

DURBAN UNIVERSITY OF TECHNOLOGY

RESIDENTS' PERCEPTIONS ON THE SOCIO-
CULTURAL IMPACTS OF TOURISM AND
RECREATION ACTIVITIES ON THE GOLDEN
MILE OF DURBAN

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MAY 2023

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2023



DURBAN UNIVERSITY OF TECHNOLOGY
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**RESIDENTS' PERCEPTIONS ON THE SOCIO-CULTURAL
IMPACTS OF TOURISM AND RECREATION ACTIVITIES
ON THE GOLDEN MILE OF DURBAN**

Submitted in fulfilment of the requirements of the degree of Master of Management
Sciences Specialising in Hospitality and Tourism in the Faculty of Management
Sciences at the Durban University of Technology

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17 April 2023

DATE

DECLARATION

I declare that this study:

Residents' perceptions on the socio-cultural impacts of tourism and recreation activities on the Golden Mile of Durban.

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

Sandile Mluleki Mkhize

15 April 2023

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DEDICATION

This research is dedicated to my loving grandmother MRS Lillian Duduzile Mkhize. I appreciate the love and support you have been giving me and still giving me, you 're the only person who never show signs of giving up on me no matter how bad it is and thank you for believing in me in everything that I am doing. You will always be appreciated and valued.

ABSTRACT

The study was designed to investigate the Residents perceptions on the socio-cultural impacts of tourism and recreation activities on the Golden Mile of Durban. This study is underpinned by Adaptive Level theory. Adaptation is the process of change by which individuals and communities become better suited to surroundings and circumstances. The AL theory holds that people and organizations can return to baseline level of operation following a destabilizing event and are able to meet standards of personal independence and social responsibilities. One of the objectives was to determine residents' mechanisms of coping with bustling activities in the place that they call home. It is for this reason that the Adaptive Level theory was used to cement this study.

The aim of the study was to determine the socio-cultural impacts of mass tourism and recreation activities on the residents of the Golden Mile of Durban. It was guided by research objectives, aiming to establish nature of tourism, verify socio-cultural visitor factors, establish feelings and attitudes of residents, to determine residents coping and resilience mechanism and lastly to make recommendations for strategies to enhance residents' socio-cultural resilience. The study took form of a mixed method due to the nature of the research topic and due to the research questions, the study aimed to answer. A questionnaire is a tool that was used to collect data from the residents of the Mile. A total of 101 residents participated in the study.

The results of the study suggested that residents or communities living in places where tourism and recreation activities take place suffer from the negative impacts associated with those activities taking place in the vicinity of their place. The study also revealed that residents have developed certain strategies that they use to cope with all the negative impact that suffer from. Tourism planners, local municipalities, together with communities can ensure that negative impacts are minimized, with positive impacts maximized when working together.

TABLE OF CONTENTS

Declaration	i
Approval	ii
Acknowledgements	iii
Dedication	iv
Abstract	v

CHAPTER 1 Error! Bookmark not defined.

INTRODUCTION AND ORIENTATION TO THE STUDY .. Error! Bookmark not defined.

1.1	Introduction and background	Error! Bookmark not defined.
1.2	Rationale for the study	3
1.3	Statement of the problem.....	4
1.4	Research Aim	5
1.4.1	Research objectives	5
1.4.2	Research questions	5
1.5	Study area	5
1.6	Key concepts	9
1.6.1	Tourism.....	9
1.6.2	Recreation activities.....	9
1.6.3	Social impacts.....	9
1.6.4	Cultural impacts	9
1.6.5	Feelings.....	10

1.6.6	Attributes.....	10
1.6.7	Adaptive strategy.....	10
1.7	Structure of the dissertation.....	11
1.8	Conclusion.....	12
 CHAPTER 2.....		13
LITERATURE REVIEW AND THEORETICAL UNDEPINNINGS OF THE STUDY		
2.1	Introduction.....	13
2.2	Literature review.....	14
2.2.1	Nature of coastal tourism and recreation activities.....	15
2.2.2	Nature of tourism and recreation activities along the the Golden Mile.....	16
2.2.3	Socio-cultural impacts of tourism on host communities.....	17
2.2.3.1	Social impacts of tourism.....	18
2.2.3.2	Cultural impacts of tourism.....	23
2.2.4	Attitudes and feelings of host communities towards tourism.....	25
2.2.5	Host community adaptive level factors and strategies.....	28
2.3	Theoretical underpinnings of the study.....	30
2.3.1	Adaptive level (AL) theory.....	30
2.3.2	Relevance of the adaptive level theory to the study.....	33
2.4	Conclusion.....	34
 CHAPTER 3.....		35
RESEARCH METHODOLOGY.....		
3.1	Introduction.....	35

3.2	Research paradigm.....	35
3.3	Research strategy and design	36
3.3.1	Research method.....	36
3.3.2	Research design	37
3.4	Population and sampling.....	38
3.4.1	Sampling techniques.....	38
3.5	Data collection	39
3.5.1	Intrument design	39
3.5.2	Pilot testing	40
3.5.3	Data collection process	40
3.6	Data analysis	41
3.7	Ethical considerations	41
3.7.1	Anonymity and confidentiality.....	42
3.8	Validity and reliability.....	43
3.9	Conclusion	44
CHAPTER 4.....		45
DATA PRESENTATION, ANALYSIS AND INTERPRETATION		45
4.1	Introduction.....	45
4.2	Response rate	45
4.3	Data presentation, analysis and interpretation.....	46
4.3.1	Biographical information	46
4.3.1.1	Age	46
4.3.1.2	Nationality	47
4.3.1.3	Age-nationality relationship map.....	48

4.3.1.4	Period of stay along the Golden Mile	49
4.3.1.5	Type of ownership	49
4.3.1.6	Household role.....	50
4.3.1.7	Distance from the bustle of activity	51
4.3.1.8	Impact of distance from Golden Mile during peak holiday seasons	52
4.3.1.9	Mode of daily transport	52
4.3.1.10	Effects of busy holiday seasons.....	53
4.3.1.11	Facilities most used by residents	54
4.3.1.12	Ease of access to facilities during busy holiday seasons.....	54
4.3.1.13	Plans for future	55
4.3.1.14	Reasons for mentioned future residential plans.....	56
4.3.2	Main research questions.....	57
4.3.2.1	Tourism and recreation activities taking place along the Mile	57
4.3.2.2	Challenges accessing these facilities during busy holiday seasons	58
4.3.2.3	Feelings about these challenges	59
4.3.2.4	Mechanisms to cope with challenges	61
4.3.2.5	Effects of staying at tourist and recreation destination on cultural life.....	62
4.3.2.6	Socio-cultural benefits ofstaying at a tourist and recreation destination	63
4.3.2.7	Hopes and wishes to improve their socio-cultural lives.....	65
4.3.2.8	Other comments and questions for the study	66
4.4	Conclusion	66
CHAPTER 5.....		68
FINDINGS, RECOMMENDATIONS AND CONCLUSION		68
5.1	Introduction	68

5.2	Restatement of research objectives.....	68
5.3	Findings aligned with research objectives	69
5.3.1	Nature of tourism and recreation activities along the the Golden Mile.....	69
5.3.2	Socio-cultural impacts of tourism on host communities	70
5.3.3	Social impacts of tourism	71
5.3.4	Cultural impacts of tourism	72
2.3.5	Attitudes and feelings of host communities towards tourism.....	72
2.3.6	Residents coping mechanisms.....	74
5.4	Recommendations.....	76
5.5	Contributions.....	77
5.6	Limitations of the study	77
5.7	Conclusion	77
5.8	Areas for further research.....	78
	References.....	79
	Appendices	102

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LIST OF FIGURES

Figure 1-1: Map of the Golden Mile	7
Figure 1-2: Impression of the future Point Waterfront on the Golden Mile	8
Figure 2-1: Residents' attitudes towards tourism	27
Figure 2-2: Adaptation model	32
Figure 4-1: Age	47
Figure 4-2: Nationality	47
Figure 4-3: Relationship between age and nationality	48
Figure 4-4: Period of stay	49
Figure 4-5: Type of ownership	49
Figure 4-6: Distance from the bustle of activity	51
Figure 4-7: Mode of daily transport	52
Figure 4-8: How residents get affected during peak holiday seasons	53
Figure 4-9: Facilities mostly used by residents	54
Figure 4-10: Plans for future	55
Figure 4-11: Reasons for deciding to stay, move or indecision	56
Figure 4-12: Tourism and recreation activities along the Mile	57
Figure 4-13: Challenges accessing facilities during peak holiday seasons	59
Figure 4-14: Feelings about challenges experienced by residents	60
Figure 4-15: Mechanisms to cope with peak seasons challenges	61
Figure 4-16: Socio-cultural benefits.....	63
Figure 4-17: Actions to improve socio-cultural lives aptation model	64

LIST OF TABLES

Table 3-1: Summary of research strategy	37
Table 4-1: Household role	50
Table 4-2: Impact of distance from bustle of activity	52

APPENDICES

Appendix A: Letter of Information	103
Appendix B: Consent Letter	105
Appendix C: Questionnaire	108
Appendix D: TRREE Certificate	111
Appendix E: Ethical Clearance Letter.....	112
Appendix F: Turnitin Report.....	113

CHAPTER 1

INTRODUCTION AND ORIENTATION TO THE STUDY

1.1 INTRODUCTION AND BACKGROUND

This chapter gives the background, the problem statement, the research questions, objectives, defines the main concepts and outlines the significance of the study. This chapter gives a brief introduction to the socio-cultural impacts of tourism and recreational activities in the Golden Mile of Durban. This chapter is important because it gives the reader insight on what can be expected and introduces the conceptual framework of the study.

The subject of interest in this study is the residents' perceptions and feelings on the socio-cultural impacts of tourism and recreational activities taking place at their doorsteps. Tourism, like other economic activities exerts both positive and negative influence on host communities. Dillimono and Dickinson (2015); Zhuang, Yao, and Li (2019) and it has been suggested that tourism's potential as an instrument for economic development is real and that realization is within reach of developing countries. Tourism offers a crucial opportunity for developing countries to combat poverty, diversify their economic infrastructure and pursue pro-poor policies such as inclusive growth strategies (Rasoolimanesh, Jaafar and Barghi 2017). Lourenco-Gomes and Rebelo (2019) argue that tourism development contributes to poverty alleviation in developing Island countries such as Comoro Islands of the Indian Ocean, through the accumulation of foreign currency reserves, the reduction in the rate of unemployment of the locals and the attraction of investors to invest in tourism projects, utilizing their abundant natural resources.

Travel and tourism has proved itself as a tool for governments to generate prosperity and create jobs around the world, as it generated US\$8.8 trillion in 2018 supporting 319

million jobs globally (World Travel & Tourism Council [WTTC] 2019). Consequently, tourism has become an engine of massive development and growth with direct and indirect tension between resident's and different players (Postma and Schumuecher 2017) with complex socio-cultural implications as development of tourism induces changes in the character of a destination (Zhuang et al. 2019) with possible conflicts between tourists, tourism suppliers and residents (Postma and Schuecker 2017). In South Africa there were 10.2 million international tourist arrivals recorded in 2019. This was -2.3% below what was achieved in 2018. One in five tourists travelled to more than one province with Gauteng, Limpopo, Western Cape, and Mpumalanga being the most visited provinces (Stors et.al, 2019). The revenue generated decreased by -1.6% to an estimated R18.2 billion, South Africa was listed as a very lucrative shopping destination as tourists believed that pricing and variety of merchandise is good (Portgieter et.al 2019). Although there was a reduction of -5.3% in contribution in 2019, it is still the biggest sector where tourists visiting South Africa spend their money on.

While attractiveness, competitiveness and resilience of a place are attributes regarded as critical by visitors, host tolerance and acceptable also play a crucial role. Amalu, Oko, Igwe, Ehugbo, Okeh and Duluora (2020) are of the view that research on socio-cultural impacts still have a place. Positive and negative impacts could be identified in the socio-cultural structure and social environment (Yun, QingWen and Lu 2012) including a greater sense of community identity, a heightened sense of linking with local environment and increased social capital following an increase in tourists (Ramos, Stoddart and Chafe 2016), impacting on interpersonal relationships, morals, social security, language, customs, tradition, etc. (Yun et al. 2012). According to Potgieter, Berman and Verity (2019) the extent and patterns of host-visitor interaction depends on the norms, culture, patterns of a community and past experiences. Piuchan, Chan and Kaale (2018); Potgieter et al. (2019) state that a booming tourism market also exert both positive and negative influences socio-cultural lives of local residents. While Amalu et al. (2020) view socio-cultural mixing as positive, Sroyetch (2016) views it as altering community fabrics, family relationships, collective conventional lifestyles, and morality, thus threatening indigenous identities. Kabote (2015) argues that the widening income

disparity may aggravate conflicts within a community and lead to hatred between local residents who benefit from tourism and those who do not.

1.2 RATIONALE OF THE STUDY

The study was conducted with the aim of trying to determine the residents perceptions on the socio-cultural impacts of tourism and recreation activities on the Golden Mile of Durban. The study was deemed necessary because it was trying to bridge the gap in literature as this kind of study was never done before along the Golden Mile of Durban. Chen, Chang, Chien and Cheng (2018) observed that local communities are in direct contact with the changes in their community in which they both tolerate and benefit from the consequences of tourism development. Growing visitor arrivals impose increasing pressure on destinations both in physical environmental terms and in socio-cultural terms. The study employed six objectives which research questions and questions in the questionnaire were developed under which were successfully answered. The residents of the Golden Mile had different views and perceptions about tourism and recreation activities taking place and their impacts on them. While there were a number of positive socio-cultural influences on local residents, identity loss could result from cultural, traditional and value interchanges and a quality of life eroded by overcrowding.

Over the last few decades, the tourism sector has grown and diversified, making it a vital element of socio-economic development worldwide (Crotti and Misrahi 2017). According to Shujahi and Hussain (2016) tourism is known for its major contribution to the economic development of a country, however positive and negative impacts of tourism depend upon the attitudes and perceptions of the local residents in each community. With the development of the tourism sector, local customs, socio-cultural characteristics, social life, and religious beliefs of local residents living in a community have been affected (Almeida-Garcia, Pelaez-Fernandez, and Balbuena-Vazquez 2016). Garau-Vadell, Gutierrez-Tano and Diaz-Armas (2018) suggested that whenever there is a mass tourism, local ceremonies, entertainment activities, accommodation and food lose their originality and this transformed culture prevails everywhere to engage and amuse the mass tourist.

1.3 STATEMENT OF THE PROBLEM

According to Maxwell (2015) statement of problem is a concise description of an issue to be addressed or a condition to be improved upon as it identifies the gap between the current problem state and the desired goal state of the process or product. The main purpose of the problem statement is to identify and explain the problem.

