establish direct marketing channels for ready-to-eat products which may also serve as outlets for processed foods such as jams, preserves and baked products.

According to the World Travel and Tourism Council (WTTC, 2008), tourism is a flourishing and multimillion dollar industry. It is expected that travel and tourism will develop fifty-three million possible new jobs by 2011. As a result of this, tourism is regularly perceived as a development tool in developing countries. Tourism has frequently been promoted as the answer to development in areas that have long been on the periphery of the global economy (Gauzy and Nijkamp, 2007:116). Governments from every corner of the world believe that tourism is a dominant creator of employment (Keyser, 2004:290). Why is government interested in promoting development through tourism? The reason is that government has realized the prospective benefits of tourism job creation (Wahab and Pigram, 1997, Davidson, 1993). Furthermore, Roche (1992:563) said "from the perspectives of the destination community, the creation of jobs is an especially relevant reason for a destination to promote its tourism sector". Tourism provides a high proportion of entry-level jobs for people entering the workforce for the first time. Yet, jobs in tourism can involve long hours and a high degree of inequality

especially for the front line staff with long hours of low-paid unskilled labour with no view of progress or long-term career prospects (Wahab and Pigram, 1997:156).

Becherel and Vellas (1999) state that tourism is traditionally seen as labour intensive, employing large numbers of people with low levels of capital. Tourism's ability to create jobs is one of the prime motives for public agencies to encourage growth within the tourism industry. When compared with creating employment in the manufacturing industry, service sector jobs are seen as relatively cheap and as an easy way of making employment opportunities available since the associated start-up costs are generally considered lower. Also, the so-called "tourism drivers" mean that jobs in tourism leads to jobs in many other economic sectors.

Although tourism is a major creator of jobs, there are a number of issues that concern the nature of tourism employment, many of which are linked to the problem of seasonality in the industry. Workers can be hired only for the duration of the season, keeping the labor cost low (Youell, 1998). Tourism employment is spread across a number of industries, for example agriculture, retailing, passenger transport, business services and local government (Becherel and Vellas, 1999). They further argue that most of the people that work in places such as restaurants do not recognize their jobs as real work. Even though tourism is regarded as seasonal and part-time, it offers some flexibility which might be attractive to students and women for part-time work opportunities.

The economic potential of tourism as key driver for growth and development in South Africa is based on the competitive advantages that the country has in its natural and cultural resources. South Africa's tourism industry mostly involves the so called "sea, sun and sand" as perceived by the visitors to South Africa as this represents the ideal holiday. Popular new forms of tourism types include, among others, cultural and adventure tourism. Many of

these tourism types are ideally suited to developing tourism in rural localities. *The White Paper on the Development and Promotion of Tourism in South Africa* (DEAT, 1996) states that the prime tourism attractions are not located in the city centres but in the rural areas. Tourism can offer rural residents business opportunities in activities that cater for the tourist trade. Such locally-operated businesses which may be seasonal can provide local residents with valuable opportunities to develop business skills and can give local crafters, farmers, and food processors, among others, outlets to sell their products to local retail establishments. The rural location of many of these attractions provides rural inhabitants with the opportunity to participate and share in the benefits of tourism development and employment creation.

As much as it is a broader perception that tourism provides employment opportunities, Collin (2004) argues that technological advancement has resulted in the decline in employment rates within the tourism industry. Collin (2004), further states that most of the jobs are performed by women and are characterized by low pay, poor conditions, low career mobility and limited access to training programmes. The categories where women are employed are housekeeping, waiting and kitchen work. Shaw and William (1998) argue that the actual quality of jobs in tourism is a matter of debate since most jobs are classified as being semi or unskilled and low paying jobs. They further state that most of the jobs created through tourism are seasonal.

Doswell (1997) states that the nature-based attractions cannot provide many job opportunities because these are visited free of charge or they may have minimal entry charges, as it may be considered a fundamental human right to visit and enjoy these attractions. This would be the case with Bergville as most of the tourist attractions are nature based. However, Doswell (1997) states further that all the tourist attractions consist of supporting amenities which local communities should take control of and benefit from. This includes the creation of community-based accommodation establishments,

cultural activities and local tour guiding programmes to provide tours, and to teach the visitors about the local culture and the history of the area as the local representative can provide the most appropriate information to people who are visiting the area.

There is a belief that responsibility for involving local communities in tourism lies with the government, however evidence suggests that far-sighted entrepreneur, who builds-up local link are the most the successful. Poon (2006) gives an excellent example of the Umngazi River Bungalows in the Eastern Cape. This facility has an annual average occupancy rate of about 85% - one of the highest in the country. The management has taken decisions designed to ensure happy workers and a happy community. All staff are drawn from the surrounding communities, workers get a 13th month's salary and share in the annual profits. The hotel has helped financially with the building of a local school, it provides free space for locals to sell their crafts to tourists, and it is committed to buying produce locally.

According to Wahab and Pigram (1997), tourism is a booming industry with promising job opportunities both in developed and developing countries. However Keyser (2004) points out that tourism may not necessarily create new job opportunities as workers previously engaged in other economic activities simply switch jobs. According to Wood (1992), there is a tendency in advanced industrialized societies towards increased part-time employment and the casualization of work.

2.3.2. Types of tourism-related employment

Tourism is perceived as an industry that has the potential to provide jobs, income and economic diversity for rural communities. There are three types of tourism-related employment: direct, indirect and induced employment as

discussed below. Tourism also has the power to stimulate the creation of employment in sectors not directly involved with tourism, e.g. the construction of a hotel or any tourism development will, to a great degree, involve construction companies (Yuoell, 1998). Leontidou (1994) believes that employment in tourism is not easy to measure on the basis of official statistics. Employment in tourism is important because in the face of global recession, it has been one of the most consistent sources of job growth (Font, 2002). Riley, Ladkin and Szivas (2002) argue that there is a question of whether the jobs created in South Africa through tourism are filled by nationals or by immigrants and this depends largely on the scale of tourism, the types of jobs available, and the labour market alternatives.

According to Robinson and Anderson (2004) the actual quality of jobs in the tourism industry in South Africa is a matter of debate, as most jobs are classified as being semi-or unskilled. Robinson and Anderson (2004) further state that 54% of jobs in the hotel and catering sector are unskilled as compared to 74% in the economy as a whole. While direct employment in tourism (in bars, hotels and restaurant, etc.) may be mostly unskilled, indirect employment in supply industries and producer services may be highly skilled and well rewarded. Marsh (2007) also mentions a very critical point, stating that in South Africa the distinction between direct and indirect employment is necessary when considering the gender distribution of jobs.

2.3.2.1 Direct employment

Direct employment in tourism occurs in hotels and other types of accommodation, transport operations, travel agencies, tourist attractions, government departments and tour operators. Considering the different types of services people can offer to tourists, it is evident that tourism can employ a multiplicity of skills at the same time creating entrepreneurial opportunities. Tourism is capable of creating employment mainly for semi-skilled and unskilled workers, which constitute a large percentage of the labor force. In

this way tourism can create many jobs within a short period of time. Davidson (1993) pointed out that direct employment is created for those people working in different sectors of the tourism industry travel and tourism, accommodation, and catering, tourist attractions and business facilities and tourism promotion and information. These can be the front line staff that come into direct contact with visitors, or behind the scenes staff who cook, clean and do office work related to tourism. According to Ward (1997) direct employment entails working in hotels, restaurants, souvenir shops, bars, and clubs and tour businesses. It also provides goods and services to tourists such as fruit sellers, taxi drivers, unofficial tour guides and market traders. Leontidou (1994:86) states that it is difficult to create an accurate indicator of direct employment in tourism, as all sectors except hotels serve local residents as well as visitors.

2.3.2.2 Indirect employment

Ward (1997:178) depicts indirect employment as the selling of goods and services to tourism businesses, e.g. a farmer selling milk and eggs to restaurants, a small manufacturer supplying furniture for hotels, crafts people supplying souvenir shops, musicians etc. Direct employment and indirect employment work hand in hand, they depend on each other. For a tourism company to run, it needs equipment, resources and materials that can be used to accomplish the mission of the company which is to provide services to its guests. Indirect employment created by tourism refers to the jobs of those people who manufacture the goods and provide services which are purchased by the businesses and organizations which serve the tourists directly (Davidson, 1993:186). Companies that provide indirect employment are those in economic activities that serve and support direct employment companies. Such companies include construction firms and suppliers of equipment (Keyser, 2004). Seth (1997:83) also believes that the demand for new employees is also created in other areas such as agriculture, horticulture and different manufactures. The amount of indirect or secondary employment

generated depends upon the level at which the tourism industry is incorporated with the local economy (Raina and Agarwal, 2004:257).

2.3.2.3 Induced employment

Induced employment refers to the additional employment resulting from the effect of tourism economic activities on local residents and individuals directly or indirectly by local tourism businesses spend the additional money they have earned. For example, a hotel employee spends her/his earnings on a meal purchased at a restaurant or pays a new automobile; this would result in additional (induced) employment hours in the restaurant or automobile retail industries or buying from retail shop from the local area. Tourism related employment is the result of multiplier effects; therefore, without direct and indirect employment, induced employment would not be possible. Tourism can be an engine for economic growth as it is capable of stimulating other sectors of the economy

2.3.3 Tourism Multipliers

According to Thomas (2004) the money paid by the tourist to a hotel or attraction will be used by the owners in different ways. Employees will receive wages, which they in turn will spend in the local economy on goods and services. The hotels and attractions pay for operational costs, e.g. hotel supplies of food and beverages and services will be paid out of revenue. Some of the money may be passed to banking institutions to pay debts or to the government, in the form of taxation. Money can also leak out of the local economy through imports, savings and outward investment and taxation; this means that money does not stay directly within the local economy to be spent by local people on indigenous goods or services (Lew, 2005).

Burns (2000) states that tourism expenditure is not solely limited to direct expenditure. Employees will receive wages which they will spend on the local economy on goods and services thereby generating opportunities for further employment and income. Tourism activities and development result in economic development for the area concerned (Keyser, 2002). Tourism provides direct benefits through tourist spending on goods and services at the destination. Indirect benefits are generated through circulation of tourism expenditure at the destination as most of the industry is interdependent; for example the hotels depend on the fresh produce from local suppliers, thus the fresh producer is benefiting indirectly. Therefore jobs are created directly (tourism companies) and indirectly (like suppliers) and consequently the income generated from tourism is being spread through many sectors (the so called "multiplier effect"). The circulation of money within the local communities allows the improvement of economy and it creates more employment opportunities, not only to the tourism sector but across various sectors of the economy (Burns, 2000).

According to Mankiw (2007), multiplier effects also benefit government because, as more jobs are being created, consumer spending rises and there will be a higher demand and more people will be hired. Maynard (2004) states that when local firms buy from local suppliers, this will result in faster circulation of money. Holden (2005) argues that the initial tourism investment could circulate indefinitely in the economy but it does not. One of the reasons is the fact that money leaks out of the economy, therefore foreign exchange earnings from tourism do not reveal its true economic benefits.