UNWTO (2018) points out that tourism is one of the few economic sectors relentlessly growing around the world, translating into socio-economic development, employment, infrastructure development and export revenues. While Africa regards tourism as ‘the new gold...the new gold mines’... and a ‘sector that is thriving with tremendous potential for further growth...’ (Ramaphosa 2019), Zhuang et al. (2019); Esler (2019) point out that a booming tourism market can exert pressure and negative influences on developing countries, with numerous negative socio-cultural impacts on local residents as it alters local culture and traditional values and threaten indigenous identities and community fabric. It is for this reason that Nunkoo and Ramkissoon (2011) point out that community mandate should be sought for sustainable tourism and that even mature destinations get adversely affected by high visitation levels. In a study conducted in Mauritius Nunkoo and Ramkissoon (2011) observed that as the number of tourists increases, negative socio-cultural influences on host communities became evident. Cloete and Yusuf (2018); Hlengwa (2021) regard the Golden Mile of Durban as South Africa’s most iconic public place with the ability to draw thousands of people at a time due to the assortment of amenities that have been thrown together to make it a place. In this context this study seeks to investigate the perceptions and feelings of local residents on the socio-cultural impacts of tourism and recreation activities along the Golden Mile, which they regard as home. While there are a number of articles that have been written on the socio-cultural impacts of over tourism globally, no study has focussed on the Golden Mile of Durban, indicating a gap in literature.

1.4 RESEARCH AIM

Research aim expresses the intention or aspiration of the research study, summarising in a specific single sentence what you hope to achieve at the end of research project (Tully 2014). The aim of this study was to determine Residents' perceptions on the socio-cultural impacts of tourism and recreation activities on the Golden Mile of Durban. In order to accomplish the aim, the study was guided by the following research objectives and questions.

1.4.1 Research Objectives

According to Maxwell (2013) the research objectives outline the specific steps that one will take to achieve research aim by elaborating on the what, who, why, when and the how questions. The study will be guided by the following research objectives:

- To ascertain theoretical underpinnings of the feelings and attitudes of residents of tourism and recreation destinations.
- To establish the nature of coastal tourism and recreation activities.
- To verify socio-cultural visitor factors that impact the residents at tourism destinations.
- To establish the feelings and attitudes of residents about the tourism and recreation activities along the Golden Mile.
- To determine the residents' coping mechanisms.
- To make recommendations on adaptive level factors that could enhance a sense of home along the Golden Mile of Durban.

1.4.2 Research Questions

Martindale and Taylor (2014) state that research question formulates a research problem that you want to investigate, and the scope of the question is formed by the research aim and research objectives. The study will attempt the answer the following –research questions:

- What are the theoretical underpinnings of the feelings and attitudes of residents of tourism and recreation destinations?
- What is the nature of coastal tourism and recreation activities?

- What are the socio-cultural visitor factors that impact the residents?
- What are the feelings and attitudes of residents about the tourism and recreation activities along the Golden Mile?
- How do residents cope with the disruptions of living at a tourist and recreation destination?
- What are adaptive level factors that enhance a sense of home along the Golden Mile of Durban?

1.5 STUDY AREA

Identification of the study area is part of delimitation, which explains the extent to which the research area will be explored through setting of parameters within which the study will be operating. The research setting is the environment in which the research is carried out or place where data are collected (William 2011). Figure 1-1 shows the area covered by the Golden Mile and some of the tourism and recreation facilities. This study was conducted along the 8-kilometre stretch from the Blue Lagoon on Umngeni River estuary to the south pier of the Golden Mile situated in Durban in the province of KwaZulu-Natal, South Africa.

According to Hlengwa (2021) the Golden Mile throws together a number of tourism and recreation facilities such as hotels and restaurants, sea, beaches and swimming pools, gardens, lagoon and braai areas, mini town, stadia, golf course, casino, the International Convention and Exhibition Centres, uShaka Marine World, promenade, 'shisanyamas', a web of roads, parking, etc., which all draw thousands of day visitors and tourists to a place others call home.

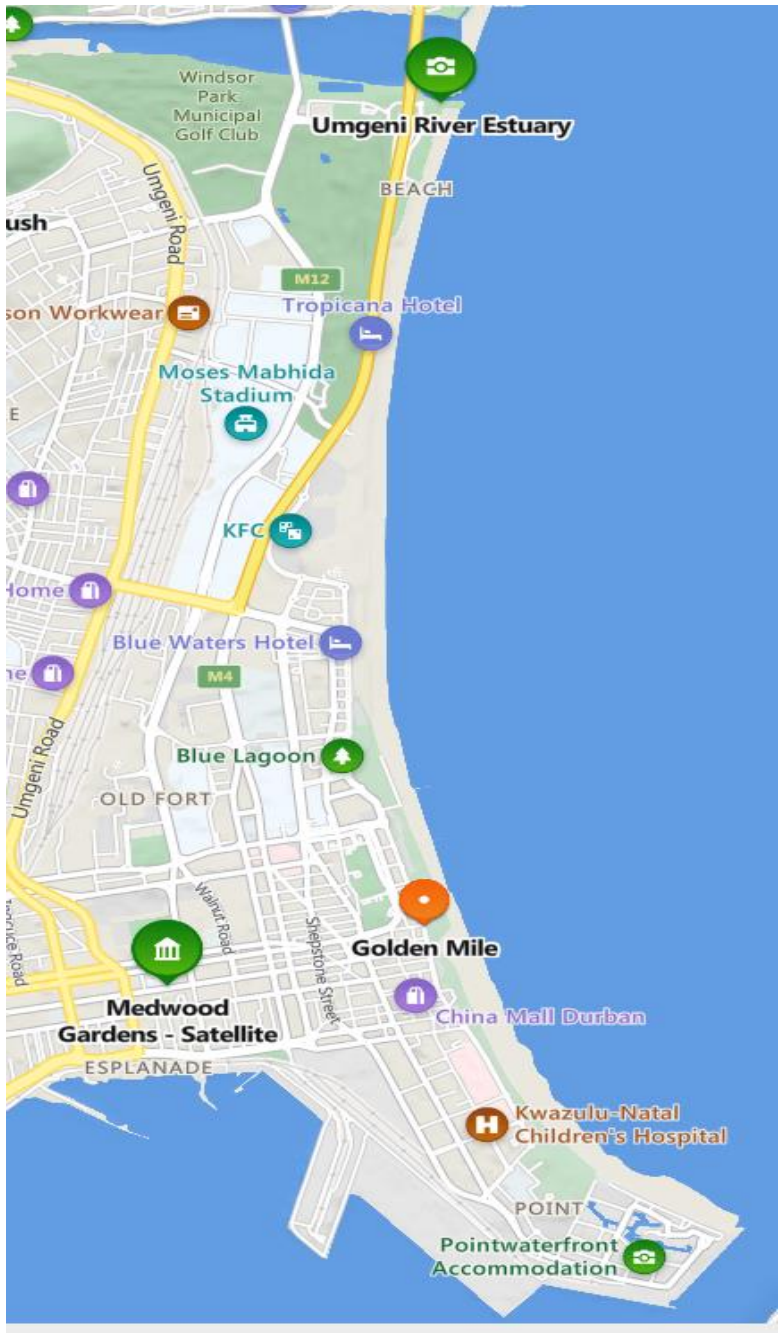


Figure 1-1: Map of the Golden Mile, Durban
Source: Geographic Information System (GIS), 2021, viewed 12 July 2020, from [https://www.google.com/maps/search/GIS+2022+map+of+kwazulu+natal/@-28.9262832,28.6383794,7z/ data=!3m1!4b1](https://www.google.com/maps/search/GIS+2022+map+of+kwazulu+natal/@-28.9262832,28.6383794,7z/data=!3m1!4b1)

The Golden Mile is earmarked for a further R35 billion Point Waterfront development (Nyide 2018; Zietsman 2018) which began in March 2018 with the construction of the promenade, aimed at placing Durban alongside other major beach locations of the world,

from Copacabana in Rio to South Beach in Miami and Bondi Beach in Australia (Naidoo 2017). Figure 1-2 is a developer's impression of the future Sea Point Waterfront of Durban. It is clear that the socio-cultural pressure on the residents of the Golden Mile of Durban is not about to ease. Waterfront plans include an amphitheatre located in the centre of the promenade serving as the primary beach events space, a residential tower, retail mall, hotel, high rise skyscrapers exceeding 55 storeys covering a total of 750,000 square metres (Staff Writer 2018).



Figure 1-2: Impression of the future Point Waterfront on the Golden Mile of Durban
Source: Staff Writer (2018)

1.6 KEY CONCEPTS

Defining important terms is essential to ensure a common understanding of key concepts and terminology is shared between the dissertation author and audience. These concepts are defined because they form part of the research topic.

1.6.1 Tourism

Is travel for pleasure or business; also, in theory and practise of touring, the business of attracting, accommodating and entertaining tourists and the business of operating tours (Sugar 2016). Tourism is the act of people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours for business and other purposes. Tourism can be domestic (within the traveller's own country) or international and international tourism has both incoming and outgoing implications on a country's balance of payments.

1.6.2 Recreation activities

These are experiences or organised activities that one actively participates in with others, to have fun and enjoy life during free time, they are experiences that require physical activity, interactions and playing with other people (Wolf and McQuitty 2011). Recreation activities are typically done away from work, school, and day-to-day life duties and by people of all ages, they are done for enjoyment, amusement, improve mental health and relieve stress and help one to rejuvenate (MacMillan 2012).

1.6.3 Social impacts

Social impacts are human impacts that talk to the ways in which close interaction with tourists transforms individual and community behaviour, lifestyle, community structure, and overall quality of life for better or worse (Rickly-Boyd 2012; Woosnam and Aleshinloye 2018). Positive impacts demonstrate benefits to the local community, while negative impacts point to the costs and missed opportunities to the host community (Stainton 2022).

1.6.4 Cultural impacts

The cultural impact of tourism refers to the positive and negative effects or impact of tourism on the cultural heritage, traditions, customs, value system and lifestyle of host

communities (Ivypanda 2019), resulting in altered fabrics of communities as norms gets overruled and undermined (McGehee and Andereck 2004), destabilising and threatening indigenous identities of host communities (Bramwell and Lane 2010). On a positive note, tourism has been applauded for breathing new life into dying cultural expression through encouraged sharing.

1.6.5 Feelings

Sensations perceived as emanating from inside the body that may originate from different information from peripheral receptors (including visceral, temperature and pain) that has been processed to varying degrees or that may originate from central representations of such bodily sensations in the brain itself (Damasio and Carvalho, 2013)

1.6.6 Attributes

Are qualities or characteristics given to a person, group, or some other thing. One's best attributes might be the willingness to help others. Regard something as belonging to, made or caused by (Waite, 2012).

1.6.7 Adaptive strategy

It is an iterative approach that involves hypothesizing, experimenting, and adjusting as people and businesses move forward through the process of change. It is a practise of breaking free from traditional linear process of doing things by suggesting an ongoing learning process that does not separate creation and implementation of strategies (Edwards, 2018).

1.7 STRUCTURE OF THE DISSERTATION

This study is structured in an academically accepted way, starting with the orientation to the study, followed by the theoretical framework and literature review, research methodology, data presentation, analysis and interpretation and ends with conclusion and recommendations. The following structure is used to present the research report:

Chapter 1: Introduction and orientation to the study

This chapter was aimed at introducing and orientating the reader to the study by explaining the background, rationale for the study, research problem and outlining the research aim, questions, and objectives. In this chapter the researcher explores the significance of the study and the contribution that the study makes to knowledge in the field.

Chapter 2: Literature review and theoretical underpinnings of the study

To show awareness of currently existing studies, the literature review and the theory used to underpin the study are vital because they enable the researcher to explain how things connect, locate contradictions and gaps in the main concepts of the phenomenon under investigation.

Chapter 3: Research methodology

This chapter present the researcher paradigm, research methodology, research design and related data collection tools and analysis techniques. This chapter is important as it introduces the researcher genre, character, and tone, and it is also used to justify the choice methodological choices made. The researcher uses this chapter to expound the research design, explain the tools that were used to collect primary and secondary data as well as the reasons why the tools were deemed the most appropriate to best answer.

Chapter 4: Data presentation, analysis, and interpretation

Qualitative and quantitative data are presented, analysed, and interpreted in this chapter. This chapter lays the foundation for all the recommendations and conclusion made in the final chapter.

Chapter 5: Findings, Conclusion and Recommendations

This is the final chapter of the research report. Conclusions and recommendations are drawn from the discussion of the findings and this chapter is very important because it sums up the whole research project. This chapter was also used to identify areas for future research.

1.8 CONCLUSION

In this chapter reader was introduced to the background of the study in detail. The research problem was conceptualised, and insight given into the rationale, aim, research objectives, research questions as well as the structure of the study. The chapter also shared some light regarding the setting of the study and the reasons for locating the study in the area. The reader was further introduced to the history and background of tourism and its associated socio-cultural impacts on local people and how these impacts have effects on local people. While tourism has been hailed as the most vital economic sector, it has also been blamed for a number of negative socio-cultural transformations.

Chapter 2 explores related literature to locate the study within its field of knowledge and introduces theories selected and used to underpin the study.

CHAPTER 2

LITERATURE REVIEW AND THEORETICAL UNDERPINNINGS OF THE STUDY

2.1 INTRODUCTION

O’Gorman and MacIntosh (2015) the literature review is critical in research it educates the researcher in the chosen focus of study while also providing background to and justification for the research being undertaken. Rudestam and Newton (2007) concur when stating that the literature review helps build a coherent argument that serves to locate the study within its field or fields of knowledge. Trafford and Leshem (2008:68) regard literature review as important because it enables the researcher to delve into the ‘corpus of published works on a specific topic’. This chapter does exactly that by introducing the reader to the literature and the theory that buttress the study. This chapter provides an overview of the previous research on the residents’ perceptions and feelings on the socio-cultural impacts of tourism and recreational activities. The subheadings were derived from the research topic, problem as well as research objectives.

Tourism has been widely considered a reliable economic sector (Paul 2020), a catalyst for economic growth and social advancement for many regions, one of the most effective means of job creation and one of the biggest and fastest growing sectors in the globally (Geethika and Gnanapala 2015; George 2015) and has become the largest single sector of world trade (Strydom, Mangope and Henama 2019). However, Kozak (2015) warned that if poorly planned, negative impact may outweigh positive impacts of tourism. Nopiyani and Wirawan (2021) point out that there is increasing evidence that tourism is a double-edged sword bringing both benefits and vices to local communities, who are the key actors of tourism at destinations. Socio-cultural impacts of tourism essentially human impacts, which have the capability to alter the quality of residents’ daily lives through the transformation of values, norms, and identities. Hashimoto (2017); Copper, Fletcher, Gilbert and Wanhill (2018) observe that socio-cultural alterations cannot be

quantified, emerge subtly and slowly over time but creep into the fabric of the society's values, beliefs, norms, and cultural practises turning them into something they cannot even recognise. Booming tourism destinations tend to foster a high rate of tourists-residents interaction, which can lead to a variety of beneficial and detrimental impacts (Akova and Atsiz 2019; Piuchan, Chan and Kaale 2015). Esler (2019) refers to this as the double-edgedness of tourism, with both blessings (economic growth, job creation) and curses (bottlenecks, overcrowding and overdevelopment) especially in tourism hotspot areas.

Exponential growth in influx of tourists poses has become an imminent danger for residents in many popular destinations (Oklevik, Gossling, Hall, Jens Kristian, Ivar Petter and McCabe 2019) the rapid growth in tourist arrival in many destinations comes with many challenges as a result, locals find themselves in longer than usual queues, fuller than usual buses and taxi especially during peak holiday seasons characterised by visitor overkill, noise, rowdiness and other annoyance and this has created substantial public debates regarding the desirability of the tourism system (World Tourism Organisation [WTO] 2018). Often significant and uncoordinated growth in tourist arrival exceeds destination capacity and the adverse impacts of too many tourists therefore lead to a considerable deterioration of the local's standard of life and trigger visitor-resident irritants (Ko and Stewart, 2018). The sections that follow offer a literature review, focusing on the positive and negative socio-cultural impacts of tourism, attitudes of host communities and coping mechanism of host communities. The theoretical framework chosen to underpin the study is also introduced.

2.2 LITERATURE REVIEW

Tourism has remained a catalyst for economic growth and social advancement for regions across the globe as a drive for the use of natural and cultural resources, traditions, and local customs, connecting people from all over the planet, bringing real profits for the host communities and directly contributing to the GDP of many countries (United Nations World Tourism Organisation [UNWTO] 2018; Goffi, Cucculelli and Masiero 2019; Bandui, Jianu, Enescu, Tudor and Firoius 2020). Tourism is a social,

cultural, and economic phenomenon entailing the movement of people to countries or places outside of their usual environment for personal or business/professional purposes (WTO 2016). When we look at the global context, the tourist arrival exceeded 1,135 million who crossed international borders during the year 2014 consolidating growth after the global economic crisis and despite of many challenges (WTO 2015). Tourism and urban everyday local life and realities are deeply connected and intertwined. Certain amenities that visitors use are inherently past of the city and not restricted to use by visitors (Stors et al. 2019) but accommodate multiuser (Koens, et al. 2018) facilities connected to its broader cultural and societal aspects (Garcia-Rosell, Haangaa and Markuksela 2007).

Too much concentrated visiting in time and place may cause too many negative impacts and result in local residents having negative attitudes towards tourism evolution and even taking actions against it (Valicon 2017). The impacts of tourism can be significant, immediate, and visible on destination communities (Hall and Page 2016). They can bring about changes in the collective and individual value systems and quality of life and these changes can be a product of the tourism development itself or tourist-host interactions (Sharpley 2015).

2.2.1 Nature of coastal tourism and recreation activities

Tourism is the act of people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours for business or other purposes (Sugar 2016). In tourism buying and selling of product does not mean to buy property as a tangible product, it is an agreement to buy and sell products and this service cannot be provided by a single enterprise as it is a compilation of each service. The product of tourism cannot be transported to the customer, the customer needs to move to the product themselves, service production is typically fixed to time and space, a service dies if it is not sold within a given time as it cannot be stored (Zeenat 2016). Tourism is a multi-dimensional commercial activity which has a great job generation capacity through its labour-intensive nature, revenue creation via tax collection generally from the hotel sector, earning massive foreign exchange creating cross-cultural apprehension and cooperation, business opportunities

for entrepreneurs and economic development of a country or region (Rana 2015). It is also known as the largest voluntary transfer of money from rich to poor nations (Mitchell and Ashley 2019).

Destinations are designed to lure visitors (Hlengwa 2021; Rocamora 2019) through their popularity, freshness (Alrawadieh, Dincer, Dincer and Mammadova 2018) and ability to help visitors realise their expectations (D'Orey, Cardoso and Abreu 2019). Visitors expect to find a coexisting multiplicity (Barrera-Fernández and Hernández-Escampa 2017; Hlengwa 2021) of features such as culture, architecture, infrastructure, landscape, events, shopping, gastronomy, transportation, sporting facilities, nightlife, and social performances to enhance the image and feel and position the place as a destination of choice (Vinyals-Mirabent 2019). Destination planners have to throw these features together in a complementary, (Hlengwa 2021) yet disruptive way to flaunt the genuine uniqueness of the place (Alim, Ray and Hossain 2018), giving visitors a spur to choose it over others (Ferreira and Perks 2018). People generally travel to visit these sites of diversity, view different festivals and events, observe different climates, natural areas, cultures, customs, arts, food, languages and ancient historical buildings and monuments (Yeoman, 2019). Coastal tourism and recreation destinations are typically an amalgam of cultural heritage (Kamra and Chad 2015); excursions (Kual 2017); shark tourism and diving (Shackley 2018; Stephen 2017); recreation activities (Tribe 2017); outdoor recreation (Tourism BC 2015); adventure tourism in the form of surfing (UNWTO 2017); whale watching, birding or self-propelled travel such as hiking and kayaking (Tourism BC 2015); and a lot of other man-made recreation activities including sporting, picnicking, cycling, artefacts, cuisine, and others.

2.2.2 Nature of tourism and recreation activities along the Golden Mile of Durban

The Golden Mile (colloquially called The Mile) is the stretch of beachfront in the city of Durban, KwaZulu-Natal, South Africa. As stated in chapter 1, the Mile stretches from for 8 kilometres from the Blue Lagoon on the mouth of Umngeni River to the south pier at the entrance of the harbour in South Beach. Like other tourist and recreation

destinations, the Golden Mile is made of an agglomeration of natural, cultural and heritage resources, man-made structures, events, ease of movement, uniqueness, and perception of safety that together sell fantasies to visitors (Atinafu and Muuz 2017; Hlengwa 2021; Hossain and Islam 2019; Martins 2015; Vinyals-Mirabent 2019). According to Hlengwa (2021) the Mile gives access to the sea and beaches, the blue lagoon for picnicking, Suncoast Casino, golf course, the Green Hub, stadia, sea front promenade for walking, jogging and cycling, swimming pools, gardens, restaurants, curio shops, hotels, uSkaka Marine World, mini town a replica of the city of Durban (Booth 2018), 'shisanyamas', the International Convention Centre (ICC), the Exhibition Centre and a web of roads for access and parking, night clubs (van Marrewijk, Goeijenbier, Hoogerwaard, Hahury and Gerritsen 2019).

Booth (2018) noted that the beaches are protected by shark nets and lifeguards. The time warp surf museum is near South beach along the Mile and is dedicated to the history, culture, and community of surfing (De Beer 2019). The following are some of the activities that are done on the Mile aquarium diving which enables visitors to be surrounded by animals of the underwater world (Mbaiwa 2015), beach horse riding (Stephen 2017), big swing as Moses Mabhida Stadium (Tribe 2017), scuba diving (Naidoo 2017), swimming and picnicking (Durban Tourism, 2016), cycling (Naidoo 2017), events and festivals (Tourism BC 2015), and conferencing at various hotels and the ICC (Tourism BC 2015).

2.2.3 Socio-cultural Impacts of tourism on host communities

The Thesaurus online (2022) regards civil, communal, collective, etc. as synonyms of social. This means that the positive social impacts of tourism would be those that are beneficial to a collective, while the negative ones would be costly to a collective. Culture on the other hand is a way of life of people living together, seen as a unifying factor that enhances the cohesiveness cultural identity which make a group unique (Sangchumnong and Kozak 2020). In agreement Glasson, Godfrey, and Goodey (2016); Terkenli and Georgoula (2022) argue that culture is the most basic and integrative societal parameter at any tourism destination, encapsulating all manner of human life,

thought and its derivative products, practices, meanings, symbols, representations, and others. Culture is a representation of social splendour and if highly valued and combined with emotional content, culture is regarded as heritage. As many tourists come from different cultural backgrounds to that of host communities and as a result, the socio-cultural impacts of tourism are more likely to occur (Carneiro and Eusebo 2015), this view is supported by Saayman (2016) who asserted that socio-cultural impacts of tourism take place at the destination through a contact between the hosts and the tourists. Socio-cultural impacts of tourism are defined as the amalgam of social and cultural aspects that have impacts on the local community as a result of its contact with tourists and the tourism industry (Travis 2011). Socio-cultural impacts of tourism are the human impacts of the tourism industry, with an emphasis on changes in the quality of resident's daily life at the tourist destinations and cultural impacts related to transformations in the traditional values, norms and identities arising from tourism (Zhuang et al. 2019). Tourism has a great potential to change the social structure in both developed and developing countries, though its benefits and costs (Jehan, Batool, Hayat and Hussain 2022). According to Liu (2003) some of the socio-cultural changes brought about by tourism development are beneficial and highlight the unique role of tourism in promoting modern values, social progress and cultural evolution. For these reasons, social and cultural impacts were separated in this report.

2.2.3.1 Social impacts of tourism

Tourism is an activity which builds the base for the wide scale consumption bringing far reaching benefits, tourism gains importance as an activity which has far reaching positive impacts on industries, economy, society and therefore for the whole growth, progress, and development of a country (Lewis 2021). Most often tourism is seen in a positive manner exclusively through it benefits especially socio-economic ones, it is well known for its positive role in terms of job creation, income generation for the local communities, diversifying the economic structure of a country or region and encouraging entrepreneurship (Mason 2017). Massive investments are made to improve the facilities such as transportation, accommodation, recreation, water supply and sanitation. The United Nations World Tourism Organisation (UNWTO 2020) shared that in 2019 prior to the pandemic, the travel and tourism industry accounted for 1.5 billion international

arrivals globally. This figure translated into direct, indirect, and induced impacts of 10.3% of all jobs globally employing about 333 million and 10.3% contribution to the GDP (US\$9.6 trillion) in 2019 (WTTC 2022).

Tourism often leads to improved infrastructure (roads, telecommunications, the public transport system, entertainment facilities and restaurants) and facilities for the community, which improves lives at the destination in order to accommodate the needs of tourists and to encourage the growth in tourist numbers (Fletcher, Fyall, Gilbert and Wanhill 2015). These facilities and amenities are intended for both tourists and local residents who also benefit from these improved infrastructure and facilities (Ismail, King and Ihalanayake 2018). Ismail et al. (2018) further stated that in Malaysia, local residents recognised the importance of tourism development and that tourism resulted in the creation of more recreational facilities and improved public infrastructure. In Malaysia, Tourism improved the social status of women by providing for more freedom, more opportunities to work, increase self-worth and respect, better education, higher standards of living with higher family income (Ap and Crompton 2016; Jaafar, Ismail, Rasoolimanesh 2015). Lewis (2021) posited that tourism helps countries build brand value, image, and identity as it goes beyond attractive destinations, to being an important economic growth contributor as it creates and maintains demand for goods and services.

In a study conducted in Sri Lanka, Gnanapala and Sandaruwani (2016) highlighted job creation, economic development, wealth creation and increased access to essential services such as water, sanitation, telecommunications, and transport as some of the social benefits of tourism. The interface between the host and the visitor provides for an interesting platform where goods, services, amenities, and ideas can be exchanged, and relationships built (Cooper 2016). In South Africa, tourism contributed 7% towards the GDP in 2019 making it one of the key economic sectors in the country (WTTC 2020). Many of the employment opportunities in tourism are offered in both urban and rural areas, where resources have unlocked the tourism potential. Tourism has proved to be a source of foreign income; tourists spend higher than agriculture but smaller than other industries (Mitchell and Ashley 2016). Positive social impacts of tourism in South Africa

include the development of new capacity (employees completing studies or qualifications specific to tourism), improved local infrastructure and supplier support that entails training of those employed in supporting businesses (Simpson 2016).

On the other side, tourism creates many negative externalities such as the communities are expected to agonize from traffic jams, overcrowding, increasing the crime rate, destruction of the environment and natural resources (Jehan et al. 2022). Tourism development in a region also implies some negative aspects which can put serious problems once tourism becomes a well-established activity. Lundberg (2015) argued that the negative impacts of tourism development are perceived by a larger share of the population and even at destinations with lower levels of tourism development. Fletcher et al. (2015) noted that some of the negative socio-cultural impacts linked to tourism include crime and increased robberies, reduced morality, because tourists exude wealth and affluence. Tourism attracts more residents into the destination because of opportunities it provides, which leads to overpopulation in those areas (Cooper et al. 2018). Pizam (2018) pointed out that vandalism, drug abuse and disorderly behaviour are some of the crimes which are perceived by local residents as the most negative of the impacts of tourism development. In support, Ap and Crompton (2016); Mason and Cheyne (2015) pointed out that the presence of large numbers of tourists in a tourist area usually provide the source for illegal activities including drug trafficking, robbery, and violence. In Thailand sexual exploitation and prostitution, associated with mass tourism (Mathieson and Wall 2019) were reported as some of the indicators of social decay (Cooper et al. 2018). Mbaiwa (2015) also found out that tourism increased prostitution in the area as prostitutes target tourists and businesspeople from other urban areas visiting destinations, a view shared by Shaw and Williams (2017) that tourism development creates a favourable environment for prostitutes and breaking of moral bonds of behaviour by tourists when they are away from home.

Other costs of tourism include residents becoming irritated and resentful when amenities, shopping centres and community facilities become congested by tourist (Inskeep 2017). Such overcrowding greatly inconveniences the local residents making them feel out of

place in their own area (Ross 2018) as they compete with tourists who also tend to be prioritised. Sometimes local beaches are closed off to the locals, denying local residents' access. Continued tourism developments, tourism may exceed community tolerance thresholds to increased congestion, noise, littering, rising prices, and changes to ways of life which eventually leads to antagonism (Inskeep 2017). A study conducted in Thailand by Soontayatron (2017) highlighted demographic changes, increase in poverty and slums, use of pornography and prostitution and increased HIV infections. Ramchander (2016) added a widening income disparity that could aggravate conflicts and hatred between those who benefit and those who do not.

Negative socio-cultural impacts of tourism development can be identified in terms of value systems and manners of local residents, tourism development can irrevocably alter their way of life, forever changing their community structures, familial relationships, and a sense of morality (Marzuki 2016). Tourism can trigger cultural clashes due to differences in culture, religion, values, lifestyles, languages and the level of prosperity between tourists and local residents and between in-migrated workers and local residents (Zamani-Farahani and Musa 2018), it can physically affect destination communities with traffic congestion and overcrowding (especially during peak seasons) putting pressure on dwindling natural resources, causing environmental degradation and increasing infrastructure and property costs (Choi and Sirakaya 2015). The negative socio-cultural impacts of tourism are the ways in which tourism contributes to changes in the value systems, individual behaviour, family structures and relationships, collective lifestyles, safety levels, moral conduct, creative expressions, traditional ceremonies, and community organisations (Wall and Mathieson 2019). Ethical problems can ensue due to increased public alcoholism, rising crime, drug use and residents' perceptions of these impacts of tourism development can influence their involvement in tourism related activities and in the sustainability of the tourism development (Nicholas, Thapa and Ko 2019).

Tourism can influence changes in moral conduct and traditional ceremonies of the host communities (Latkova and Vogt, 2017), Chang et al. (2018) observed that local residents

are in direct contact with the changes in their community in which they both tolerate and benefit from the consequences of the tourism development. Kuscer and Mihalic (2019) pointed out that the growing visitor arrivals imposed growing pressure on destinations, both in physical environmental terms and socio-cultural terms. UNWTO, (2018) noted that some parts of the city where destinations feel that there are too many visitors and that the quality of life in the area has deteriorated unacceptably, locals may develop anti-tourist feelings.