2.3.4 Tourism financial leakages

Hemmati and Koehler (2000) state that financial leakages occur when revenue arising from tourism-related economic activities in destination countries are not available for consumption of goods and services in the same countries. Financial resources leak away from the destination country

especially if the tourism company is based abroad. Meyer (2007) 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. McIntosh and Goelder (1995) define tourism leakages as a combination of imports and savings. According to them, imports result in leakage because tourism revenue is spent outside the local economy on imported goods. On the other hand, earnings generated from tourism, if saved and not loaned to other spenders, are also regarded as leakage because they do not stimulate the economy of the local area. According to Lubbe (2005), import leakage occurs when tourists require a certain standard of equipment, food and other products that the host region or community cannot supply. Most of the developing regions import foods and drinks to meet the standard required by tourists; therefore the revenue leaves the host community. Davidson (1993) refers to tourism leakage as tourism profit that is drained away from the local economy to other countries. If deposited into local banks as savings, they will be lent to other spenders or investors and re-circulate in the economy.

Other reasons for tourism leakages include the following: inability to compete with foreign tourism operators and export leakages. Leakages tend to be very high when the local destination is economically weak. Davidson (1993) further explores some of the causes of leakages for host communities, such as the fact that most local operators do not have the capacity to compete with the big international companies. For example, package tours which are offered and sold by one wholesaler tend to imply little revenue remaining to the host community. Hemmati and Koehler (2000) identified direct foreign investment by big companies as ultimately leading to export leakages. Multinational corporations and large foreign businesses are the only ones that have enough capital to develop and invest in any tourism development, and profits from tourism are remitted to their countries of origin.

2.4 CONCLUSION

This chapter provided a theoretical framework for analyzing the economic impact of tourism. It looked at the definitions of different key terms of the study such as tourism, rural tourism and cultural tourism. The types of employment within tourism such as direct, indirect and induced employment were reviewed. The chapter also outlined the important aspects of the tourism White Paper that are relevant to the study and the impact of tourism on local communities.

CHAPTER THREE

RESEARCH METHODOLOGY AND DESIGN

Introduction

The previous chapter dealt with a review of the literature on the economic effects of tourism and an explanation of key terms as defined in this study. Chapter Three commences with an overview of the geographic area involved in this study, i.e a historical account of the Okhahlamba Municipality and the town of Bergville. The economic aspects of Bergville are also outlined. The bulk of chapter three explains how the study was conducted and the methods of investigation undertaken by the researcher to address the following questions:

- To ascertain the level and type of employment in the Bergville community;
- To determine local understanding and awareness of tourism;
- To determine the extent and nature of local community involvement in tourism in Bergville;
- To examine the types of jobs created by tourism for the Bergville community;
- To determine the level of tourism skills, training and education of the Bergville community; and
- To examine the extent to which local tourism business is promoted in the Bergville area.

3.1 BERGVILLE AND THE DRAKENSBERG AREA

The Drakensberg Mountains of South Africa or uKhahlamba (the Barrier of Spears) is a 200-kilometre-long mountain wonderland and world heritage site. The largest proportion of the Drakensberg area falls within the province of KwaZulu-Natal, South Africa. The KwaZulu-Natal Drakensberg area can be divided into Bergville and the Northern Drakensberg; Winterton and the Central Drakensberg; Himeville, Underberg and the Southern Drakensberg and East Griqualand and Umzimkhulu. (www.zulu.org.za). Bergville is located in the northern part of the Drakensberg, which is the home for Okhahlamba Municipality. Around this part of the Drakensberg, there are many tourism activities taking place including mountaineering, rock climbing; and a lot of retreat accommodation. It is assumed that such activities bring much community upliftment to the area.

3.1.1 History and profile of the area.

According to the Okhahlamba Integrated Development Plan (IDP) (2006/7), the area has a population of approximately 280 900 for the whole of the Okhahlamba Municipality. Zulu people constitute the highest percentage (85%); coloured (2%); 8% are Indians and 5% are whites. About 36% of Bergville community members did not attend school and only 12% have completed high school education, which might have a great impact on the way of life and the standard of living.

The Drakensberg is rich in cultural heritage. The mountains were once occupied by the San people, also known as Bushmen. They were hunter gatherers who lived in caves in the sandstone cliffs of the little berg. They have left the legacy of their paintings on the sandstone cliffs and cave walls, depicting their way of life and the various animals and people they encountered. The Drakensberg is home to 35% of South Africa's San rock art sites. The most common types of paintings are animal figures (mostly

eland) and human-like figures. It is truly an awe-inspiring experience to view this rock art. Guided Walks to some rock art shelters can be booked at Giants Castle Nature Reserve; Injisuthi Nature Reserve, Kamberg Nature Reserve, Cathedral Peak and Royal Natal National Park which are tourist resorts located in the area.

The San inhabited the Drakensberg from the late Stone Ages until the late nineteenth century. In due course, the Amazizi, a tribe of the Nguni race, arrived. They occupied the river valleys and approaches to the Drakensberg Mountains (Buplin, 1992). They depended on agriculture, while the San people never tilled the soil or kept cattle. As there was no clash of interests, there was peace between the San and the Amazizi. In the early 1800's, due to a series of events in Zululand, the Amazizi were attacked by the Amangwane, (Buplin, 1992). The Amazizi wanted shelters in the mountains which were occupied by the San people and they clashed, probably over cattle. A third Nguni tribe, the Amahlubi moved into the valleys now vacated by the Amazizi but they, in turn, were attacked by the Amangwane.

The Amahlubi were in turn forced into the mountains just as the Amazizi had been. For ten years the wars raged until the Amangwane eventually settled in the valleys, having disposed of the Amazizi and the Amahlubi. Four years later, the Zulu King Shaka's troops attacked the Amangwane who fled westwards into the mountains. After this period of slaughter and destruction, relative peace returned to the Drakensberg Mountains and the survivors of the various tribes came down from the mountains and re-established themselves in the river valleys. This alleviated the pressure on the San people, who had been badly affected by these wars. Respite was brief, as within ten years the arrival of the Voortrekkers and the English settlers led to further troubles. The clash over hunting grounds, private ownership of land, and the arrival of cattle led to increasing numbers of cattle raids by the San people. Eventually the situation became so bad that the San themselves were hunted and decimated by the settlers.

3.1.2 Economic base of the area

The Okhahlamba Municipality has a well-established commercial farming sector, based largely on irrigated grain and dairy production as well as semi-intensive beef. The tourism sector has grown considerably and is dominated by the establishment and expansion of large-scale conference hotels and time-share resorts located in the foothills of the Drakensberg. Agriculture is one of the strongest economic sectors in the Municipal area. There is a strong commercial agricultural sector and the potential exists to further develop this sector and to facilitate a positive rub-off effect in land reform areas and in tribal areas where land can be freed up for cropping.

Agriculture, including forestry, is an important sector through its contribution to the Gross Geographic Product (GGP) of the Bergville Magisterial District. Commercial agriculture occupies an estimated 70% of the municipal area. This land is being farmed fairly intensively. Crops grown are grains (maize, soya and wheat - on irrigated as well as dry land), vegetables, pastures for dairy and semi-intensive beef and mutton production. Commercial forestation is small at this stage, with only 1.9% of the land under timber (Okhahlamba IDP, 2006).

3.1.3 Tourism in the area

Tourism is playing an increasingly important role in the local economy. The outstanding beauty of the northern Drakensberg is the prime tourist attraction which draws a regular flow of tourists throughout the year (Drakensberg Tourism, 2007). The area is traditionally marketed as a family holiday or a short stay/getaway destination. A wide range of accommodation facilities are available as well as a wide range of outdoor sporting and recreational activities.

The whole Drakensberg area draws half a million tourists per annum and is considered the third most important destination in South Africa for foreign tourists. Most of the larger resorts have developed conference facilities and this market has shown considerable growth. A 600-bed conference facility, Alpine Heath, was opened in 1996. However, since then there has not been any sign of development of large scale establishments for hosting conferences. The regions' midway location between Johannesburg and Durban has made it ideal for business meetings and conventions. The fact that the resorts are 300 km away from the closest international airport could be a limiting factor in the future, however.

Unfortunately, there has been a reduction in the number of local tourists visiting the area. Holiday patterns are changing, in that annual holidays are shortening, weekend breakaways are being undertaken less frequently and a swing towards less expensive resorts is taking place. In the last decade, there has been a substantial increase in tourist accommodation, particularly self-catering and B&B establishments. Occupancy rates have declined and there is an oversupply of accommodation. Other problems relate to a lack of high-quality accommodation and generally a low level of catering quality.

Staff training and general service levels and a lack of co-coordinated industry organization are seen as limiting tourism development in the Bergville area. Lack of integration, marketing and a creative approach to local tourism also need to be addressed (Okhahlamba Municipality IDP, 2006). The tourism industry does provide jobs, but it has not been integrated into the local community. As a result, its socio-economic impact has been limited.

The opportunity exists to re-orientate the traditional Drakensberg tourism industry to one that is globally competitive, environmentally sensitive and directly linked to promoting socio-economic development within rural communities (Okhahlamba Municipality IDP, 2006). International trends towards ecotourism and cultural tourism provide an opportunity for

specialized tourist development that provides livelihood opportunities for poor rural communities. Community based tourism initiatives, if properly planned and implemented, could make a considerable impact on the local economy (Kabirige, 2002).

3.2 RESEARCH DESIGN

Mouton (1996) defines research design as the set of guidelines and the instructions to be followed in addressing a research problem. This means that the main function of the research design is to enable the researcher to anticipate what the appropriate method to obtain data is and the research decision that would maximize the validity of the eventual results. Research objectives are goals of the research (Kruger & Welmer, 2001). They are the desired or needed result to be achieved by a specific time. An objective is broader than a goal, and one objective can be broken down into a number of specific goals. Mouton (2002) states that the main function of research design is to enable the researcher to anticipate what the appropriate research decision should be in order to maximize the validity of the eventual result. A design is used to structure the research; to show how all of the major parts of the research project - the samples or groups, measures, treatments or programmes, and methods of assignment - work together to try to address the central research questions and objectives.

The research design that was implemented in this study was a mixed method that incorporated both qualitative and quantitative aspects. Qualitative research seeks out the 'why', and not the 'how' of its topic through the analysis of unstructured questionnaires – things like interview transcripts. It does not only rely on statistics or numbers, which are the domain of quantitative research. Qualitative research is used to gain insight into people's attitudes, behaviours, value systems, concerns, motivations, aspirations, culture or lifestyles. It is used to inform business decisions, policy

formation, communication and research. Focus groups, in-depth interviews and content analysis are used, but qualitative research also involves the analysis of unstructured questionnaire (Punch, 2006)

Silverman (2005) states that quantitative research generates statistics through the use of large-scale survey research using methods such as questionnaires or structured interviews with the targeted population or study area. This type of research reaches many more people, but the contact with those people is much quicker than it is in qualitative research. When the researcher conducts research on an issue which they know how to quantify can be quantified for sure, the researcher may leave out the factors which are crucial to the real understanding of the phenomena under study.

This research was an empirical study concerning the role of tourism in the communities of Bergville. The tools that were used for information gathering were questionnaires and semi-structured interviews. Two different questionnaires were constructed and administered to the local communities of Bergville and the tourism establishments of Bergville. Responses to the questionnaires provided data for both qualitative and quantitative analysis. Since many of the respondents were semi-literate, the process of administering the surveys became semi-structured interviews; the respondents discussed a range of issues and concerns around tourism and employment in Bergville. Thus the mixed method approach was appropriate in achieving the objectives of this research.