Over tourism is causing worldwide disruptive impacts, and that observing the risks of over tourism has become a relevant issue for every destination. In support Dioko (2017) states that negative impacts, caused by high tourism concentration have guided to 'anti-tourism flare-ups' in some destinations (Wood, Mark Milstein and Ahamed-Broadhurst 2019) putting tourism on a shaky foundation that could crack under its own weight. Local residents are key stakeholders, and their quality of life should be considered in tourism planning and management. Negative impacts of tourism issues incorporate overcrowding, guests-resident's relationships, and community antagonism (Zemła, 2020).

In a study conducted in South Africa; Rogerson and Rogerson (2017) found that due to heavy traffic in many regions, the infrastructure may not be able to cope up with increased rush, thus leading to overcrowding, poor sanitation which may further lead to diseases both to tourists as well as local people. Many people enter into criminal activities to fetch easy money from tourists, which lead to increased crime and anti-social activities and loss of moral and religious values (Pillay and Rogerson 2015). The encounter between locals and tourists usually lead to differences in behaviour and expectations which create long term effects, the extent of impacts to the host community will be based on how the encounter takes place, the stage of tourism development in the host community and the social carrying capacity of the host community (Tichaawa and Mhlanga 2015).

2.2.3.2 Cultural impacts of tourism

As a double-edged industry (Mason 2017; Messer 2016; Nopiyani and Wirawan 2021), tourism development presents both positive and negative impacts on the culture at destinations. Positive cultural impacts include the rejuvenation and preservation of cultural heritage, products, and practises such as traditional huts, traditional dishes, music, and dance, use of dug-in-canoes for safaris, production of baskets and other traditional wooden engraved products and beads (Mbaiwa 2015). Cultural heritage of an area includes archaeological and historical sites, traditional arts, handcrafts, drama, performances, customs, ceremonies, and dress (Inskeep 2017). Revenue realised from tourism also assist the development and maintenance of museums, theatres, and other cultural heritage facilities (Lockwood 2018) as was the case in Malaysia (George 2015). Mbaiwa (2015) further noted that community-based tourism development coupled with good community tourism planning approaches can change people's negative attitudes.

Cooper et al. (2018) argued that tourism breathes new life into ceremonies, rituals, old skills, and crafts through tourists as it inspires pride in local heritage and culture. Inskeep (2017) also contended that tourists' appreciation of traditional cultures brings a sense of pride to local people in their culture thereby encouraging maintenance of cultural identity of even minority cultural groups. As tourism renews local pride amongst the hosts (Messer 2016), it has propensity to promote peace and cross-cultural understanding between the hosts and visitors (George 2015; Fletcher et al. 2015). Local pride, cross-cultural understand and peace occur when tourists show interest in and appreciation of culture, rituals, traditional ceremonies, and beliefs of the host community (Ivanovic, Khunou, Pawson and Tseane 2017), which leads to host community re-valuing their culture upon realisation that it has the potential to generate benefits. Culture, arts, craft, and dress are revitalised to maintain their identity and heritage (Hall 2017) and keep their culture alive (Tichaawa and Moyo 2019). George (2015) further stated tourism motivates people to travel to different places of interests and get an opportunity to learn more about other cultures. Sharma, Charak and Kumar (2018) found that there was a positive relationship between peace and tourism and that tourism presented an opportunity to learn from other cultures.

It was important for this study to highlight the negative cultural impacts of tourism as well. Cultural and normative disturbance is regarded as the most prominent negative externality of tourism and most prominently disturbed the community's norms and culture (Jehan et al. 2022). Cooper et al. (2018) observed that increased demand for cultural tourism products in most destinations leads to staging of cultural rituals to satisfy insatiate craving of the tourists, which unfortunately compromises authenticity. When locals stage cultural activities there is tension between convincing tourists of authenticity and ensuring that the tourists do not manage to penetrate behind the stage curtains (Archer, Cooper and Ruhonen 2015); Cooper et al 2018). Cooper et al. (2018) further opined that the host usually finds it difficult to maintain the integrity and pride of their culture during staging, which Singla (2018) called the demonstration effect, where local residents adjust and change their values and modes of behaviour to satisfy tourists cravings (George 2015). Fletcher et al. (2015) also argued that if the exchange is superficial, then the host community and tourists are strongly associated with negative aspects of social interaction. Tourists are causing changes in the local residents due to their difference in language, culture and affluence and tourists influence the extent of socio-cultural impacts of tourism in terms of their types and number. George (2015) elaborated further on the demonstration effect to include tension between desire to change as acculturation occurs and a wish to retain to traditional ways of life. Further, acculturation particularly evident in relationships within both the family and community (Sroyetch 2016), mutation and evolution of culture produces practices that belong to no community (Liu 2003; Meekaew and Srisontisuk 2016), thus threatening the community's morality and identity (Kabote 2015). According to Bello, Carr, Lovelock and Xu (2017) local residents acknowledged that tourism caused them to follow foreign cultures in their dress, behaviour and food as tourism brings in changes in a host community which affect people's daily routines and lives (Dogan 2019).

Another cultural cost of tourism according to Cohen (2016) is packaging and commodification of culture as activities are evaluated in a trade context thereby becoming goods and services. In support, Pearce (2019) observed that tourism has a corrupting effect brought by the mass production and cheapening of artistic of local traditions and customs citing performance of religious or historical ceremonies on

demand out of the context and for monetary reward. As a result, packaging commodification and staging leads to the organisation of pseudo-events which are planned, designed to be performed to order by tourists and have minimal relationship to real elements on which they are based (Mason 2017). Mason (2017) further noted that pseudo-events can eventually become authentic events, replacing the original events or practises and there is a danger for the hosts to forget the true meaning and significance of the practise or event overtime. Cohen (2016) also argued that commodification equates to exploitation of the local residents and their cultural. Andereck and Vogt (2019); Elser (2019) cited the cases of Venice and Barcelona as examples where residents' quality of life is suffering from negative impacts of tourism, leading to (Zemła 2020) anti-tourism movements, tourism-phobia and residents launching campaigns against tourism and leading to such sentiments as 'tourism is like a plague it destroys people, culture, heritage, and environment' (Zhuang et al., 2019:3).

This is corrosive to culture, meaning that values are weakened by tourism. Cooper et al. (2018) noted that culture loses its objective when it becomes a commodity for financial transactions, and usually crafts, ceremonies and rituals are exploited, made more colourful, dramatic, and spectacular in order to attract attention of tourists. Thus, tourism does lead to decline in morality in the community. In a study conducted in Nepal, China Jaafer, Ismail and Rasoolimanesh (2015), found the presence of tourists in the local community may expose local residents to different values and lifestyles that may give rise to many socio-cultural decays such as prostitution, gambling, drug abuse, and (Nyaupane, Morais and Dowler 2016) absenteeism from school.

2.2.4 Attitudes and feelings of host communities towards tourism

There is no doubt that over the last years, tourism industry underwent significant development worldwide with important consequences at decision-making level due to the importance of the attitudes and perceptions of the local communities for sustainable tourism planning strategies (Nunkoo and So 2016). Residents' attitude is defined as a tendency to respond in a positive or negative way towards tourism and it induces a person's reaction to such stimuli (Hockenbury and Hockenbury 2011). Consulting and

involving the local community when tourism strategies are developed, increases their success rate, and improve chances of acceptance and positive impacts economically, socially, culturally, and environmentally (Kyle, Woosnamb, Musa and Hamzahc 2017). Local community has become seen as one of the most important stakeholders or cornerstones (Sharpley 2015) of tourism development and their active participation and involvement is essential for a successful tourism product (Rasoolimanesh, Ringle, Jaafar and Ramayah 2017). Host communities generally perceive tourism activities positively within their region especially because of the economic benefits, including job opportunities which is by far the most important (Lee 2016) and social aspects in the form of improved are public facilities (Jafari and Pour 2015).

Growth of a destination implies radical changes for the locals (Brida, Osti and Disegna 2016). Where locals become recipients of positive economic, environmental, and socio-cultural impacts from tourism development and their perceived impacts, attitudes towards tourism are positive as opposed to regions where collective affects are not thoroughly understood (Palmer, Koenig-Lewis, and Jones 2017). If local planners and developers want to swing the attitudes and feelings of residents towards tourism development, they should include them in decision-making, development, and operation of operation of tourism destinations. Their needs and wishes should be emphasized (Ribeiro, Pinto, Silva and Woosnam 2017). Residents will perceive tourism development as a benefit if they realise employment and business opportunities (Almeida, Balbuena, and Cortes 2015; Andereck, Valentine, Knopf, and Vogt 2015), and their attitudes will become negative if costs exceed benefits (Rasoolimanesh et al. 2017). In contrast, there are some costs such as the rise of taxes, damage to the cultural heritage and environmental degradation (Vargas, Oom Da Costa and Albino 2015) which result in resentment for tourism. Residents usually develop their attitudes towards tourism based on a comparison between the positive and negative effects of tourism activity in their communities (Martinez-Garcia, Raya and Majo, 2017), attitudes of residents towards tourism are an enduring predisposition towards the tourism development in their communities that will be positive if residents perceive that the benefits of the tourism activity are greater than its costs (Sharpley 2015).

Increased local pride and cultural identity and the improvement of environmental awareness are some of the main benefits of tourism for host communities (Wang and Xu 2015) that will make residents feel positively about tourism. Conversely, residents' attitudes may become negative due to congestion, delayed service provision, prioritization of tourists' needs over their needs, increased crime rate, degradation of morality, cultural exploitation, overcrowding, overuse of resources along with tourism development (Dale 2017), as well as intrusion on the daily lives of locals, a loss of privacy (King, Milman and Pizam 1993). Negative attitude among residents towards tourists is a result of exceeding the social carrying capacity limits and residents' ability to accept changes as they take place as increasing tourist traffic and the ongoing process of change in the cityscape leading to the gentrification of destinations and cities (Szromek, Kruczek and Walas 2020). Szromek et al. (2020) illustrated the feelings and attitudes of residents of tourism over time in Figure 2-1.

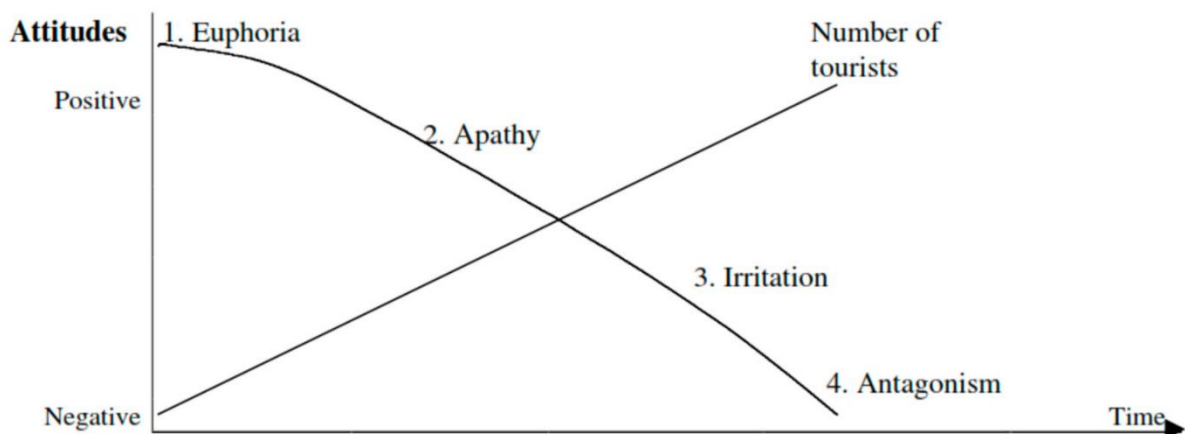


Figure 2-1: Residents' attitudes towards tourism

Source: Szromek et al. (2020: 4)

Doxey (1975); Szromek et al. (2020) argued that over time and with the growth in tourist numbers, development and transformation of the city, residents' attitudes may change from euphoria (excitement) to apathy (indifference), irritation (annoyance) and finally total antagonism (resentment) (Figure 2-1). This happens as the place changes to feel more like a museum or a theatre backdrop than a real place to the locals and become

more a symbol for the predatory nature of modern-day tourism, a style of travel that is devouring all the fascinating places which drive it, thus creating a divide between the tourist city and the city for locals.

2.2.5 Host community adaptive level factors and strategies

Tourism is subject to massive growth, projections made by the World Tourism Organisation anticipate a growth to 1.8 billion international arrivals worldwide by 2030 (IPK International 2016). City tourism is the fastest growing market segment in tourism, the direct and indirect effects of the increase in visitor number seems to cause an increase in annoyance among residents which leads to conflicts between tourists, tourism suppliers and residents (Postma 2017). Tourism generates income and employment for cities, with liveliness and liveability in cities as spin offs as shops, services and facilities that would not exist without that additional customer base (Schmucker, Grimm and Beer 2016) are supported. Host communities are an integral component of a sustainable tourism system (Acha-Anyi 2016; Saufi, O'Brien and Wilkins, 2015) as recipients of both positive and negative impacts resulting from various forms of tourism development (Sharpley 2015). Tourism specific development usually leads to increased tourist visits that lead to additional positive and negative (Fisher 2017).

Proposed tourism development can force host communities to evaluate their perceptions of community and examine their role within them, considering their ideal balance of quality of life and economic growth (Perdue, Long and Kang 2019). Any major community change like the proposal of massive development can lead to stress for resident communities (Dohrenwend, Barbara, and Snell 2017). Community stress and coping are closely related to sociological adaptive capacity (Adger and Neil 2016), which means the ability of community to absorb tourism stressors and continue to function in the normal way. Community-based adaptation (CBA) is an approach to strengthening the adaptive capacity of local communities to vulnerabilities. CBA is a 'bottom-up and strengths-based' approach to strengthening community-level adaptive capacity when facing vulnerabilities (Kirkby, Williams and Huq 2017: 1). As with any community issue, tourism development is not likely to be stressful to all community members, particularly those

who stand to benefit, financially or otherwise from the occurrence (King, Pizam and Milman 2017). Community attitudes toward and support for tourism development are affected by dependence upon tourism for income, perceived impacts of tourism development and level of economic development within the community (Latkova and Vogt 2017). CBA interventions often resemble mainstream development actions to address factors that underlie local vulnerabilities. Kirkby et al. (2017) argued that addressing community vulnerabilities will result in better adaptation necessary sustainability.

When local residents in host communities experience some degree of socio-cultural impacts such as overcrowding due to mass tourism or influx of labour migration (Soontayatron 2016), they may undertake a variety of coping mechanisms to overcome the effects. Local residents who feel harm from tourism impacts may employ a number of approaches to cope (Hammit and Patterson, 2017). According to Brown and Giles (2016) local people reorganise their daily activities in order to respond to tourism impacts by changing times, routes, and locations, some would temporarily retreat from their formal life, and they may need to plan ahead for what they have to do in order to avoid certain places and activities.

Protection from harmful impacts of tourism include, covert resistance, hiding, fencing, recovery of public celebrations and organised protests and aggression (Brown and Giles 2016). Coping strategies would entail temporary changes in behaviour when local residents do things differently to how they would be done in normal state (Latkova and Vogt 2017). In some cases, residents would avoid areas used by tourists and adapt their daily routines in anticipation of the descent of tourists. Dickinson (2017) also pointed out that local residents accept tourism impacts such as traffic congestion and overcrowding as a fact of life and deal with it by avoiding particular places, staying home more on certain days, and reaffirming one's identity as a resident and not being confused with tourists. It is important to note that tourism is one of many sources of change, interrupting local people's behaviour and lifestyle. Local residents have taken drastic measures to limit the effects of tourism impacts, including the introduction of new or revised taxation arrangements, fines linked to new local laws and de-marketing, whereby

destinations will focus on attracting few, high-spending and low impact tourists, rather than large groups (Sharpey 2015).

In some communities as a way of adapting, focus has shifted from featuring traditional occupations to focusing on tourism (Bigger, Hicks, Cinner and Hall 2015). Goodwin (2019) suggested that in order to achieve a balance between tourism activities and everyday life in a city, planners should attract high spenders while reducing mass tourism, promote the identity of a place, find ways to reconcile locals with tourists, encourage geographical and multi-sectorial distribution of tourism, and strengthen public-private promotional model. These would reduce the feelings of placelessness among residents as their places get taken over by tourists (Hlengwa 2021).

2.3 THEORETICAL UNDERPINNINGS OF THE STUDY

A theory is formulated to explain, predict, and understand a phenomenon or to challenge and extend existing knowledge within the limits of critical bounding assumptions. The theoretical framework is the structure that underpins a study and providing a lens through which the issue is viewed and explained (Abend 2008; Swanson 2013). Socio-cultural impacts of tourism and recreation activities along the Golden Mile of Durban were viewed and explained through the lenses of the adaptive level theory discussed in the section that follows.

2.3.1 Adaptive Level (AL) theory

The main focus of this study is socio-cultural impacts of tourism and recreation activities on residents of the Golden Mile of Durban. One of the objectives was to determine residents' mechanisms of coping with bustling activities in the place that they call home. It is for this reason that the Adaptive Level theory was used to buttress this study.

Psychologist Harry Helson's 1948 Adaptation-Level (AL) theory was seen by Edwards (2018) as a Gestalt-type theory that takes into account stimulation and context to explain

behavior. Adaptation is the process of change by which individuals and communities become better suited to surroundings and circumstances. Heim, Peiseler and Bekermeier (2020) described adaptation as habituation to some physical intensity or new situation, which will require subjects to unlearn and relearn new paradigms. The Merriam-Webster Dictionary (2022) gives the following words as some of the synonyms for adaptation: adjustment, acclimatization, transformation, readjustment, harmonization, etc. The Oxford University Press (2022) explained that adaptation level is a response to a class of stimuli by recollections of past judgements of similar stimuli, meaning that adaptive behavior tends to be adaptive and explained through past outcomes, then purposive future prospects.

The AL theory holds that people and organizations can return to baseline level of operation following a destabilizing event and are able to meet standards of personal independence and social responsibilities (Price, Morris, and Costello 2018). The implication is that humans can adapt to almost any situation based on their frames of reference and the relativity (Lucas 2007) as illustrated in Figure 2-1. The model illustrates 5 human systems could characterize individuals, families and communities at tourism and recreation destinations. These are physiologic-physical, role function, self-concept and group identity, and interdependence. At the center of these systems are the coping processes. When a stimulus (positive or negative) gets in the human systems, there is a disturbance forcing coping processes to work hard to enhance behavior that will ensure adaptation. New coping processes are acquired, and equilibrium is restored.

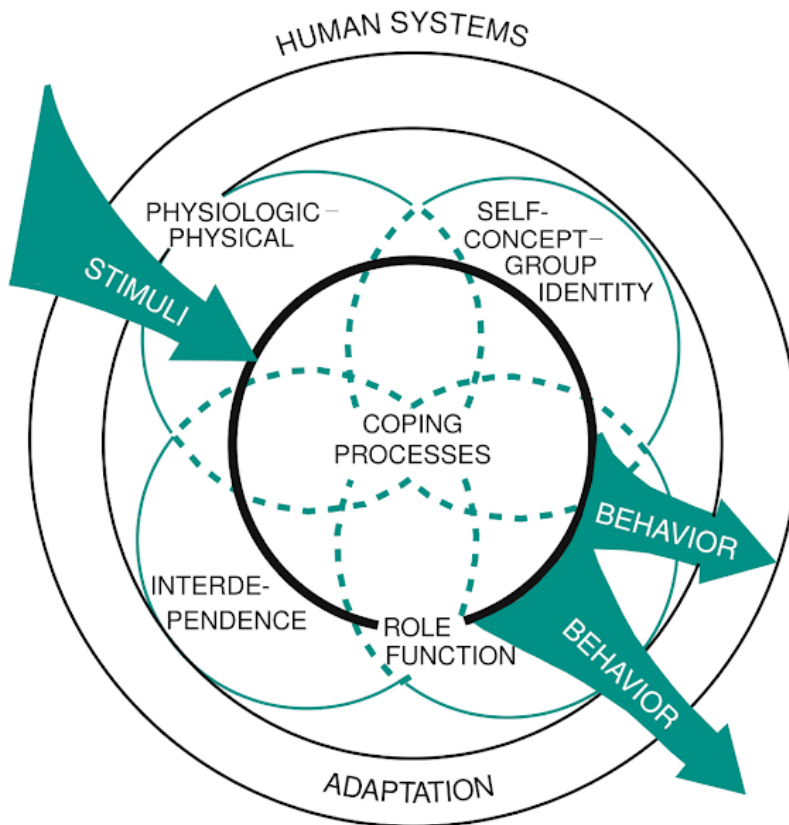


Figure 2-2: Adaptation model

Source: Roy (1976)

Morris, Altman, Weissman and Pitt (1999) pointed out that stimuli exist in the external environment, created by disasters, new knowledge, demographic change, technological changes, new sources of financing and others. Any given opportunity can be capitalized upon in a variety of ways. Morris et al. (1999) further argues that only those who are best able to read and interpret patterns in the environment and adapt quickly survive, as adaptation is a function of ability to learn. Bowling, Beehr Wagner and Libkuman (2005) stated that when a lighter or easier standard is used, people adapt to it, and when a heavier or harder standard is used, they also adapt to it. And those who do not adapt, fail, sell, and leave in the case of the Golden Mile. Disruptions, such as those that take place along the Mile especially during peak holiday seasons serve as opportunities to learn, adapt, and improve. However, the levels of adaptation differ.

The defining feature of adaptation is the separation of technical solutions (which entail applying existing knowledge and techniques to problems) from adaptive solutions (which require shifts in how people live and work). Addressing adaptive challenges requires identifying key assumptions that may limit motivations for change and the behaviours influenced by these assumptions (Kuluski, Reid and Baker 2021). Roy (2009) identified the following three principles and assumptions of adaptations – philosophical assumptions, scientific assumptions, and cultural assumptions. Cultural assumptions were clarified in this study because they relate to the topic and objectives. Roy (2009) argued that cultural experiences will influence adaptation, and that cultural expressions may lead to changes in activities. Cultural perspectives and implication may differ from experience in the original culture, especially due to enculturation by tourists in the case of this study.

2.3.2 Relevance of the adaptive level theory to the study

The adaptive level theory was regarded as relevant to this study because it addressed socio-cultural visitor factors that impact the residents at tourism destinations including the Golden Mile, the feelings and attitudes of residents and their coping mechanisms which they use to deal with disruptions in the area they regard as home. The theory was instrumental in the design of some of the questions that participants responded to. Adaptive level theory was used with reference to tourism destinations by Hartman (2020) to understand changing structures and functions of systems to respond to changing contexts to maintain or improve performance. The need to adapt applies to the host community as its members experience lifestyle and cultural changes throughout interaction with various socio-cultural influences (Vong 2022). Adaptation level theory describes the process by which a person becomes insensitive to the effects of constant stimuli (Bowling 2014) in the surroundings because of assimilation, adjustment, acclimatization that has occurred as a result of continuous exposure (Helson 1964) as would be the case with some of the respondents in this study.

2.4 CONCLUSION

Where tourism resources are located, it also creates opportunities for tourists (visitors) and communities (hosts) to interface (Acha-Anyi 2016). The tourism industry has many socio-cultural impacts that may be perceived as positive, and others negative as already discussed. Positive impacts include socio-economic development, improvement of quality of life through infrastructural investments, educational values, understanding of different communities, greater tolerance of social differences, satisfaction of psychological needs, revitalisation of culture and pride among others. The negative ones include increase in crime rates, prostitution, drug abuse, unwanted lifestyles, packaging and commercialization of traditions, customs, displacement of local residents for tourism development, desire to emulate lifestyles of tourists, hikes in interest rates and prices, another. Given the impacts tourism can have on a community, it was important to gain an understanding of residents' feelings and attitudes towards tourism. The review of literature illustrated that the lifestyles of residents are altered to accommodate tourism. Residents are forced to develop ways to cope with negative socio-cultural impacts of tourism. To cope with the socio-cultural impacts of tourism, local people had to compromise in order to adapt their lifestyle and accepted the negative impacts of tourism. It is evident that residents have to reorganise their daily activities around peak tourism seasons. As Giampiccoli and Saayman (2018) argued, the support and the participation of local communities in tourism are very important as this may prevent the feeling of resentment between the hosts and visitors. The level of resentment is likely to be quite high between hosts and visitors if a local community is disregarded in any tourism development initiatives affecting them, on the other hand if the local community is part of the tourism development initiative and planning processes involving tourism, the level of resentment between hosts and visitors is likely to be quite low (Mugizi, Ayorekire and Obua, 2017). From a socio-cultural perspective, focus should be placed on mitigating negative impacts of tourism on host communities and helping to maintain their customs, traditional lifestyle and authenticity while celebrating the positive economic outcomes (Suntikul and Dorji 2016).

Chapter 3 presents methodological choices made in order to answer research questions and address the aim of the study.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

According to Walliman and Walliman (2011) research is a logical and systematic search for new and useful information on a particular topic. Methodology is the philosophical framework within which the research is conducted or foundation upon which the research is based (Brown 2006). This study looked at the residents' perceptions of the socio-cultural impacts of tourism and recreation activities on the Golden Mile of Durban. It was a systematic search for knowledge following scientifically accepted research methods. The purpose of this chapter was to describe the research paradigm, epistemology, methods, designs, and approaches used to gather data to satisfy research objectives. The chapter was also used to provide justifications for the methodological choices made by the researcher.

3.2 RESEARCH PARADIGM

According to TerreBlanche and Durrhein (1999) the research process has three major dimensions: ontology, epistemology and methodology and the research paradigm is an all-encompassing system of interrelated practise and thinking that define the nature of enquiry along these dimensions. Kuhn (1997) defines paradigm as an integrated cluster of substantive concepts, variables and problems attached with corresponding methodological approaches and tools. A research culture with a set of beliefs, values, and assumptions that a community of researchers has in common regarding the nature and conduct of research. A research paradigm as used in this study implies a pattern, structure and framework or a system of scientific and academic ideas, values, and assumptions. The study followed a constructivist-interpretivist paradigm, which assumes that constructs do not exist externally and independently of the individuals who generate and experience them (Aliyu, Bello, Kasim and Martin 2014), as meanings are socially constructed (Mertens 2005) and 'multiple' (Hesse-Biber 2010: 455). The researcher

therefore relied on participants' view of the phenomenon that was studied. Constructivism as a research paradigm holds that people construct their own understanding and knowledge of the world through experiencing things and reflecting on those experiences as it was the case in this study. A case study is an intensive, systematic investigation of a single individual, group or community in which a researcher examines an in-depth data relating to several variables (Room, 2013). People construct much of what they learn and know through their own experiences, meaning that their understandings and views will vary according to their experiences of the same phenomenon (Adom, Akwasi and Ankrah 2016), which is why the researcher allowed participants to share their experiences and feelings about living in a tourism and recreation destination.

3.3 RESEARCH STRATEGY AND DESIGN

Research strategy is a methodology that helps the researcher to investigate the research issue. According to Alvi (2016) research strategy is a general plan that helps the researcher in answering the research questions in a systematic way. An effective research strategy helped the researcher to define why he employed a particular research strategy to conduct the research study in an effective manner (Kumar 2011). The research strategy was helpful for the researcher to use specific data collection methods to support the arguments made in the study. Both the research strategy and design were used to help the researcher collect valid and reliable data and information to achieve research aims and objectives (Davoudi 2013).

3.3.1 Research method

Research is a creative and systematic work undertaken to increase the stock of knowledge, it involves the collection, organisation, and analysis of information to increase understanding of a topic or issue (Kara, 2012). Research methods are procedures for collecting and analysing data. Researchers choose qualitative, quantitative, or mixed method according to the nature of research topic they want to investigate and the research questions they aim to answer (Roffee and Waling 2016). Because of the constructivist research paradigm, this study employed a mixed research

method. Mixed method strategically integrates or combines rigorous quantitative and qualitative research methods to draw on the strengths of each other. Mixed method approach allows researchers to use a diversity of methods, combining inductive and deductive thinking and offsetting limitations of exclusively quantitative and qualitative research through a complementary approach that maximizes strengths of each data type and facilitates a more comprehensive understanding and potential resolutions (Liu, 2015). Mixed methods may be employed to produce a robust description and interpretation of the data, make quantitative results more understandable.

3.3.2 Research design

McNabb (2020) defines research design as a plan for a study, providing the overall strategic framework for collecting data (Mustafa 2010). In agreement, William, Donnelly, and Kanika (2015) define research design as a plan for selecting subjects, research sites and data collection procedures to answer the research questions. They further indicate that the goal of a sound research design is to provide results that are judged to be credible. The research design serves to plan structure and execute the research to maximise the validity of the findings, it gives direction from the underlying philosophical assumptions to research design and data collection (Mouton 1996). This study used a non-experimental, interpretivist, inductive design as it did not begin with a theory or hypothesis (Mackenzie and Knipe 2006), nor with definition of variables (Willis 1995).

Table 3-1: Summary of research strategy

Research paradigm and epistemology	Research method	Research design	Research tools	Data analysis
Constructivism	Qualitative	Interpretivist, non-experimental, inductive,	Questionnaire	Qualitative, thematic

		cross-sectional		
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Data collection followed a cross-sectional as opposed to a longitudinal design as data were collected at a single point in time (Wang and Cheng 2020), meaning that changes in trends could not be established. Table 3-1 was used to capture the summary of the research strategy - method, design, tools, and techniques used in this study.

3.4 POPULATION AND SAMPLING

A population refers to an entire group of people, objects, events, hospital visits or measurements, a population can thus be said to be an aggregate observation of subjects grouped together by a common feature (Goddard and Melville 2006). The residents of the Golden Mile, excluding visitors and business operators formed the population of this study. Smith (2020:2) pointed out that it is common for the population size to be unknown. It was not possible to determine the total number of residents as there was no data available despite numerous attempts to find sources.