3.3 POPULATION

Bless, Higson-Smith and Kagee (2006: 98) define population as the entire set of objects or people which is the focus of the research and about which the researcher wants to determine some characteristics. Babbie and Mouton (2003) define population as the theoretical, specified aggregation of the study elements and represents a group about which you wish to generalize your

research. Population is often defined in terms of demography, geography, occupation, time, care requirements, diagnosis, or some combination of the above

The census conducted in 2001 estimated the population of Bergville to be over 137 515 (Okhahlamba Municipality IDP, 2006). This included people living in the Bergville town and the surrounding rural area. These rural area consist of two tribes, however it is researchers' judgment that these two are over 95% of this population however there is no data to substantiate. For this study comprise the two tribal communities of Bergville and the tourism establishments in the area. Only permanent residents of these communities were considered. According to Tourism KwaZulu-Natal (TKZN), there were 35 tourism establishments located in the Northern Drakensberg area in 2009, 18 of which are located in the Bergville area, which is the area under study. These tourism establishments include Bed and Breakfasts, hotel/resorts etc. For the purpose of this study, "local community" is defined as the black community from the two tribal authorities, which are Amazizi and Amangwane which are the only tribal authorities in Bergville. Both of these tribal authorities are located in the foothills of the Drakensberg Mountains, and it is where most of the tourism amenities are located and tourism development is taking place. These two tribal authorities' communities and the 18 tourism establishments comprise the population in this study.

3.4 SAMPLING

Babbie and Mouton (2003) define sampling as the process of selecting observations Sampling is the study of the relationship between the population and the sample drawn from it, aiming to determine some characteristics of a certain population. Sampling is about getting a group for survey, which is enough like the population under investigation such that valid generalizations can be made about the population on the basis of the sample (Sapsford, 2007). Sampling consist of different techniques that can be employed to

obtain information. Richard and Morse (2007) identify some of the sampling techniques that are available, which are as follows:

- *Purposive sampling*: The investigator selects participants because of their characteristics i.e., those who know the information and are willing to share with the researcher. In purposive sampling, the researcher samples with a *purpose* in mind. The researcher would usually have one or more specific pre-defined groups from which data or information is sought.
- *Snowball sampling*: Participants are already in the study. Stead and Struwig (2004) state that "snowball" refers to the variety of procedures in which initial respondents are selected by probability methods.
- *Convenience sampling*, this is where the researcher invites the participants that are available to provide information at that particular time.
- *Random sampling*: it gives everyone an equal chance to be selected to participate in the study. A sample is random if the method for obtaining the sample meets the criterion of randomness of the population.

There are two aspects to the sampling approach used in this study:

Firstly, **purposive sampling** was used to identify tourism establishments that are considered as the major source of direct and indirect employment for people living in the local communities of Bergville. The researcher administered the questionnaires to 14 tourism establishments. Ten (10) participants were hotel/resorts which are in the Bergville area. This was in both tribal areas of Amazizi and Amangwane and included big and small hotels. The hotels cannot be identified by name as anonymity was a pre-condition for participation in the study. Three (3) establishments were bed

and breakfasts in the same area of study. The final participants referred to as "other" in the questionnaire were arts and crafts establishments. Thus, at least 75% of tourism establishments in the Bergville area were sampled.

As stated earlier, the population of the community of Bergville is over 137 000. As this community was in a large geographical area, the researcher had to visit people at their homes to obtain more information. **Convenience Sampling** was used for collecting the community data. The researcher went door to door and those residents who were at home and who were willing to be interviewed participated in the study. Sukeran (1992), states that for a population that is above 100 000 there should be a sample of 400. The researcher managed to obtain 307 respondents from the community.

3.5 DATA COLLECTION

Data collection is an essential component of conducting research. In order to be able to collect data, the researcher should be able to access the data to be collected for the study (O'Leary, 2004). This can be derived through a number of methods, which include interviews; focus groups; surveys telephone interviews; field notes; taped social interactions or questionnaires. In data collection, the researcher collects various kinds of empirical information or data. It could be historical or statistical or documentary data (Mouton, 2002). Welman (2001) states that data collection is the process of gathering data and encompasses such concepts as: the type(s) of interview used for data collection (e.g. personal or telephonic; paper and pencil; facsimile, computer-aided personal or telephonic interview, or mailed questionnaires). The duration of the field work specifies the dates and the period used for data collection. Information about whether a permanent survey organization exists or personnel for each survey round are recruited, etc. must be determined. Data may be observed, measured, or collected by means of questioning, as in survey or census response.

Survey questionnaires were used to collect the information from the tourism establishments and community members respectively. A pilot study was conducted to test the community questionnaire. Based on this experience, the questionnaire was simplified since it was clear that literacy was an issue. It was also clear that the questionnaire would have to be administered by the researcher in order to obtain complete and valid data and to reduce any potential language problems. The community survey was conducted on a daily basis during school holidays, from the morning until the afternoon of each day, the first part of questionnaire was distributed from April and the balance in June and July 2010. The intention was to obtain the opinion of the Bergville community on the role of tourism in the area. The researcher visited the members of the community in their respective homes and questionnaires were completed during this time. However, administering the community survey was very challenging as most of the people were not interested in participating as they thought it had no significance for them. What was convincing to them was the fact that the researcher promised them that the results would bring about positive change to them as community members.

A second survey was conducted at tourism establishments during the course of a week. The duration was the result of tourism establishments not being closely located. The researcher had to travel between different geographical areas. Another problem was that the participants were not all available all the time. The employers were willing to help as most of them understood the importance of the study. In some cases it was very difficult to make the appointments on time because of the distance between the establishments. However they were willing to assist. There were some cases where the person in charge could not be reached but they made an effort to have representative who could assist.

3.6 INTERVIEWS

Interviews are a systematic way for talking and listening to people and another way to collect data from individuals through conversation. Kvale (1996) defines interviews as a way to collect data as well as to gain knowledge from individuals and as an interchange of views between two or more people on topics of mutual interest. Interviews are ways for the sample population to get involved and express their views. Interviewers are able to discuss their perceptions and interpretation in relation to a given situation (Morison, 2000). Since they involve direct personal contact with the participant who is asked to answer questions relating to the research problem, interviews permit the establishment of rapport between the respondent and the interviewer. There are various types of interviews, as outlined below:

3.6.1 Structured/standardized interviews

These are interviews in which all respondents are asked the same questions with the same wording and in the same sequence. It is ideal if questions can be read out in the same tone of voice so that the respondents would not be influenced by the tone of the interviewer (Gray, 2004). Struwig and Stead (2004) state that interviews comprise a set of formally structured questions that are based on theory, research and the experience of the interviewer.

3.6.2 Semi-structured interviews

Semi-structured interviews are non-standardized and are frequently used in qualitative research. Sapsford (2007) states that semi-structured questions are posed to each participant in a systematic and consistent manner but the participants are given an opportunity to discuss issues beyond the questions asked. The researcher has a list of key themes, issues, and questions to be answered. The semi-structured interviews make the interviewer freer than

interviews in which the interviewer has to adhere to a detailed interview guide (Paton, 2002).

3.6.3 Unstructured interview

Struwig and Stead (2004) describe an unstructured interview as an interview that does not have structured and predetermined questions. They further state that by imposing structured question to the interviewee/participants, the interviewer does not allow the participant to express his or her own opinion or views freely. According to Gray (2004), this type of interview is a non-directed and flexible method. There is no need to follow a detailed interview guide, and the interviewee is encouraged to speak openly and give as much detail as possible.

3.6.4 Non-directive interview

The interviewer has the objective of the research in mind and knows which issues to cover during the interview (Gray, 2004). According to Punch (2006), in non directive interviews, there are no preset topics to peruse and questions are not planned. The interviewee is allowed to talk freely about the subject and the role of the interviewer is to check on unclear matters for clarification.

This research relied on the unstructured interview approach which allowed the respondents to express themselves and go beyond what the structured questionnaire can obtain from the respondents. Many respondents were able to state their views about issues that affect them regarding tourism activities, employment, etc. Informal discussions were also used and respondents were willing to answer most questions as their identities were kept confidential.

3.7 QUESTIONNAIRES

The questionnaire is used when views are required. They are used by the researcher to convert data directly given by the respondents into information. This approach makes it possible to measure what a person knows, what a person likes and dislikes; and what the person thinks. Questionnaires can be used to discover what experiences have taken place and what is accruing at the present. This information can be transformed to numbers or quantitative data. In this study, two questionnaires were administered: one to the local communities of Bergville and the other to tourism establishments in the area.

Kruger and Welman (2001) define a questionnaire as a formulated set of questions to which respondents record their answers, usually to rather closely defined alternatives. It is clear that the manner in which questionnaires are structured should reflect the intended objectives of the study. Bias and error can also enter the study through the questionnaire. Unclear or badly worded items introduce random error because they force respondents to interpret them. When constructing the questionnaire, a researcher needs to choose words that have precise meaning whenever possible. The researcher would have to avoid complex and awkward word arrangements.

Lubbe (2004) states that that the questions in questionnaires can be either open or close-ended. Close-ended questions are restrictive and open-ended questions are unrestrictive. A good questionnaire is one that includes both types of questions. The closed or restricted questions are types of items in which the responses of the subject are limited to stated alternatives. Close-ended questions can be answered quickly. They don't need any explanation from the respondents which leads to a straightforward analysis. On the other hand, it may lead to bias because the respondents may be required to choose from the given alternatives (Kruger and Welman, 2001). For the purpose of this study, the questionnaires included both closed-ended and

some open-ended questions. This was done to make sure that the respondents could also express their views regarding the role of tourism in the socio-economic development of Bergville.

3.7.1 Questionnaires used in this study.

There were two sets of questionnaires in the study, as indicated earlier. One was for the community and the other for the tourism establishments in Bergville.

The community questionnaire focused on **community demographics**, which addressed the gender, age, and level of education of the respondents. The second part of the questionnaire looked at **community occupation**. The main focus in this part of questionnaire was to find out whether participants are employed; the sector within which they are employed and the income earned. **Community involvement in tourism** in the area was also an aspect that was studied. This section of the questionnaire considered the involvement of the community in tourism in terms of types of jobs that they get within the tourism sector in the area; the level of satisfaction of the tourism employees; and qualifications of the people who are working in tourism. The last part of the questionnaire addressed the level of tourism development that has taken place in the area (Annexure1).

The tourism establishment questionnaire focused on the role played by these establishments in the employment of local communities. The first part of the questionnaire identified the type of employer e.g. hotels/resorts, bed and breakfasts, arts and crafts; as well as length of time in operations. Other aspects of the questionnaire included the average occupancy rate in the area, the average percentage of occupancy during peak and off-peak seasons, average wages paid to employees, and the number of part-time and permanent employees. The last part of the questionnaire touched on the

assistance and type of assistance that the local tourism authority gives to the local tourism businesses. (Annexure 2).

3.8 DATA ANALYSIS

Data were collected through the administered questionnaires. Thereafter, there were coded and captured onto computer by the researcher. During the analysis, some errors in data capturing were identified. Those errors were rectified to ensure that the research provides accurate findings. There was some missing information in most of the questionnaires. This was acceptable to an extent because not all questions were applicable to all the participants. Several respondents were not willing to divulge their income levels, or main source of income.