A sample is a selected number of cases in a population (Walliman 2014). A sample size should be large enough to sufficiently describe the phenomenon of interest and address the research questions at hand. At the same time, a large sample size risks saturation or having repetitive data (Sandalowski 2008; Shetty 2020). Saunders, Sim, Kingstone, Baker, Waterfield, Bartlam, Burroughs, and Jinks (2017) argued that in a qualitative research, saturation is operationalised in different ways to avoid information redundancy. Qualitative studies employ small samples where a relatively small number of people are studied in depth. Furthermore, their samples are purposive, selected based on their capacity to provide richly textured information, relevant to the phenomenon under investigation (Vasileiou, Barnett, Thorpe and Young 2018; Ndjama 2020). For these reasons, the researcher regarded a sample size of 101 respondents to be enough to gather diverse perceptions, while avoiding repetition. A table of random numbers was used to select 10 blocks of flats closest to the promenade to collect data from, as they are the ones most affected by tourism and recreation activities. Once the flats were

selected, participants were purposively selected to exclude vulnerable groups such as children. One extra participant insisted on completing the questionnaire, making the number 101. The researcher purposively selected one household head per apartment because they were old and perspective enough to respond to the research questions.

3.5 Data collection

It is the procedure of collecting, measuring, and analysing accurate insights for research using standard validated techniques (Mustafa 2010). The most critical objective of data collection is ensuring that information-rich and reliable data is collected. The other goal for all data collection is to capture quality evidence that allows analysis to lead to the formulation of convincing and credible answers to the questions that have been posed. A questionnaire was used to collect qualitative data. This approach is supported by Hesse-Biber (2010: 456) when approving the deployment of tools typically used in other approaches and methods, which Flood (1996); Romm (2013) regard as an 'oblique' use of tools and techniques across methods, while the researcher remains aware of the principles of the paradigm. As Romm (2013: 652) elaborated, there was a 'redirection of the questionnaire' to embrace the constructivist paradigm in the case of this study.

3.5.1 Instrument design

The instrument that was used to collect data was a questionnaire, it was used to collect biographical data (nominal) and main research data (qualitative). A questionnaire as used in this study, is a research instrument consisting of a series of questions for the purpose of gathering data from respondents (Saris and Gallhofer, 2014). It was designed in such a way that created valid and reliable questions that addressed the research objectives. The research questions were designed to be open-ended so as to align with the research paradigm. This allowed participants to respond to the question based on their understanding and experience, provide details, and elaborate on their responses. The questions in the questionnaire were developed in a manner that aligned with research objectives as well as research questions. The questionnaire was designed in such a way that it aligned with research questions, all the questions in the questionnaire were developed from the research questions.

3.5.2 Pilot testing

This is a mini version of a full-scale study, or a trial run done in preparation of the complete study. It can also be a specific pre-testing of research instruments, including questionnaires as was the case in this study. The pilot-testing follows after the researcher has a clear vision of the research topic and questions, the techniques and methods which will be applied and what the research schedule will look like (Vaucher 2017). It is an assessment of how full-scale data collection will unfold and how participants will receive and respond to the questions.

The pilot testing of the questionnaire was done in one of the blocks of flats not selected during random sampling. 10 respondents completed the questionnaire for the trial run following the same procedure that would be followed for the full-scale data collection. After two weeks, completed questionnaire were collected and analysed to determine areas of ambiguity in the research instrument. A few questions were adjusted in order to ask valid questions and solicit relevant responses. This was done in order to enable the researcher to check the tool for validity of the questions and make timely adjustments before full-scale data collection began.

3.5.3 Data collection process

Data collection is a methodological process of gathering data for analysis from the selected sample using a designed relevant instrument. The questionnaires were hand-delivered to participants and self-administered by participants who were given freedom to complete them on their own and the researcher and assistant returned to collect them after two weeks. The supervisors of the selected flats were the ones who made it easy for the researcher to gain access to the block of flats for drop off and collection of the questionnaires. In cases where completed questionnaire were not dropped with the supervisors, the researcher and assistant had to approach individual flats and participants. Data were collected at the time when COVID-19 protocols were slightly relaxed. Even though wearing of masks was no longer mandatory, the researcher and

assistant wore them to protect participants and themselves. They also carried sanitizers and used it at intervals during distribution and collection of questionnaires. The data collection process started from June 2022 up to end of July 2022.

3.5.4 Data analysis

Data analysis is a process of bringing order, structure and meaning to the mass of collected data (Sherman 2014). This is a process that does not proceed in a linear fashion, it is the activity of making sense of interpreting and theorizing data that signifies a search for general statements among categories of data. According to Xia and Gong (2015) data analysis is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusions and support decision-making. Data analysis aligned to data collection. Quantitative nominal data were analysed SPSS tools such as graphs, tables, and cross techniques to make thinking visible to the reader (Trafford and Leshem 2008). Qualitative data was time consuming to analyse as themes had to be identified, highlighted, and captured into a software across each question in all 101 questionnaires. Qualitative techniques such as thematic analysis, use of cause-and-effect diagrams, images, word clouds and in some cases capturing of verbatim responses were be used. Thematic analysis was used to analyse qualitative data, the researcher closely examined data to identify common themes and patterns of meaning that came up repeatedly. Data was also analysed using IBM SPSS- Statistics version 28.0.1.0 (142).

3.6 ETHICAL CONSIDERATIONS

This is a collection of principles and values that should be followed, they make sure that no one acts in such a way that is harmful to society or individual as it refrains people from indulging in vicious conduct (Goddard and Melville 2006). Ethical consideration was important in this study because it ensured that no human rights were violated. This study was conducted using internationally accepted methods, tools, and techniques. The researcher ensured that these methods and tools applied and employed used above-board tactics (Cousin 2009:18); Wagner, Kawulich and Garner 2012:63). All writers of sources of information (books, journal articles, online documents, etc.) were duly

acknowledged and such sources entered in the list of references. In the letter that was written to solicit respondents, the researcher explained the intentions of the study and minors were not used as participants in the study. Participants were assured that their responses would in no way be used against them and were also informed of their right to withdraw from the study at any time.

In this research study the researcher guaranteed participants that no harm would come to them as they were only asked to share what they knew and felt. Honesty and trust, adhering strictly to all the ethical guidelines served as standards about the honesty and trustworthiness of the data collected and the accompanying data analysis as indicated in the questionnaire which formed part of the research proposal. Voluntary participation, despite all the above-mentioned precautions, it was made clear to the participants that the research was only for academic purpose and their participation in it is absolutely voluntary. As part of preparations for this study, the researcher underwent training in research ethics and completed the course (Appendix B). Also, the researcher applied for ethical clearance to conduct the study, which was granted on the 1st of June 2022, Ethical Clearance Number 069/22 (Appendix A). On completion of the research report, the researcher uploaded the report onto Turnitin to ensure that it did not exceed acceptable percentage of similarity (Appendix D).

3.6.1 Anonymity and confidentiality

Anonymity and confidentiality are two concepts that though related, differ a lot as one pertains to people while the other pertains about data or information (Giordano, O'Reilly, Taylor, and Dogra 2007). In social research anonymity is the vehicle by which confidentiality is operationalised. Confidentiality is regarded as spoken or written in confidence, charged with secrets while anonymity is defined as of unknown name (Vainio 2012). Anonymity in practise means that information on the identity of research participants (names, ethnic origin, and occupation) should be removed from the final research report (Vainio 2012). Anonymity is traditionally a means of removing the contributors name in order to protect them from harm mostly in qualitative studies which usually presents narratives or views of participants.

The participants in this study were protected as they were not asked to fill in their names, house numbers and their cell phone numbers. This means that their identities were always protected, and nothing could be traced back to them. The data was also kept in a safe place where the researcher and supervisor were the only person with access. Further, data were aggregated during analysis to ensure that the views could not be traced back to individual participants or block of flats where they lived.

3.7 VALIDITY AND RELIABILITY

The use of validity and reliability are common in quantitative research and now it is reconsidered critical in the qualitative research as well. Validity determines whether the research truly measures that which it was intended to measure as how truthful the research results are (Joppe 2000). In other words, the research instrument should allow the researcher to hit the bull's eye. Researchers generally determine validity by asking a series of questions and will often look for the answers in the research of others. Joppe (2000) defines reliability as the extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under similar methodology, then the research instrument is considered to be reliable. Reliability is about the consistency of a measure and validity is about accuracy of a measure.

To improve the validity and reliability of the research instrument (questionnaire), the researcher had to pilot-test it to the residents of the Golden Mile who were not selected to form part of the sample, prior to the full-scale data collection. The questions were aligned to the research objectives. The validity and reliability of the results of this research study were ensured by creating a strong research design, appropriate methods and samples were chosen and the research was conducted carefully and consistently. Sample size of 101 people was large enough and the participants were a representative of the population, all the participants were given the same questionnaire and they were all given two weeks to answer. The questionnaire consisted of questions that answered research questions and they were aligned.

3.8 CONCLUSION

This Chapter outlined how the research was conducted, illustrating the process used to select the participants, the method used to collect data as well as the approach that was used in analysing the data and provided justifications for methodological choices of the researcher. This chapter covered all aspects of methodology, strategy and design used to collect and analyse data for this study in order to arrive at the findings to conclude the study.

The next Chapter, chapter 4 explores details on the data presentation, analysis, and interpretation of the data in order to arrive at the findings of the study.

CHAPTER 4

DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

4.1 INTRODUCTION

The previous chapter discussed the methodological approaches that were adopted for this study. This chapter was used to present, analyse, and interpret data gathered from the questionnaires that were disseminated to the respondents. Data analysis is a very important aspect of research in every field (Raheja, Dubey and Chawda 2017). In this chapter the researcher tried to list, interpret, and reported on the voices of participants. Reporting depended on the theoretical standpoints of the researcher (Sutton and Austin 2015). Methods of presentation and analysis were determined by data formats, the method of analysis, and the information to be emphasized (In and Lee 2017). In this chapter, data presentation, analysis and interpretation were carried out in two phases. The first part deals with biographical information of the participants, and the second part deals with the main themes which were aligned to the research objectives as well as the aim of the study. The aim of this chapter was to answer the main research questions of the study through presenting, analysing, and interpreting the respondents' answers, and comparing these answers with literature reviewed in chapter two.

4.2 RESPONSE RATE

A total of 101 questionnaires were disseminated to selected block of residential flats on the Golden Mile of Durban. The researcher was able to get 100% response rate with all questionnaires completed and returned. The questionnaires were self-administered, meaning that the researcher was the one who distributed the questionnaires to the participants. The questionnaires were dropped off to the chosen flats and to the household heads because they are the ones who were responsible for filling them up, the supervisors of the selected flats were the ones who made it easy for the researcher

to gain access to the block of flats for drop off and collection of the questionnaires. The data was collected starting from the month of June 2022 to the end July 2022.

4.3 DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

The data was gathered through the use of questionnaires that were answered by the residents of the Golden Mile of Durban (Mile). The data was coded using different themes before analysis and that process was effective as it made data analysis much easier for the researcher. All responses to question items on the questionnaire were presented, analysed, and interpreted in the light of the research objectives and aim of the study. The main purpose was to gain an understanding of the perceptions of residents on the socio-cultural impacts of tourism and recreation activities, their coping mechanisms, and the strategies they use to deal with all the activities taking place around them.

4.3.1 Biographical information

This refers to personal information that distinguishes one individual from another. The most basic biographical information is an individual's gender, age, marital status, family role, racial group, nationality, education, and others. Hammer (2011) argued that the exclusion of biographical information in research may lead to assumptions that results of the phenomenon of interest is the same regardless of culture, race, ethnicity, and socio-economic status. For this study only biographical data deemed important were collected, presented, and analysed.

4.3.1.1 Age

Establishing the age of participants was regarded as important to the study because the researcher wanted to avoid using underage persons. Figure 4-1 illustrates the distribution of age of the participants. The majority of participants (78%) fell underage groups 19-29 (26%), 30-39 (25%) and 40-49 (27%). Age group 60-69 formed the smallest proportion at 3% after 50-59 at 18%.

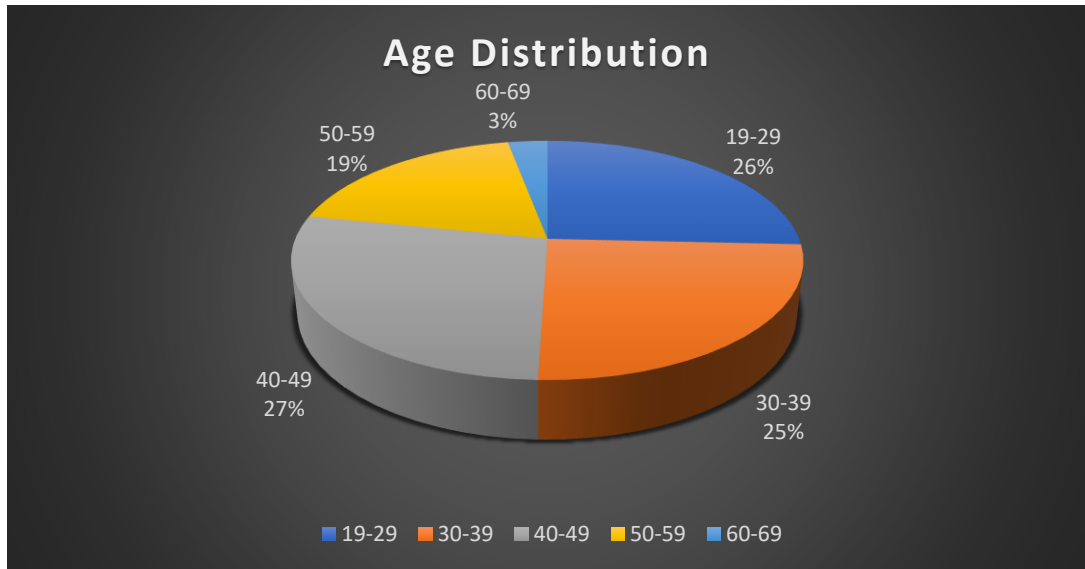


Figure 4-1: Age

4.3.1.2 Nationality

Figure 4-2 shows that the majority of respondents (n=94) were South Africans, followed by those who regarded themselves as Africans (n=5), with the smallest number (n=2) being Indians.