After the data was captured and all capturing errors rectified, the data was then analyzed by means of the Statistical Package for Social Science (SPSS), version 18. Descriptive data such as mean, mode and median value; cross-tabulation and frequencies were obtained. Chi-square tests were carried out where relevant in order to test the level of significance of the findings. Regarding the questions on community demographics, community income, employer income, type of business etc. a 5% level of significance was used for this purpose. The results presented and discussed in the next chapter are related specifically to the research objectives identified in Chapter One.

3.9 CONCLUSION

The first part of this chapter described the geographical area under study. Bergville and the Drakensberg region and the primary economic base of the region is outlined and its role in development in Bergville is also discussed.

The rest of Chapter Four focused on the research methodology and how the study was conducted. This includes discussion of the population of the study, sampling and type of sampling methods that are available, including those that were used for this particular study. Data collection methods were addressed in this chapter, which includes interviews (type of interviews) and questionnaires that were used for the study.

CHAPTER 4

DATA ANALYSIS

Introduction

Data analysis and interpretations are the culmination of any research study. This chapter presents the data and results pertaining to the research question identified earlier. Although the information is predominantly descriptive, inferential analysis is given where relevant. In the first part of this chapter results for the community are presented with its interpretations. Thereafter, the result for employers within the tourism sector is analyzed.

4.1. THE BERGVILLE COMMUNITY

4.1.1 Community demographics

Table 1.1 below describes the age, gender and educational background of the sample for the community of Bergville.

Table 1: Community demographics

Description	Number	Percentage
Male	141	45.9%
Female	166	54.1%
Age: 16-30 years	180	58.6%
31-40 years	72	23.5%
41-50 years	38	12.4%
>50 years	17	5.5%
Education : Primary School	42	14.4%
High school	204	68.%
Tertiary	34	11.3 %
Other	20	6.7%

Of the 307 respondents, 45.9 % are males and 54.1 % are females in this community survey on the impact of tourism. Both genders were well represented, however females are slightly over represented but it is no surprise because most male people leave rural areas and go to search for better opportunities in bigger towns such as Durban and Johannesburg. Regarding the various age-groups within the sample, 58.6 % were in the 16-30 years, 23.1 % are between 31-40 years, 12.4 % are between 41 - 50 years, and 5.5 % are above 50 years. It was expected that the age group 16-30 years would have a high percentage. One of the reasons is that the majorities are still at high school or might have finished high school but are still searching for job opportunities in the area. Some of them are employed in different sectors within Bergville, such as retail and farming, as indicated later in the analysis.

Table 1 also reveals the level of education of the respondents. Of 300 people who responded to this question, 68% had gone up to high school; 14.4% had a primary education, 11.3% had gone up to tertiary level and 6.8% had other forms of training which includes security, tour guiding, waitressing etc. However, the question on the level of education was not specific as to whether the respondents had finished the level of their education or they had gone up to but had not yet completed that level. The 11.3% of the people that had gone up to tertiary level are teachers in the neighbouring schools.

The relationship between respondents age and education is described in Table 2 below.

Table 2: Age and education

Age	Education				Total
	Primary School	High School	Tertiary	Other	
16-30 yrs Count	3	157	10	6	176
31 - 40 yrs Count	8	35	18	10	71
41 - 50 yrs Count	19	11	5	1	36
Above 50 yrs Count	12	1	1	3	17
Total count	42	204	34	20	300

Table 2 shows the comparison between age and level of education. Almost 80% of those with high school education are between the ages of 16 – 30 years, which may be attributed to the fact that this age group is still young and it constitutes the highest percentage of the sample. Less than 1.7 % of this age group have primary education only. It was not surprising that 12 of the 17 respondents older than 50 years have only primary education. This may be because there was no emphasis on education during their youth and they did not have access to schools. On the other hand, almost 5.8% of those in the over 50 years age category had tertiary education and are former teachers.

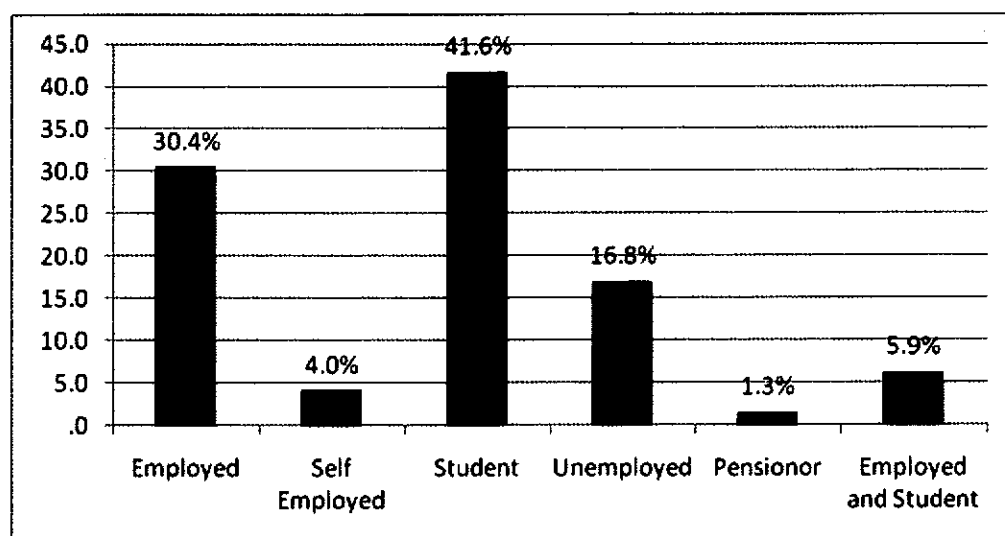
It was observed that, in general the Bergville area is one of those areas that had a lot of old schools that were accessible to all the community members. However, going to school was not the priority to the older generation especially in rural areas, which means that schools were there but the local

communities did not see the significance of going to school. One of the senior citizens indicated that what was more important to them was to go to school to be able to write a letter. He also indicated that they started school at a very old age, such as 16 years. By the time you are at standard three (grade five), you are supposed to start looking for job because you would be older than 20 years. On the above comparison (age and education), there were seven respondents that did not indicate their level of education.

4.1.2 Community occupation and income

Figure 1 below shows the various occupations of the local community of Bergville.

Figure 1: Occupation



Almost 42% of the respondents are students/scholars only. However, there are scholars that were working temporarily in some of the tourism establishments, with a percentage of almost 6%. They were working because they are trying to support themselves as their parents are unable to support them. One possible reason for the high percentage of scholars in the sample is that once people finished school, they go to major cities to look for better

opportunities. Moreover, the community survey was conducted during the winter vacation and it was expected that during this time all the scholars would be at home. There are almost 17% of unemployed respondents which was surprising. Hypothetically, the level of unemployment was expected to be higher than what it turned out to be. About 4% of the sample is self-employed. The self-employed were mainly involved in running small tuck shops, work as shoe makers, and some did sewing. Expectation was that there would be greater number of pensioners in the sample. It was expected to be a greater number of pensioners due to the fact that they stay at home and look after their grand children while their parents are working or looking for jobs in bigger cities.

Table 3 below provides information on occupation and monthly income.

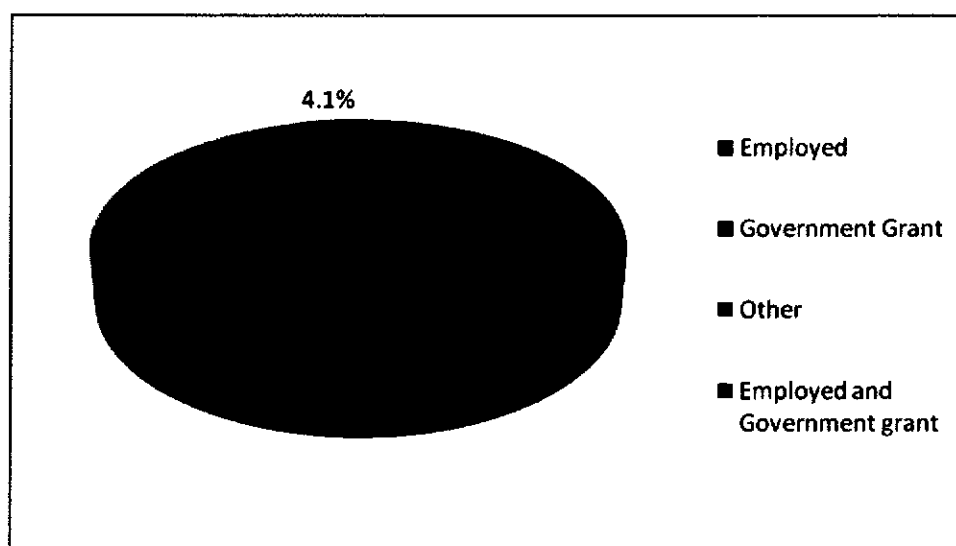
Table 3: Income and occupation

Monthly Income	Occupation						Total
	Employed	Self-employed	Scholar	Unemployed	Pensioner	Employed and student	
Less than R1000 % within income	28.8%	5.5%	27.4%	27.4%	2.7%	8.2%	100.0%
R1000 - R2000 % within income	68.6%	8.6%	5.7%	11.4%	.0%	5.7%	100.0%
R2001 - R3000 % within income	67.9%	10.7%	14.3%	.0%	3.6%	3.6%	100.0%
Above R4000 % within income	91.7%	4.2%	0%	.0%	.0%	4.2%	100.0%
% of Total	53.8%	6.9%	16.9%	15.0%	1.9%	5.6%	100.0%

It is a fact that the income of respondents could be highly influenced by their occupation. Of the 160 respondents for whom data were available, almost 46% earn less than a R1000 per month. Out of all respondents that are earning less than R1000, Almost 29% of them are employed and about 6%are self-employed. The low income could be caused by the fact that some of the respondents are not employed permanently. As a result they do not have sustainable income for their families. Looking at the respondents that are earning above R4000, 92% of the respondents earning this amount are employed. Most of the group that is earning more than R4000 per month are working as teachers in the local schools. There are about 4.2% of students that are employed. These are the students that are studying at the higher institutions who are experiential learning around the area. Some are working as teachers and some, of course, are working in tourism establishments. About 42% of respondents did not report their level of income and therefore the results need to be interpreted carefully and cannot be generalized. Pensioners generally earned less than R3000 as they relied on pension and other government grant.

The graph below shows the dispersion of respondents in terms of their main income.

Figure 2: Main source of income



Only 195 of the 307 respondents answered the question on their main source of income. Almost 44% said their primary source of income is from employment. This includes adults who are employed as well as scholars who work part time to earn income. About 31% are getting income from government grants. It is a fact that most of the unemployed community members are surviving through government grant mostly in rural areas. A few people are employed and are also receiving government grant (about 4.1%). This is because some of the jobs are not paying enough to fulfill the needs of the people and some jobs are not sustainable to the community. The type of employment is further discussed in the following paragraph and in Table 4 below, which shows how these jobs are distributed among the community members based on the various age groups.