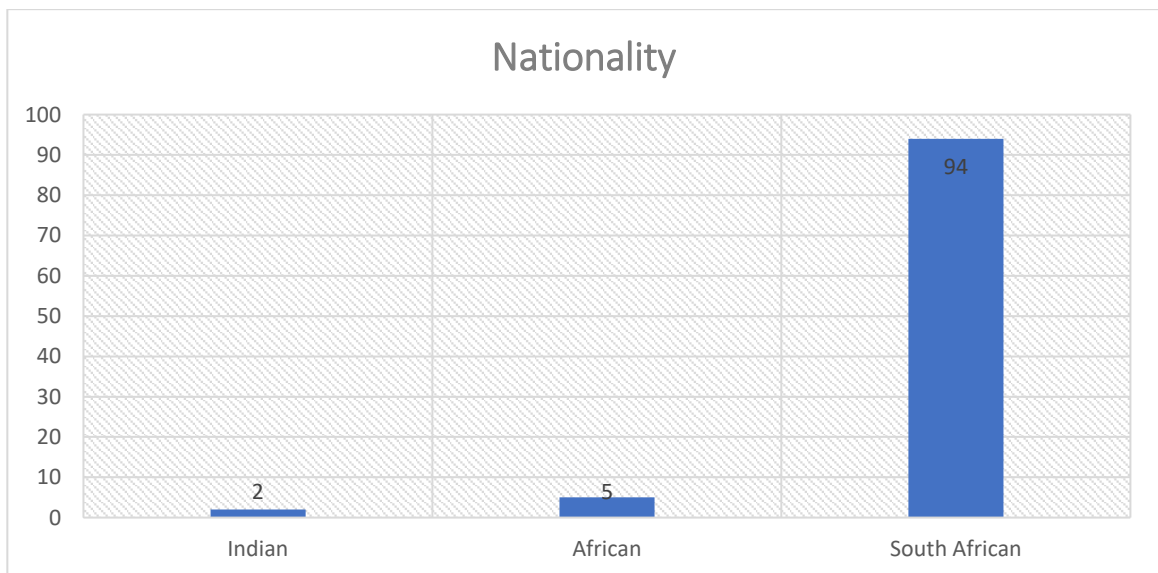


Figure 4-2: Nationality

4.3.1.3 Age-nationality relationship map

Figure 4-3 illustrates the relationship between age and nationality of all the participants. South Africans spanned across all age categories (19-29 years, 30-39 years, 40-49 years, 50-59 years, and 60-69 years). Of the respondents who were South Africans 24 were between ages 40-49, 23 were 19-29, 21 were 30-39 and 50-59, and 2 were 60-69. About 6 of the respondents regarded themselves as Africans. Of these 4 aged 19-29, 1 was 30-39, and another 1 was 60-69. There were 2 Indian respondents aged 30-39.

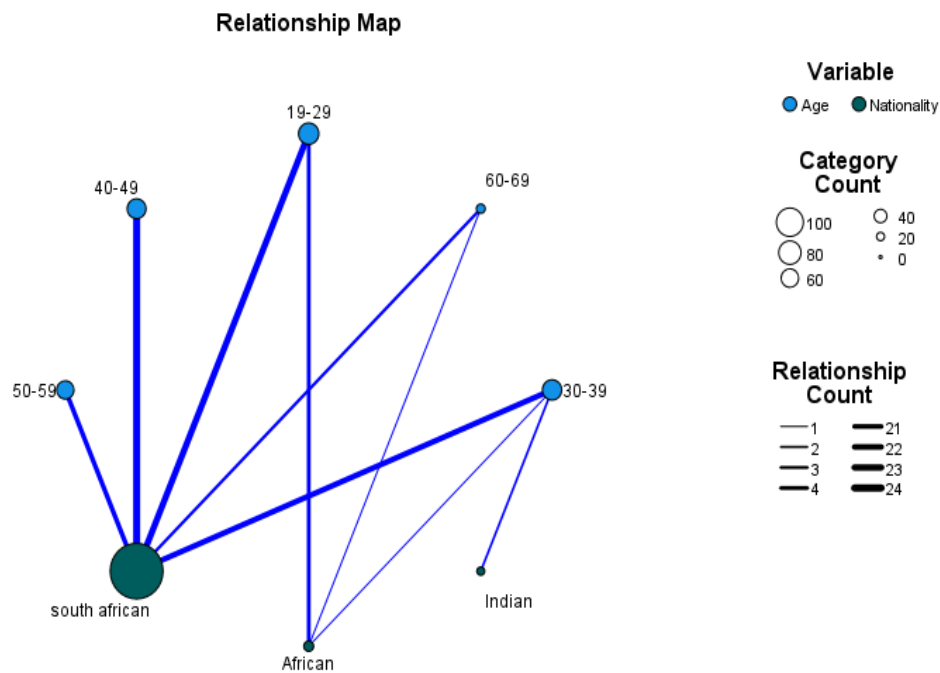


Figure 4-3: Relationship between Age and Nationality

4.3.1.4 Period of stay along the Golden Mile

Figure 4-4 illustrates the number of years that respondents had stayed along the Golden Mile. This was an important question to determine the level of tolerance of the bustle of the holiday and recreation destination. The period of stay ranged between 1 year and 20 years.

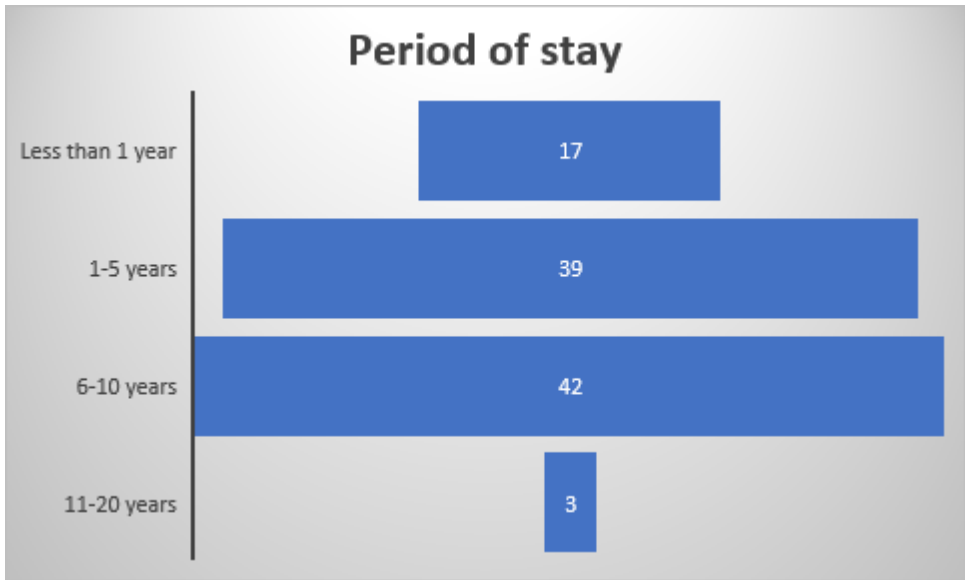


Figure 4-4: Period of stay

The majority of respondents (n=42, 41.6%) had been living along the Mile for a period between 6-10 years. This group was followed by a group that had been living along the Mile for 1-5 years at 38.6% (n=39). Those who had been living along the Mile for a year and less made 16.8% (n=17), and finally about 3.0% (n=3) had been living along the Mile longest at 11-20 years.

4.3.1.5 *Type of ownership*

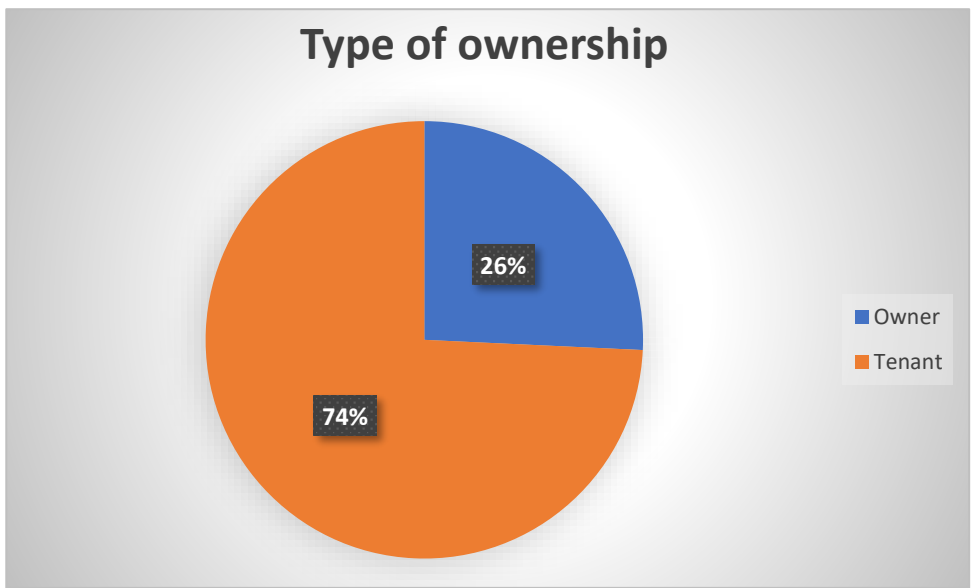


Figure 4-5: Type of ownership

The next biographical information regarded as important by the researcher was the type of ownership of the accommodation. This question was regarded as important because it would determine the level of resilience of the owners as well as satisfaction about their investment decision. Figure 4-5 illustrates that a vast majority of the residents (74.0%) who participated in the study were tenants, and only 26.0% were owner residents. This was a clear indication that most of the owners had moved out of the Mile letting their properties out.

4.3.1.6 Household role

Table 4-1 presents the household role played by the respondents. This indicated to the researcher who was providing data as well as its accuracy. The majority of respondents (n=42) were single individuals, followed by mothers (n=31). Only 14 of the respondents were fathers, and the remaining 14 were students. Single persons and students together formed 55.5%, which was more than the mothers and fathers at 44.5%.

Table 4-1: Household role

Household role	Sum of Number of participants
Single	42
Mother	31
Student	14
Father	14
Total	101

4.3.1.7 Distance from the bustle of activity

The researcher further wanted to determine the distance in terms of kilometres from the bustle of the activities of the Mile. This question would establish the possible level of socio-cultural disruption to the residents. As illustrated in Figure 4-6, the majority of participants (n=90) lived within less than a kilometre to 2 kilometres. The remaining 11 participants lived right on the doorstep of the busiest tourist attraction and recreation

area in Durban. This means that their socio-cultural lives would be most affected by the culture of the place.

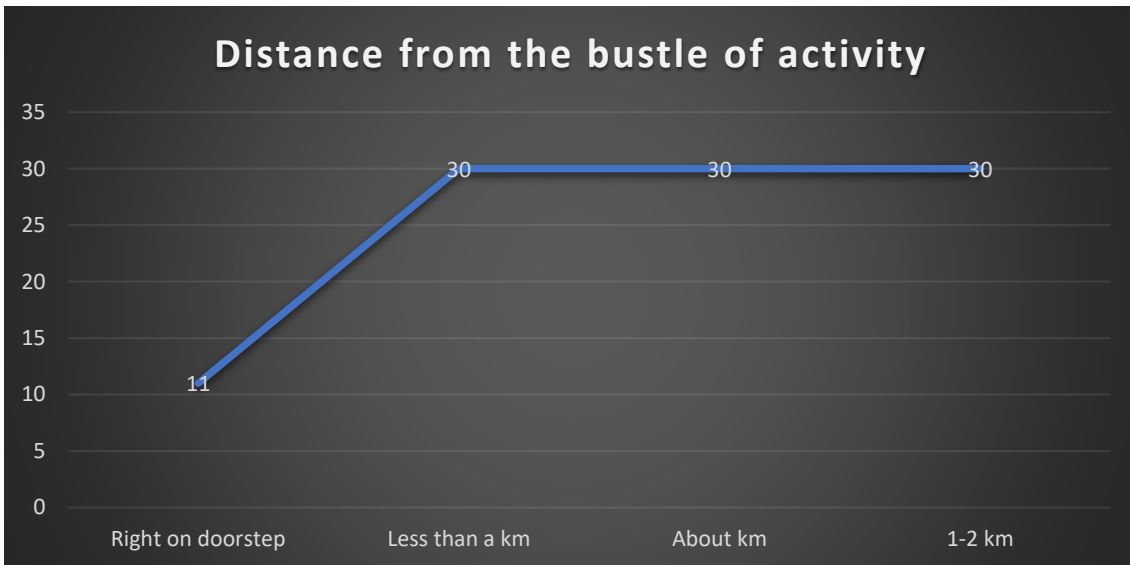


Figure 4-6: Distance from the bustle of activity

4.3.1.8 Impact of distance from Golden Mile during peak holiday seasons

Table 4-2 shows how the distance from the Golden Mile impacts the residents' lives during peak seasons. In chapter 2, Doxey (1975) described resident-tourist feelings as a continuum between euphoria, apathy, annoyance, and antagonism depending on the level of impact. This question allowed participants to choose from 5 categories and the responses showed the researcher that the majority (n=59) were affected by congestion, 57 were affected by crime, 50 by noise, 37 said they keep their doors closed and 8 said nothing. Most respondents felt that the Golden Mile is always full of people, and they preferred to keep their doors closed. According to Portugal News (2018) as the place changes to feel more like a museum, a theatre, more a symbol for the predatory nature of modern-day tourism, a style of travel that is devouring all the fascinating places which drive it than a real place to the locals a divide between the tourist city and the city for locals is created. On the other hand, Glasson et al. (2016), Terkenli and Georgoula (2022) saw close and regular interaction between locals and tourists as transformative to the values, norms, and identities.

Table 4-2: How distance impacts lives

How distance impact lives	Total number
Noisy	50
Congested	59
Keep doors closed	37
Crime	57
Nothing	8

4.3.1.9 Mode of daily transport

This question was deemed relevant because city dwellers need transportation to get around, and it would be frustrating to compete with tourists for transportation. Figure 4-7 illustrates that the majority of participants (n=44) used their own transport, 33 used taxis, 22 walked and 19 used buses to get around. Esler (2019) spoke about the curse associated with bottlenecks, overcrowding and overdevelopment as it is sometimes the case along the Mile of Durban.

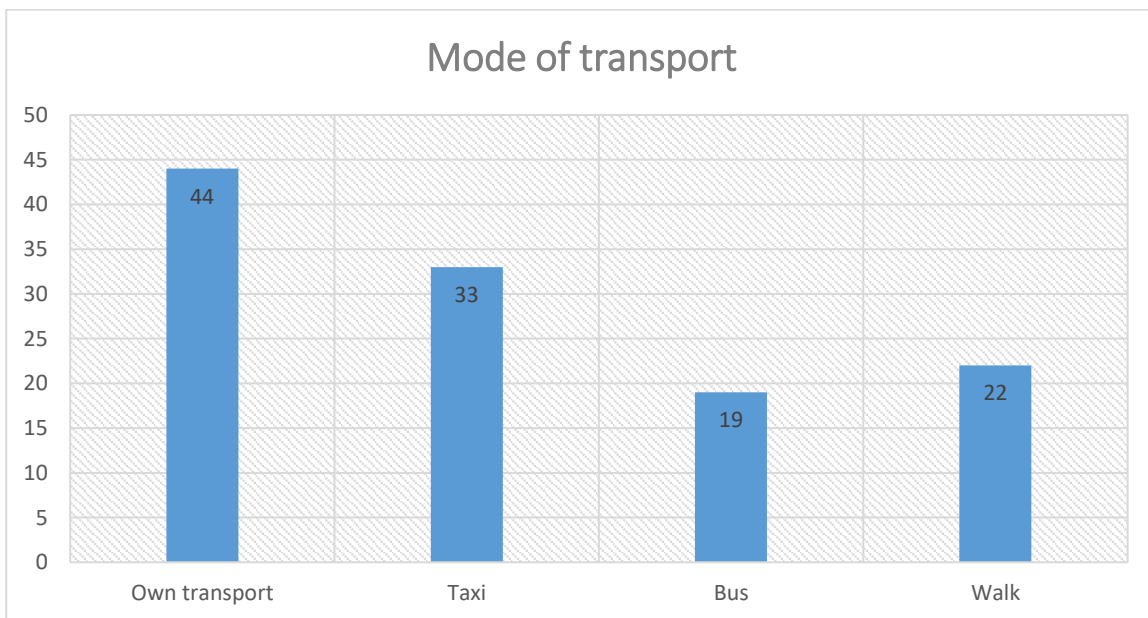


Figure 4-7: Mode of daily transport

4.3.1.10 How do you get affected during busy holiday season?

In chapter 2 Valicon (2017) argued that too much concentration of visitors at the same time, can cause negative feelings and attitudes among residents who feel stifled. This question was relevant because it gave residents a chance to express on how they are being affected during busy holiday season. This question did not limit participants to choose only one category. Figure 4-8 is a cause-and-effect diagram illustrating that the majority of participants (n=50) felt that it took them too long to get around, as movement is restricted (n=31). Another third (n=32) of the respondents shared that they got irritated due to having to compete for amenities with people on holiday. Others (n=19) argued that delays due to congestion led to them being late for work, an argument supported by Sharpley (2015) when stating that tourism-related congestions can bring about changes in the collective and individual quality of life.