Table 4: Nature of employment and age

Main source of income		Age				Total
		16 - 30 Years	31 - 40 Years	40 - 50 Years	Above 50 Years	
Farming	% within age	7.9%	12.5%	13.0%	25.0%	10.9%
Retail	% within age	4.8%	6.3%	8.7%	.0%	5.8%
Tourism	% within age	39.7%	45.8%	21.7%	.0%	37.7%
Other	% within age	47.6%	35.4%	56.5%	75.0%	45.7%
Total		100.0%	100.0%	100.0%	100.0%	100.0%

The highest percentage of employment is in "Other" sectors with almost 46% of the sample employed within this category. These other sectors include security, educators and government offices like social development, and municipal workers. Tourism is the second largest employer at 37.7%, while retail accounted for only 11%. The results show that tourism is providing many jobs compared to farming and retail. Farming was expected to be the major employer as it is an older sector in the area and known for major commercial farming. It was unexpected that tourism is a major employer in the Bergville area. But considering the level of tourism development in the area recently, this result is a positive indication that tourism is a significant source of job creation.

Table 4 expresses the comparison between age and nature of employment for the respondents. Almost 40% of respondents in the age group 16 – 30 years work in tourism, whereas 48 % of the same age is employed in other sectors, which include government and the construction industry. Almost 46% of the respondents aged 31 – 40 years are employed in tourism. This

could be due to the fact that people at this age are not choosy when it comes to the nature of employment. However it is surprising because one would expect that, at this age, they would be settled in sustainable jobs in bigger cities, as is a practice in the area.

4.1.3 Type of employment in tourism

In the previous section, the findings showed that almost 38% of the employed respondents reported being employed in the tourism sector. The table below provides information on the main type of positions held e.g. management level, administration, etc.

Table 5: Nature of employment in tourism

	Frequency	Percent
Management	12	23.5
Administration	11	21.6
Maintenance	10	19.6
Gardener	15	29.4
Other	3	5.9

About 22% of respondents are mainly occupied in administrative positions. A small number (5,9%) reported doing "other" types of jobs. This category includes waitresses, chefs, drivers, tour guides etc. Almost 30% of the respondents working in tourism are employed as gardeners most of the time. This was not surprising because the findings of this study revealed that most of the respondents do not have any formal education to claim higher positions within tourism establishments. What is surprising from the finding is that 23% of them are in management position. This could be due people who are residents in Bergville but not originally from there and who became permanent residents because they are employed in the area.

Respondents were asked about the length of time they had been working within tourism. Of 47 respondents for whom valid data was obtained, almost 32% had worked for their current employer up to 3 years. Those working in tourism for 4 – 6 years comprised 48.9% while 19.1% had been working for longer than 6 years. One person had extensive experience of 24 years working in tourism. The table below provides information on whether those working in tourism possess an appropriate tourism qualification.

Table 6: Tourism qualification

Tourism Qualification	Frequency	Percent
Yes	13	27.7
No	34	72.3
Total	47	100.0

Of 47 the respondents to this item on the questionnaire, only 28% have a tourism qualification. It was indicated that most of the people with tourism qualification are not from Bergville. This implies that people from the community are not trained to have necessary skills to be eligible to be employed at a management position with tourism establishments in the area. Table 1 shows that 68% of the respondents have only high school education and therefore it is not going to be easy for people from the community to secure themselves highly reputable jobs or jobs at the decision making level.

Table 7: Qualification and rank of employment in tourism

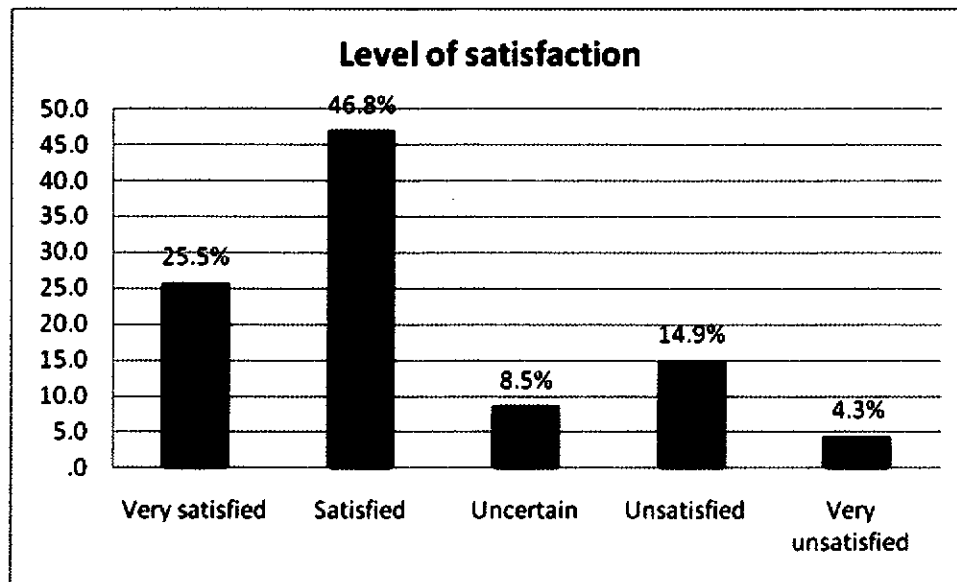
The table below compares the nature (or rank) of employment of those employed in tourism whether or not they possess tourism qualification.

Rank (Tourism)	Qualification (tourism)	
	Yes	No
Management % within Rank (Tourism)	60.0%	40.0%
Administration % within Rank (Tourism)	37.5%	62.5%
Maintenance % within Rank (Tourism)	10.0%	90.0%
Gardner % within Rank (Tourism)	21.4%	78.6%
Other % within Rank (Tourism)	.0%	100.0%
Total of %	27.7%	72.3%

The results show that 60% of those people that are working in tourism in management positions possess a tourism qualification, which was expected of someone in a leadership role. It was unexpected to find that there are people that are working as gardeners who have tourism qualifications even though it was not a significant number. They have different types of qualifications, including diplomas in tourism and ecotourism. What is interesting is that even though very few people had tourism qualification, the qualifications that they did possess were relevant to the job they did e.g. a first aid qualification which is essential for tour guides. .

Figure 3 shows the level of satisfaction specifically for the respondents that are working in the tourism establishments. Unsatisfied

Figure 3: Level of Satisfaction (Tourism Employees)



The figure depicts that almost three-quarters of the respondents are satisfied with their jobs or what they get from their employers. This is however not surprising because most of them work as bartenders and waitresses. One would expect that over and above the basic salary they get tips which might be very good to them. Most tourism establishments allow the employees to live inside the premises. Those that are indirectly employed and those that are working for private companies (cleaning companies) are not allowed to live in-house. About 26% of the people working in tourism are very satisfied. This level of satisfaction could be determined by factors such as salary and the type of job or maybe just job security. Also, their earnings are sufficient to support their family members as they are based in the rural areas and the cost of living is not high.

The 14.9% are unsatisfied and 25.5% very satisfied. One of the main reasons for dissatisfaction was low salary that is paid to the people working within these tourism establishments, as a result they cannot provide for their families in an acceptable way. Another issue that was raised was the fact that there is no recognition for the effort that they put in. They feel there is no career development for them (employees). Some were not satisfied because they have been working there for a long time but they are still not permanent, so there is no recognition of the efforts and as a result there is no motivation to go to work at all. Some believe that even if there are opportunities they are not given a chance to prove their ability to perform better at work.

4.1.4 Community awareness of tourism in the area

One of the main objectives of the study was to determine the level of community awareness of and, involvement in tourism and level of tourism development in the area.

Table 8: Tourism awareness

	Frequency	Percent
Yes	175	61.6
No	109	38.4
Total	284	100.0

This data was mainly obtained through qualitative and unstructured interviews with the local communities. Almost 62% of the 284 respondents knew what tourism is. This number was lower than expected because when one looks at the Drakensberg area with so much potential for tourism development and current development on tourism activities, you would expect that the majority of the community will know what tourism is. Even those that understood what it is all about, looking at their definitions, they only believe that tourism is when "white people" visit the hotel. Some of the definitions or explanations given by those respondents, who claimed to

understand what tourism is include the following: "is where people are travelling from homes in different ways", "travelling and people interested in learning new ways of lives", the business of providing accommodation and service." This implies that they don't have an idea that, as local communities, they should take responsibility and take initiative in the developments that are taking place within their area.

Relating to the above discussion, one other question was to ask the community if they know the local tourism authority of Bergville. The aim of this question was to find the level of participation of the local tourism authority in promoting tourism, not only to attract visitors but even to create awareness in the local communities. Almost half of the respondents did not know the local tourism authority. This could be due the fact that local authority does not engage tourism awareness campaign for the local people through community outreach programmes that will enable the community to have greater understanding of the tourism potential and the fact that they can also benefit out of tourism activities through employment and enterprise development. However, there are those establishments within the area that took initiatives to train local people to work as tour guides, bartenders and waitresses.

Respondents were also asked about their knowledge of tourism development in the area. On this question, it was clear that many people were aware of a lot of activities that are taking place in the Drakensberg area. According to the respondents, there is a high potential for community benefits through tourism as long as they are given opportunities.

4.2 THE BERGVILLE TOURISM ESTABLISHMENTS

4.2.1 Types of employment

Representatives from 14 tourism establishments in the Bergville area completed the questionnaire for the tourism employers regarding

employment within the sector, the state of the tourism market and other relevant tourism issues that affect both the local community and the tourism establishments. The main objective was to speak to top managers of the establishments. About 71% of respondents were managers of some type, 25% were owners, and the remainder of the sample ("other") refer to the care takers of arts and crafts, community tourism overseers and tour guides.

TABLE 9: Type of employer

	Frequency	Percent
Hotel/Resorts	10	71.4
B&B	3	21.4
Other	1	7.1
Total	14	100.0

The table above shows that out of 14 establishments sampled, just above 71% are hotels and 21% are bed and breakfasts while 7.1% is other, which was an art and crafts centres. The hotels/resorts were highly represented in the study; this was expected because the majority of tourism establishments in the area are hotels. The Drakensberg is a protected area; as a result, very few small entrepreneurs can afford to build or to buy a site. That is why it is highly dominated by the big hotel groups and internationally recognized brands. An important objective of this study was to determine the role of tourism as an employer in the Bergville are, and since the hotels are larger than the other tourism establishments, it is likely that they could contribute the most to employment. There are very few family-owned bed and breakfasts in the area, but they contribute a lot to the development of tourism in the area through employment and learnership programmes for the local people.

An analysis of the relationship between the type of business and maximum capacity shows that, out of three establishments that have a capacity of up

100 to guests, all were bed and breakfasts. This is to be expected since these are small family-owned businesses. Those establishments that could accommodate 200 and more guests fell under the category of hotel/resorts. This was not surprising because they are larger establishments, not only providing accommodation but some also offering different activities like caravan and camping under one establishment. The chi-square test for the relationship between guest capacity and type of establishment is highly significant as expected.

4.2.2 Occupancy rates

Employer representatives were asked to provide information on the occupancy rates at their establishments. Table 10 below gives peak season and off-peak season occupancy rates.

TABLE 10: Average occupancy rate

		Out of season		In season	
Occupancy		Frequency	Percent	Frequency	Percent
Valid	Below 25%	4	28.6	N/A	N/A
	25 % - 45%	8	57.1	N/A	N/A
	46% - 65%	2	14.3	2	14.3
	66% - 85%	N/A	N/A	3	21.4
	Above 85%	N/A	N/A	9	64.3
	Total	14	100.0	14	100.0

The results show that during the off-peak season, almost 29% of establishments are getting below 25% of guests. Almost 65% of the establishments are getting above 85% of occupancy during peak season. It is not bad at all because they do experience changes between off-peak and peak seasons. This could be caused by the fact Drakensberg is one of the secondary destinations, where tourists go just for activities and then go to other places. They do not spend a lot of time in the mountains. Once they are done with their activities they continue with their itinerary.

There were a number of reasons noted by the respondents as the cause for different occupancy rates during different months. Almost all the respondents indicated that the worst month in the business are the first three months of the year (January, February and March). They had different perceptions as to why they experience low business during these three months. A frequent explanation by the respondents was that "most people do not have money". However, some of the establishments indicated that they were "not necessarily empty but few guests" which means that there are getting something even during off-peak to sustain the business. "Only those establishments which are well known are utilized. People still do not recognize us" was a comment from one of the new establishments alluding to the fact that newer establishments don't have repeat business as yet, compared to the older ones.

When comparing the changes in tourism in the area according to occupancy rates and the number of years in business, the results shows that of eight establishments that have been in the business for less than five years, five indicated that there has been an increase, two reported a decrease, and one establishment believed that there was no change in tourism over the past two years. This means that they did not see any improvement in tourism activities that made them get good business in the area. There were three establishments in the sample that have been in the business for 11 – 25 years of which two have experienced a big change in tourism in the area. These two have been in the industry for long time, and they must have seen a lot of changes and also they are now in a position to develop strategies that will allow them to get business. In addition, they have repeat business as they are a large business and well known to the market. In general, the tourism establishments with more experience have noted improvements in business in the past two years.

The table below shows the occupancy rates during peak season and the number of years in business.

Table 11: In-season average occupancy rates and length of time in business

Occupancy	Length of time in Business			Total
	0 - 5 yrs	6 - 10 yrs	11 - 25 yrs	
46% – 65%	2	0	0	2
66% - 85%	2	1	0	3
Above 85%	4	1	4	9

The results show that out of eight establishments that have been in the business for up to five years, four of them have occupancy rates of over 85%. This is an indication that there are many tourism activities in the area. Only one of the business that have been in the business between 6 – 10 years gets an average occupancy of about 66% - 85%. Also, all four businesses that have been in the industry for over 11 years get an average occupancy of above 85%. In total, nine of the fourteen establishments are all getting an average peak season occupancy rate of over 85% which is good. This is because the Drakensberg is a world heritage site and well known as a peaceful place to be for rejuvenating. It also means people visit the Drakensberg for camping and other adventure activities that the area offers.

The table below shows the comparison between the maximum capacity that the establishments can accommodate and the duration in business.

Table 12: Number of guest and length of business

Number of Guest	Length of time in the business			Total
	0 - 5 yrs	6 - 10 yrs	11 - 25 yrs	
1 - 100	2	0	1	3
101 - 200	1	1	1	3
201 - 500	2	1	2	5
501 - 750	3	0	0	3
Total	8	2	4	14

The results depict that out of three businesses that have a maximum capacity of up to 100 guests, two of those have been in the business for less than five years and one of them has been in the business for almost 25 years. It may be surprising that the three establishments accommodating more than 500 guests have been in the business less than five years, since one would expect that when you start a business you would start small and develop as time goes by. However, three hotels are large, recognized international brands.

4.2.3. Employment and Average Wage

One of the main objectives of the study was to determine the level of employment the local community by the tourism establishments in the area.

Table 13 compares permanent and part-time employment by the tourism establishments.

TABLE 13: Employment (permanent and part time)

Number of Employees	Establishments employing on an permanent basis		Establishments employing on a part-time	
	Frequency	Percent	Frequency	Percent
1 - 20	8	57.1	10	71.4
21 - 40	2	14.3	1	7.1
Above 40	4	28.6	3	21.4
Total	14	100.0	14	100.0

There are eight establishments that employ up to twenty people permanently and two that employ up to 40 people permanently. Surprisingly there were only four establishments that employed more than 40 people permanently. The majority of the sample employed up to 20 part-time workers.

The tourism establishments were also asked about the percentage of the employees that reside in the local communities. Just above 70% of the establishments employ up to 100% from these communities. This exclude the owners of the establishment because they are not from Bergville. Only 7% of the establishments employed less than 25% of the workforce from the local communities. This could be the small family businesses that are run by family members. During the peak season they tend to be very busy as a result they have to employ part time staff in order to meet the demand. The results shows that they employ above 70% of the part time employees from the local community. Employing the people from the local communities is a good practice for the establishments. However, it is also crucial to further

interrogate the benefits that the local community gets from these part-time jobs.

The relationship between type of employment (part time and permanent) and type of tourism establishment was also analyzed. The results of the comparison between number of permanent employees and the type of business reveals that 70% of the hotels employs over twenty people in their establishments. This was not surprising because most of the hotels have high capacity. Therefore, it is important that they employ adequate staff to meet the demand and to provide efficient service. Bed and breakfast establishments employ up to 20. This was expected because they only accommodate a few guests in their establishments. Regarding the part time people employed, results reveal that six hotels employ between 1 - 20 and the 3 bed and breakfast establishments employ between 1 – 20 people as part timers. Only three hotels employ above 40 part timers. This was not expected but it was indicated that, during the major construction, major maintenance like cutting the trees would compel the hotels to employ many people to complete these tasks. However, it is also indicates that this only happens once a year as a major maintenance.

The table below shows the comparison between the average income earned by part time employees and permanent employees that are employed in the tourism establishments.

Table 14: Average income paid to employees

Income	Permanent Employees		Part-time Employees	
	Frequency	Percent	Frequency	Percent
R 1000 - R 2000	3	21.4	4	28.6
R 2001 - R 4000	6	42.9	8	57.1
Above R 4000	5	35.7	2	14.3
Total	14	100.0	14	100.0

The results show that there is a difference in wages paid by the establishments to their permanent and part-time workers. Those that are employed permanently are earning more than those that are part-time. Almost 36% of employers pay their workers more than R4000 per month compared with 14% who pay similar amount to their part-timer employees. This was not surprising because permanent employees are working almost every day and they have fixed salary; above the fixed salary, they earn more for over time. The part time employees are only employed during peak seasons and some of them are employed as relief staff for particular days if one of the employees is not available for different reasons. However, it is also possible for part-timers to earn well, especially during peak season.

Regarding the community questionnaire, about 14% of the respondents reported earning more than R4000, from various types of occupations, including those who are working in tourism. Thus the results imply that the highest earning employees in tourism are earning the same average level (above R4000 per month) as other top earners in other sectors in Bergville.

A comparison between average amounts paid to permanent employees and type of business reveals that there are three establishments that pay some of the employees below R1000 per month. Almost all the establishments are paying above R2000 to their permanent staff. The only employer that pays below R2000 is the arts and crafts centre. People that are working at the arts and crafts centers are generally hired on a semi-permanent basis.

4.2.4 Tourism promotion

Tourism establishments were requested to give feedback on support and assistance provided by their local tourism authority. The table below depicts the expression of the local tourism establishments on source of promotional activity, which comprises provincial authority and their own initiative and a combination of government and own initiative.

Table 15: Promotional activities

	Frequency	Valid Percent
Provincial authority	3	21.4
Own initiative	4	28.6
Multiple	7	50.0
Total	14	100.0

Most of the tourism establishments found in Bergville are private businesses, and in order to survive in the business you need to implement different strategies that will give your business a competitive advantage. The result above shows that 50% of the establishments reported that promoting their business involved a combination of assistance from provincial level, local level and own initiatives. Almost 29% of tourism establishments are doing their own promotion and they believe that that is where they get business from. What was unexpected is that there was no clear response indicating that the local tourism authority was a major promoter for the local tourism businesses. Tourism in general is marketed at different levels, i.e. local,

provincial and at a national level. Technically, local tourism authority is expected to play a vital role in promoting the local tourism businesses and tourism activities. But the results obtained in this study imply that those tourism establishments have to rely on their own effort and initiative.

The establishments were asked about the type of promotional assistance from the local tourism authority as indicated in table 16 below.

Table 16: Assistance from the local tourism authority

	Frequency	Percent
Promotion/Marketing	6	42.9
Infrastructure development	3	21.4
Other	5	35.7

The table above expresses the respondents' perception about the role played by the local tourism authority of Bergville. It shows that almost 43% of respondents believed that they get some marketing assistance from the local tourism authority. The result may not reflect the true situation since marketing and promotion of the area is also done by the Drakensberg Tourism Association. This study intended "local tourism authority" to be interpreted as Okhahlamba Municipality. As a result there may be a degree of credit that goes to the local authority rather than to the private organization. Only 21% of respondents indicated that they receive infrastructural development support and almost 36% of respondents said they receive other assistance.

Some of the views and opinions expressed by the tourism establishment include: they (authorities) do not give much information to other provinces". This was a comment made by one of the tourism establishments, who felt that there is a lack of supply of information to other provinces by local tourism authority about the tourism activities found in the Drakensburg. This is done by both local tourism authority and provincial tourism authority. "Well-

established and sound marketing programmes and promoting campaign, more advertising for the entire area”, this respondent believes that there is no effective and strong marketing and promotional campaign by the local tourism authority. This is because there are no events taking place in the area that might support the business during the off peak seasons. “I would like to see more road signs, reduced potholes, and build more bridges” constituted the comments by one establishment. There was a greater concern regarding the infrastructure development in the area, which they believe affects the visit of tourists to the area. They need to put more emphasis on road development and road rehabilitation which is very important for tourist's safety.

Tourism establishments were asked if the local tourism authority is putting enough efforts into its mandate, which is to provide infrastructural development, tourism promotion, and general support for local tourism establishments, especially to emerging entrepreneurs.

Table 17: Effort by the local authority

	Frequency	Percent
No effort	1	7.1
Not Enough	5	35.7
Don't know	5	35.7
Some effort	1	7.1
Lot of effort	2	14.3
Total	14	100.0

The table above shows the perception of the role of the local tourism authority by the tourism establishments. Results show that only one respondent believed that local tourism authority is not putting any effort. Five of establishments believe that they are putting effort but it is not enough to support their businesses. Surprisingly, five of the tourism companies state that they don't know if the local tourism authority is putting enough effort into its mandate. This could be due to the fact that the local tourism authority has

not been visible to the local tourism establishments. If it was the case, they would have known if they are putting enough efforts or not. Therefore almost 43% of the sample believes that local authority is not helpful and almost 37% don't know.

One of the important aspects that were raised by the tourism establishment was that they (the local tourism authority) should provide "training and funding local people so that they are employable". This is a very critical aspect that was raised which requires a serious intervention by the local tourism authority. This is also related to the community data which clearly showed that there is a lack of necessary skills for the local community. This is a huge problem because most of the tourism establishments do not have resources to train people but they are expect to deliver and be as productive as possible.

4.3 Conclusion

This chapter has covered the analysis and interpretation of the data that was collected in the research study. The first section of the chapter looked at the descriptive analysis and interpretation of community demographics, which include age, gender and occupation. It also discussed the types of employment within variables for the community, tourism development and tourism awareness by the community.

The second part of this chapter discussed the data for the Bergville tourism establishments including about the types of employment, type of employers, the average rates of occupancy etc. It also looked at the average payments to part time and permanent employees in tourism establishments. The role of local tourism authority was also covered.

Concluding comments and recommendations are made in Chapter Five.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

Introduction

The aim of this study was to investigate the economic impact of tourism on the local communities living in the Bergville area of the Drakensberg Mountains in KwaZulu Natal. This chapter provides a summary of the main results of the study and gives various recommendations on the current state of tourism in the Bergville area. It also explores how tourism could contribute in a more meaningful way to improving the lives and circumstances of the local communities. The discussion in this chapter is guided by the research objectives stated in Chapter one, as outlined below:

- to ascertain the level and type of employment in the Bergville community;
- to determine local understanding and awareness of tourism;
- to determine the extent and nature of local community involvement in tourism in Bergville;
- to examine the types of jobs created by tourism for the Bergville community;
- to determine the level of tourism skills, training and education of the Bergville community; and
- to examine the extent to which local tourism business is promoted in the Bergville area.

5.1 LEVEL AND TYPE OF EMPLOYMENT IN BERGVILLE

5.1.1 Overview of Results

The first part of the study focused on the demographics of the study area. The occupation category of the Bergville community shows that the area is mostly dominated by scholars/students with a high percentage of almost 42% between the ages of 16 – 30 years. It was expected that there will be a high level of unemployment in the area. However, 30% of the population is employed in different sectors in the area. There are those that are unemployed but they receive income from government grant. Even though a third of the population is employed, almost 24% of those employed are earning below R1000. This is not enough to maintain their families. This shows that there is a lack of economic activities in the area even though it is characterised by commercial farming. The level of income tells about the quality of jobs in the area. There were very few who were earning above R4000 and they are mostly employed as teachers from outside of Bergville.

When one looks at the main source of income of the area, one sees that almost 44% of the sample rely heavily on government grants. This means that there are no employment opportunities that can sustain the wellbeing of the area; it also shows that the area is poor in general with no major development to attract major investment. This is proved by the fact that even though some people were employed, they also continue to receive government grant. This is because the types of jobs that they are in are not giving them enough to support themselves. The area that has sustainable economic activities would provide quality and sustainable jobs to the community. However it is not the case with the Bergville area.

Looking at the nature of employment for the area, people are employed in sectors such as farming, retail, tourism and other such as government offices, the security sector, construction, education etc. The nature of

employment and age of the population (Table 4) of the area shows that almost 46% of the population is employed in other sectors and almost 38% is employed in tourism. The "other" sector and tourism are the major employers in the area.

5.1.2 Recommendations

The reason why most of the people leave Bergville and go to search for better job opportunities in big cities is because of the low income earned if you work in Bergville. Also those that finish high school education can only get higher education in big cities. The Okhahlamba Municipality has a vital role to play in this regard. They (the municipality) should try to attract major investment that will provide sustainable jobs together with skills development. People from Bergville are relatively well educated but they don't return to work in Bergville because they will not get jobs that will compensate them satisfactorily. The Integrated Development Plan of the municipality should incorporate all the potential economic developments of the area, not only those that are currently available.

The fact that almost half of the population rely on government grant for living means that there is a high level of poverty in the area. The local municipality should utilize the available programme from the provincial government to assist in the formation of co-operatives. This programme enables the members of the community to form groups that will focus on a particular type of production. The government will then help to equip them with the skills they need to work. They will also be trained in business management skills to help them manage their business. Bergville is also known for commercial farming. The local municipality could establish a programme whereby the large experienced farm owners mentor the local black farmers and also teach them the

necessary skills on how to run a productive commercial farm because there is a lot of underutilized land.

Investment in rural areas by the private sector should consider the needs and wants of the local communities and aim to have mutual benefits between the two. In the case of Bergville communities, there is not even a single tourism enterprise owned by the community as compared to tourist destinations like Hluhluwe where the community has established small businesses like fresh produce suppliers for Hluhluwe/Umfolozi Game Reserve and St Lucia establishments. They also provide transport services for these establishments.

The types of jobs that are available in the Bergville area are simply not sustainable. This is characterized by the fact that there are people that are employed but also getting government grants. Employment prospects are also affected by the level of education in the area, but the underlying problem is that employers are not getting enough profit to pay substantial salaries to their employees. The local municipality must create a strategic plan that will attract markets to buy their products (fresh produce) from Bergville and position the area as a major supplier for this kind of product. It is the role of the municipality to conduct such activities. Even though the community in Bergville can survive with what they earn, the area in general does not require a high standard of living since it is a rural area.

What was established about education was that people always believe that it is very expensive to continue with education after finishing high school. They do not know about the opportunities that are available for students that cannot afford to pay their own fees. The regional education office should conduct workshops and invite people from the higher education institutions to tell them about opportunities that are available.

5.2 TOURISM IN BERGVILLE: THE COMMUNITY PERSPECTIVE

5.2.1 Overview of Results

Bergville and the Drakensberg are popular tourism destinations in KwaZulu Natal. Tourism is usually expected to have a positive economic impact on the area in which tourism development is taking place. This includes job creation, entrepreneurial opportunities, infrastructural development and community well being. This section will first outline the study's findings regarding the role of tourism as an employer in Bergville and related issues. Thereafter the results pertaining to the communities' understanding and awareness of tourism are reviewed.

5.2.1.1 Employment within Tourism

It is generally understood that tourism provides jobs to the community concerned. However, there is a debate about the quality of jobs that tourism provides. In this particular study, the type of employment in tourism was analysed in the Bergville community. The result shows that out of 49 people that are employed in tourism, 23.5% of them are working at management positions; 21.6% as administrative workers and 41% are working in maintenance and garden departments. It is not a bad reflection at the management level, but there is a high percentage of lower-level jobs.

One of the objectives of the study was to find out about the level of tourism education among local communities and employees. Of the people who are employed in tourism, only 28% (Table 6) of respondents have a tourism qualification and 72% (Table 6) of the respondents did not have a tourism qualification. These figures were not a good sign because this might affect the level of service delivery. People that are working in tourism are paid low salaries because they don't have the necessary qualifications for the job. Skills plays a major role in the tourism industry, not only in business management but also in service provision in the tourism industry. The fact

that there are almost 28% of the people working in tourism without tourism qualifications means that there might be some gaps in the service and the way the business is operated. However, tourism establishments also need the knowledge or qualifications on hospitality, catering and other management skills (like finance) for the business to be successful.

Salary is determined by occupation and level of education of the person. Because of the low level of education in the community of Bergville, it was not surprising to find that there are people who are employed in tourism but earning less than R1000 per month. There is a low percentage of people that are employed permanently as compared to the people employed part time. Tourism is characterized by seasonality; therefore, it likely that the tourism establishment will employ people on temporary a basis in order to meet the demand of that specific time/season.

The average amount paid to part time and permanent employees shows that tourism employers are paying relatively good salaries. Almost 78% of employers in this study were paying their permanent workers in excess of R2000 per month and 28% were paying their part time employees up to R2000 per month. This is also substantiated by the level of satisfaction expressed by the people that are employed by tourism establishments in the area. Almost 72% of the employees are satisfied or very satisfied with their jobs. This means that tourism establishments in the area are providing jobs that are acceptable to the community. However, there might be the case that people are happy because they don't have a choice on what they receive or because they get what they basically need.

Through the discussion with the community members, they agreed "yes, people from the local communities are employed in the hotels or any tourism establishments, but they only work in the maintenance department". They do acknowledge the fact that most of them do not have the required

qualification but even if other opportunities do come they don't get them. It is given to outside people. When there is a major development taking place, they believe that almost 90% of workers in the construction phase is from the community. Once the development is completed they are not recognized to be part of that development. Not all of them can be employed but even those that are eligible for employment e.g. those with matric, they don't get opportunities once the development is completed. One other aspect that was indicated is that no one from the local community is being employed at a management level. This could be because the majority of the community members have high school education and to be in a management position requires a certain degree of knowledge, skills and qualifications.

5.2.1.2 Understanding of Tourism

The findings reveal that the majority of the community claim that they have an understanding and knowledge of what tourism is. Almost 62% (Table 8) of the community believes that they know what tourism is. Even though the majority claims to know what tourism is, it is very important to go beyond the point of definition and to have a deeper understanding of benefits it can bring to the host community.

Looking at the definition given by the local communities, it simply shows that tourism to particular individuals means that the visitors can afford to pay for a holiday, forgetting that those people that are visiting the area can bring change to the standard of living in the area. These changes include things such as employment, entrepreneurial activities and infrastructural development as indicated earlier. Another aspect that they included when defining tourism is that the tourist just spends a night at the hotel. They do not realize that the presence of the tourists hotels is an opportunity their available resources and talent to perform traditional dances, teach them about life and culture of the local people and also the interesting history of

the area. To do such things the community does not necessarily require start up financial resources. They only need information and knowledge about the area and to form small traditional dance groups that will entertain the tourists and earn a living out of their talents. This means that communities are not informed about these opportunities that they can use to their advantage.

The level of community involvement in tourism is a crucial aspect of this research. The researcher had an in-depth discussion with one of the local community members who is (induna) headman involved in one of the arts and crafts community projects in the area. This project is run by the Uthukela District Municipality and Department of Public Works at a national level. In this centre, members of the community make their artwork and sell them to tourists that are visiting the two major tourism establishments in the area. He indicated that there is a tourism levy that is paid to the community, but it is unclear as to how much they are supposed to get from those levies. He further stated that they appreciate what they receive from the KZN Wildlife fund which manages that area. They have received sponsorship from KZN Wildlife fund such as a tractor for local communities to help them 'amateur commercial farming'. One of the main community projects involves land claims that were taken forward by the local communities in the protected area of the nearby Didima Camp. Through this they were promised that they will get sponsorship to build a camp that will be community-driven. The community believes that this would be of great benefit to them and their future generation.

As a world renowned tourist destination in the tourism industry, the community was asked about the level of tourism development in the area, and they if they know about any new development in the area. On this question, it was clear that there are a lot of activities that are taking place in the Drakensberg area. According to the respondents, it shows that there is a high potential for community benefits through tourism as long as they are

given opportunities. However this is not being utilized. The most recent major development was Nondela Golf Estate and Hotel and Matiwane Cultural Village which was not completed.

The most recent major development was Nondela Golf Estate and Hotel and Matiwane. Through Matiwane Cultural Village, people from the Engoba area, which falls within the Bergville community, believed that things were turning around and that this development would alleviate poverty and uplift the community. This project was funded by the national government and funds were managed by Amangwane Trust. However, the project has not been completed for almost 5 years now. As a result the buildings have been vandalized and no one seems to be accountable for this development.

There are very good arts and crafts centres that are found in the area. Such developments afford the highest level of community involvement compared with other low costs tourism development projects. The members of the community make their artwork to sell them to the tourists that are visiting the area. The big question is the quality of the product that the community is selling to tourists. The community members indicated that have never had any formal training to work on their skills so that the end product will be something that is appealing to the tourists.

5.2.2 Recommendations

On the employer side, they were very concerned about the lack of necessary skills in the local communities. As a result they are not employable at high positions in the establishments. Some of the employers were willing to help, but their major concern was that there are not even technical schools in the area which makes it difficult to provide the necessary training that will equip individuals with necessary skills that will enable people to develop themselves. For the employees to be employed at a lower level of the ladder brings a certain degree of dissatisfaction. Local

employees can work together with the national government (Department of Trade and Industry) to register with The Tourism, Hospitality, Sport Education and Training Authority so that they can get funding for learnership programmes for the local communities. Under this programme, the employers apply for the funding and pay the employee under the learnership programme. There is also a certain percentage that is paid to the employer for offering such programme. After completing this programme, the employee will be employable and will have the necessary skills and experience as they get hands-on experience.

To increase the level of understanding of tourism, to an extent whereby the local community will see tourism as a platform for poverty alleviation and a channel to economic growth, the local tourism authority must initiate a separate strategic plan and action plan as initiative that will focus on community involvement in tourism within the Bergville community. In this plan, they must involve the tourism establishments. In order for them to gain full support from the establishment, they must not interfere with the business or operations of their business. They must also introduce the activities from the community perspective as an additional service that can contribute to enhancing the Drakensberg as a tourist destination. This will allow both the communities and the private sector to benefit. This could include for example tours around the community, history of the community, traditional activities in the community as well as traditional food that the tourists would like to taste and experience. These above-mentioned activities are the major part of a destination package that is in the rural area. By introducing this there will be a greater understanding of what tourism is by the local communities. It will also make them take ownership of tourism in their area and not to perceive tourism as rich people that can afford to spend a night in the hotel.

As Bergville is divided into two major tourist areas, which are Amangwane (south) and Amazizi (north), they will have the same strategic plan and the

same action plan because both these areas have similar resources so that there will be no major financial constraints to start the projects. If these projects are managed properly, they will be self sustainable while generating a lot of profit. Alternatively at the first phase, the local municipality should work on revamping the incomplete Matiwane Cultural Village which was one of the major projects that was going to benefit the local communities. The researcher personally visited this project for observations. The location is not good for visitors. It was supposed to be built en-route to main tourist centers, but it is very isolated and the road is not at all in the good condition.

5.3 TOURISM IN BERGVILLE: THE EMPLOYER PERSPECTIVE

5.3.1 Overview of Results

The sample of tourism establishments in the area of Bergville were predominantly hotels accounting for almost 71%, (Table 9) bed and breakfasts with 21%, and arts and crafts centres. It is true that for any business, to be successful, need to have a sound business strategy and knowledge of business in general. However with tourism it is different, because it relies more on the sphere of influence to attract people from different geographical areas and, it needs extensive marketing supported by individual businesses. If the destination marketing agency (local tourism authority) cannot perform well to outperform other destinations, it means that the tourism resources available are useless. As a result, the local tourism businesses will suffer. In this study, the tourism authority is perceived as not doing any justice to this valuable resource of Drakensberg as a "must see" destination. It has a good reputation as a world heritage site but there is little that is done to capitalize on that opportunity. The result revealed much as most of the establishments have occupancy rate of above 85% (Table10) during peak, but they still believed that it is all from

their own effort on marketing, promotion, good services and strong brand. That raises questions about what the local authority is doing. Tourism establishments reported that is much better with provincial tourism authority; they believe that they are doing much better than local tourism authority.

When tourism establishment were asked about the effort by the local tourism authority, it was clear that it is not doing what is expected. This means that the tourism authority will have to review its strategy (if there is one currently in place) and check if it addresses all the gaps that are there to improve tourism development in the area because it has a lot to offer but people (tourists) are not informed about the activities that are available. This is proved by the fact that tourism establishments can have occupancy rate of above 85% (Table 10) without any major marketing by the local tourism authority.

Even though tourism establishments have a relatively good occupancy rate, they were asked about the assistance that they get from the local tourism authority. The results show that tourism establishments get almost 43% of promotion/marketing from the local tourism authority and 21% of infrastructure development (Table 16). Even though the local tourism authority does provide assistance, the tourism establishments were asked if they think the local authority is putting enough effort into the promotion and marketing Bergville as a tourist destination. Out of 14 establishments, five said 'not enough', one said nothing at all and another five indicated that they don't even know if the tourism authority is doing anything. This means that if the tourism authority was doing well in carrying out their mandate, tourism in the Bergville area would be much better than it is now.

5.3.2 Recommendations

The results show that there is no relationship between the three important stakeholders in Bergville, which are; tourism establishments, the local tourism authority (Okhahlamba Municipality) and the local community. They all operate in isolation. The central player is local tourism authority which is not playing the role as mandated. When interpreting the results it is clear that, to a certain degree, the people in charge are not familiar with what is expected of them as a local tourism authority. There is not even a single initiative by the local tourism authority. Most of the activities are private investments that are utilizing the local resources that are supposed to be bringing benefits to the local people.

The local government was found to have a little role in facilitating the activities that will enable the relationship between all the relevant stakeholders which are private business (tourism establishments) and local community. In general, there is a relatively good relationship between the private sector and local communities but only on an employment level. Even though they are privately owned, they have created relationship by introducing learnership programmes.

Stakeholder forums can address this particular problem on how this can be structured. There should be forums that represents the stakeholders which are community members, officials from Okhahlamba Municipality and the private sector of the area. This will allow them to have a proper structure with common goals and interests. They have to meet to discuss the issues pertaining to tourism development that will benefit all the relevant stakeholders. However, but in this case a lot still has to be done to bring in local communities. This is important more especially to the rural communities that need to be mentored for what they do as they don't have enough knowledge.

Tourism is regulated at a national level, provincial level and at a local level. For tourism to flourish, the local tourism authority has a vital role to play in developing their areas. This is because they have to identify the area with potential and develop them, as they are close to all the activities taking place. Therefore they should take the initiative of tourism awareness. In the case of Bergville, locals are aware of what tourism is, but they do not understand what tourism can bring to their lives. As indicated earlier, to be aware of tourism does not mean that one has to know the hotels in the area or beautiful scenery. They should take ownership of activities taking place and use their own resources

Recruitment of local people and training and development should be part of the agreement between the local community and the private sector. This will enable both the private sector and the community to provide excellent service that will enhance the image of the business; at the same time earning a good salary because there will be repeat business.

The local authority 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 and on how to use tourism resources to start your own business Assistance that is available for small business development in tourism can be driven through provincial tourism authority. The provincial authority should also monitor if local authority is performing in accordance by looking at what they set and if it achieved at a particular time.

In order to bridge the off-peak situation in the Bergville area, the local tourism authority, together with tourism establishments should organize events that will be in the Bergville area. This includes activities such as adventure sport, canoeing in UThukela River, mountain climbing and any form of adventure activity because it allows for all type of adventure sports.

Cultural resources for local communities are not utilized. People are not doing walk-about tours within the community that could promote interaction between tourists and host communities. This will help the local communities to understand the importance of tourism and benefits that can bring to the local communities. Community tourism (sometimes called community-based tourism) is a form of tourism which aims to include and benefit local communities, particularly indigenous peoples and villagers in the area of rural development.

Finally, regarding the promotion of tourism, according to White Paper on the Promotion and Development of Tourism, it is a fact that the main tourist destinations in urban areas have major campaign about tourism awareness. For example; Durban Tourism (eThekweni Municipality Tourism Authority), runs major tourism awareness campaign especially during the tourism month which is September. The aim is to engage people with tourism activities. In these campaigns they conduct workshops about tourism benefits and opportunities available for all eThekweni municipality jurisdiction area. Similar campaigns need to be promoted by the local tourism authority of Bergville.

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ANNEXURE 1

THE QUESTIONNAIRE FOR THE BERGVILLE COMMUNITY

THE ECONOMIC IMPACT OF TOURISM ON THE LOCAL COMMUNITY OF BERGVILLE

The researcher request few minutes of your time to participate in the following survey.

Instructions

- Kindly respond to each question by inserting a **tick** in the appropriate square, or by supplying a brief comment, reason or problem where necessary.
- Do not reveal your name as the questionnaire is anonymous. Your responses will be used for research purpose only. The research objectives will be achieved only with your kind co-operation.

NB: Are you a permanent resident in the Bergville area?

Yes	
No	

1. Gender:

Male		Female	
------	--	--------	--

2. Age:

16-30	
31-40	
41-50	
>50	

3. Level of education

Primary School	
High school	
Tertiary	
Other	

4. Occupation:

Employed	
Self employed	
Student	
Unemployed	
Pensioner	

5. Income

<R1000	
R1000-R2000	
R2001-R4000	
>R4000	

6. What is the main source of income?

Employed	
Government Grant	
Other	

Specify.....

7. If employed, nature of employment?

Farming	
Retail	
Tourism	
Other	

Specify.....

8. If tourism, how long have you been working there?

.....

9. What do you do?

Management	
Administration	
Maintenance	
Gardener	
Other	

Specify.....

10. Do you have any tourism qualifications?

Yes	
No	

11. If yes, what is it?.....

12. Level of job satisfaction:

Very satisfied	
Satisfied	
Uncertain	
Unsatisfied	
Very unsatisfied	

Comment.....
.....
.....

13. Do you know what tourism is?

Yes	
No	

If yes, what is tourism?
.....

14. What tourism activities or development have you seen in the area, if any.
.....
.....
.....

15. Do you know the local tourism authority of Bergville?

Yes	
No	

16. Do you know any person working in a tourism establishment?

Yes	
No	

17. If yes, how many?.....

Thank you for your time in this research.

ANNEXURE 2

THE QUESTIONNAIRE FOR THE BERGVILLE TOURISM ESTABLISHMENTS

1. Please indicate with an X your job description

General Manager	
Other Manager	
Owner	
Other	

Specify.....

2. What is the type of the business?

Hotel/resorts	
B&B	
Art and Craft	
Other	

3. How long have you been in the business?.....

4. Which of the following month would you normally describe as your; out off season months (i.e. excluding special events/ conferences/long weekends etc)? Indicate with an X all that applies.

January		April		July		October	
February		May		August		November	
March		June		September		December	

Comment.....
.....
.....

5. What is your average occupancy per month out of season?

<25%	
25%-45%	
46%- 65%	
66%-85	
>85%	

6. What is your average occupancy per month during peak season?

<25%	
25%-45%	
46%- 65%	
66%-85	
>85%	

7. What is your maximum capacity in terms of the number of guests that can be accommodated?
.....

8. How many people do you employ permanently?
.....

9. How many people do you employ part time?
.....

10. Approximately what percentage of your permanent workers is drawn from local communities?
..... or don't know.....

11. Approximately what percentage of your part time workers is drawn from local communities
.....

12. What is the average amount you pay permanent employees per month?

<R1000	
R1000 – R2000	
R2001 – R4000	
>R4000	

13. What is the average amount you pay part time employees per month?

<R1000	
R1000 – R2000	
R2001 – R4000	
>R4000	

14. What assistance do you actually get from the local tourism authority?

Promotion/marketing	
Infrastructure development	
Training workshop	
Other	

Specify.....

15. Do you think the local tourism authority is putting enough effort into its mandate?

No effort	
Not Enough	
Uncertain/don't know	
Some effort	
Lot of effort	

16. What type of assistance would you like to see from the local tourism authority?

.....

17. How would you rate changes tourism in the area based on your occupancy rate over the past two years?

Big increase	
Increase	
No change	
Decrease	
Big decrease	

18. From whom do you get the most assistance in tourism promotion?

Local Authority	
Provincial Authority	
Own initiative	

General comments

.....

Thank you for taking the time to participate in this research.