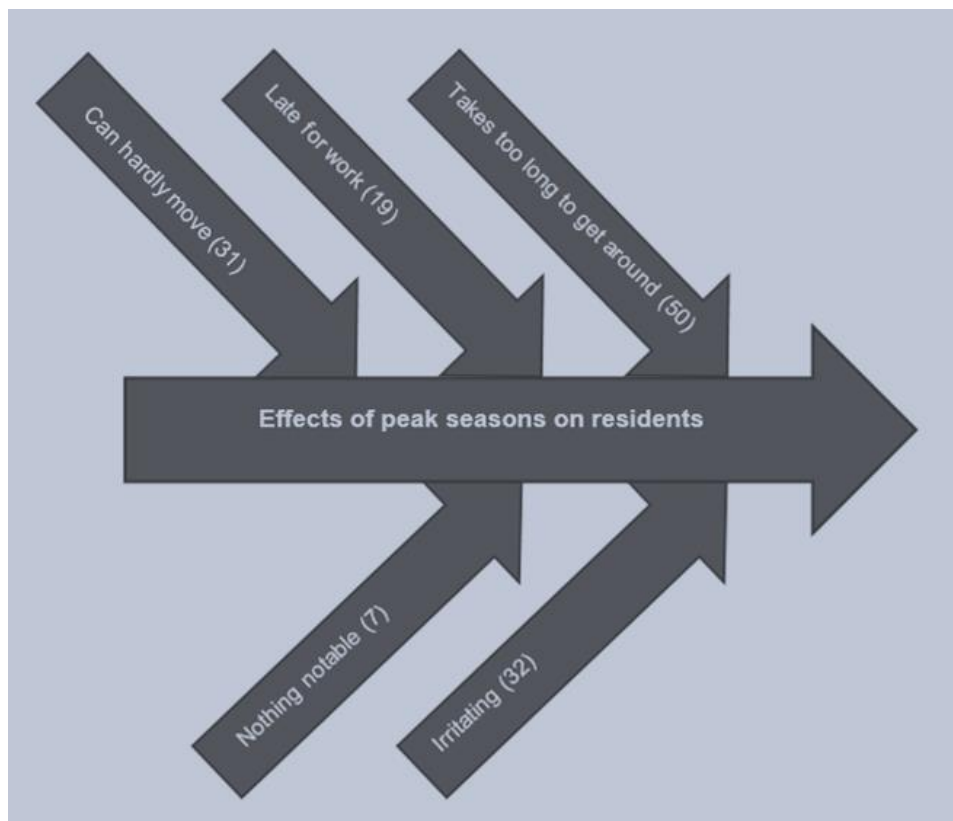


Figure 4-8: How residents get affected during peak holiday seasons

4.3.1.11 Facilities mostly used by residents

As illustrated in Figure 4-9 most used facilities were shops (n=57), followed by restaurants (55). A third of the participants seemed to think that they were using banks more, while the remaining 11 indicated that they use hair dressing salons more on a daily basis. It is also important to mention that the number of responses exceeded 101 at 156 because participants were at liberty to list more than one facility.

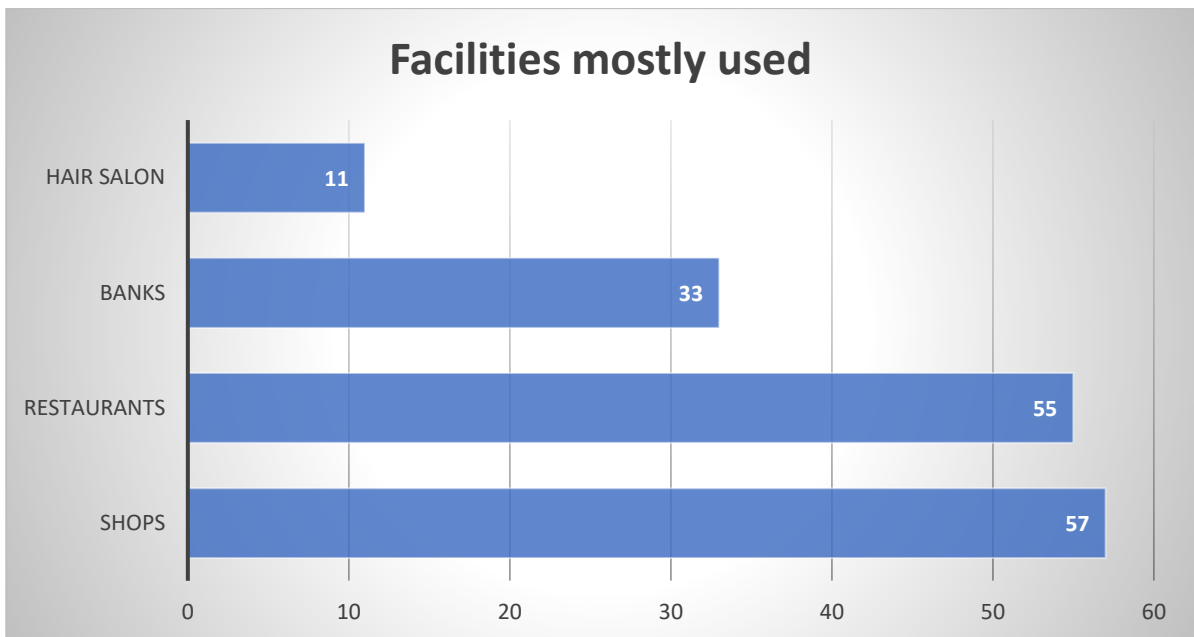


Figure 4-9: Facilities mostly used

4.3.1.12 Ease of access to these facilities during busy holiday season

Stors et al. (2019); Koens et al. (2018); Garcia-Rosell (2007) argued in chapter 2 that tourism cities are connected to the city's broader cultural and societal aspects. It was for this reason that this question was asked. This question allowed participants to write as much as they wanted. The majority at 54.54% stated that they got frustrated when trying to access amenities during busy holiday seasons, because it becomes impossible to access facilities they need for their daily lives (36.36%). The other 10.1% felt that access to amenities did not change much even during peak holiday seasons and the remaining 1.01% did not respond to the question. When respondents stated that they were frustrated and that access to amenities was virtually impossible, they were sharing the sentiments shared by Ross (2018) that overcrowding greatly inconveniences local

residents making them feel out of place in their own area as well as those by Inskeep (2017) that local residents become irritated and resentful when amenities such as shopping centres and community facilities become congested by tourists.

4.3.1.13 Plans for future

The researcher wanted to understand the extent of socio-cultural effects on the residents by asking them to share their residential plans for the future. It was not surprising to find that the majority (n=54) wanted to continue living on the Mile (Figure 4-10) for the reasons that they advanced in sub-section 4.3.1.14. However, based on their age groups as discussed in subsection 4.3.1.1, it did not come as a surprise that 17 of the respondents wanted to sell and move on. About 30% of the respondents had no plans for the future for a number of reasons discussed in the subsection that follows.

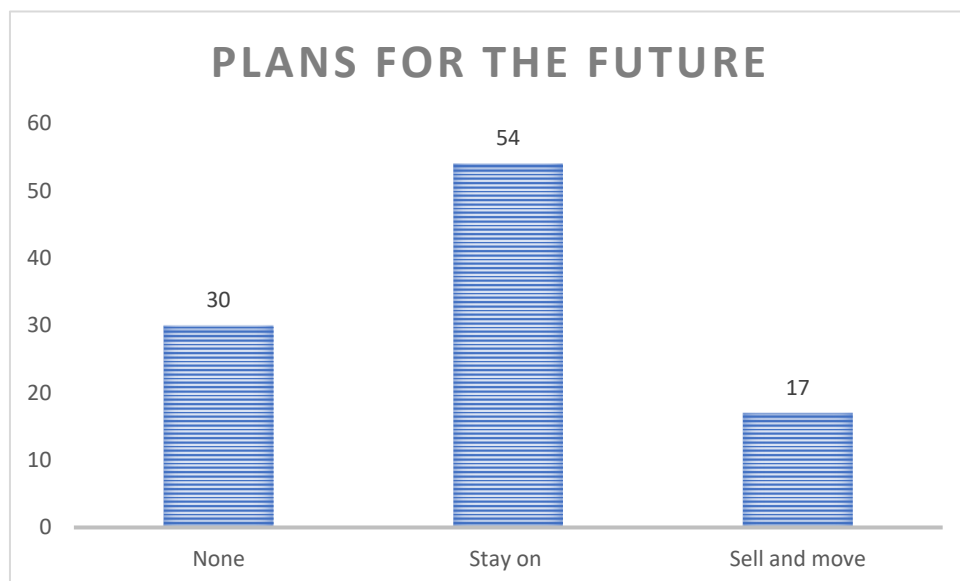


Figure 4-10: Plans for future

4.3.1.14 Reasons for mentioned future residential plans

had just moved to the place, they loved it despite some challenges and that they were not in financial positions to move. Other were hopeful that the situation would improve with upcoming developments.

4.3.2 Main research questions

These questions formed part the questionnaire because the addressed the objectives of the study as stated in chapter 1. These objectives were to establish the nature of coastal tourism and recreation activities; to verify socio-cultural visitor factors that impact the residents at tourism destinations; to establish the feelings and attitudes of residents about the tourism and recreation activities along the Golden Mile; and to determine the residents' coping mechanisms.

4.3.2.1 Tourism and recreational activities taking place along the Golden Mile

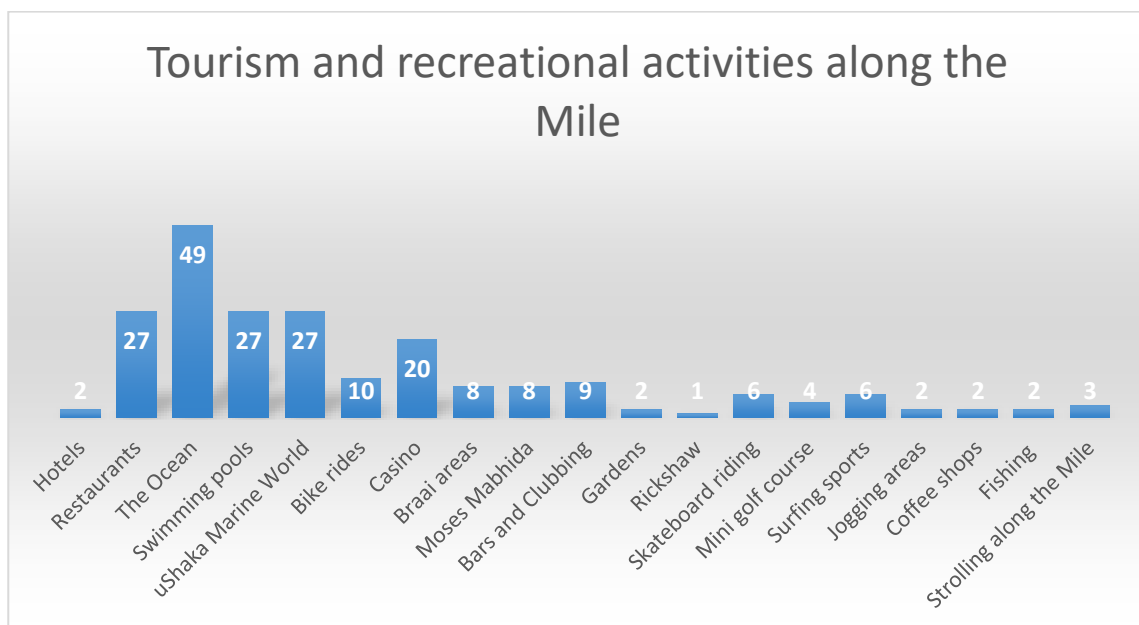


Figure 4-12: Tourism and recreational activities along the Mile

A tourist and recreation destination is turned from an abstract space to a place full of meaning to different users (Adhya 1977; Hlengwa 2021). In making such a place an agglomeration of natural, cultural and heritage resources, man-made structures, events,

ease of movement, uniqueness, cleanliness, and perception of safety are thrown together to sell fantasies to visitors (Atinafu and Muuz 2017; Hlengwa 2021; Hossain and Islam 2019; Martins 2015; Vinyals-Mirabent 2019), while also catering for the daily needs of local residents. It was therefore expected that participants would list an array of tourism and recreation activities as found along the Mile. Figure 4-9 captures the types of activities available to both tourists and locals along the Mile.

The question allowed participants to list as many activities as they knew or remembered. It is for this reason that the total exceeds 101 at 246. Figure 4-12 illustrates that the ocean received the most mention at 20% (n=49). This was followed by restaurants, swimming pools and UShaka Marine World all at about 11% (n=27). The next most frequently mentioned facility was the Suncoast Casino (n=20) followed by bike rides on the promenade (n=10). The bars and clubs (n=9), Moses Mabhida Stadium (n=8) and braai areas received moderate number of mentions as illustrated. On the lower end of the frequency spectrum were skateboard riding (n=6), surfing (n=6), mini golf course (n=4) and strolling along the Mile (n=3). Hotels, gardens, jogging areas, coffee shops and fishing all received only 2 mentions each. The facility with the least number of mentions was rickshaw at 0.4% (n=1). These findings concur with what Yeoman (2019) observed, generally travel to visit diverse sites, view different festivals and events, observe different climates, natural areas, cultures, customs, arts, food, language and ancient historical buildings and monuments. A study of visitor online reviews of the Mile by Hlengwa (2021: 7) indicated that the Mile was a major visitor attraction with strongest pull powers, 'a flagship and an iconic resource that draws large numbers of visitors to the city.'

4.3.2.2 Challenges faced during the busy holiday seasons accessing these facilities

The results illustrated in Figure 4-13 includes some of the challenges cited by Rogerson and Rogerson (2017) such as heavy traffic, increased rush, and overcrowding. Respondents were allowed to list as many challenges as they wanted, which resulted in their responses exceeding 101 at 190 as illustrated in Figure 4-13.

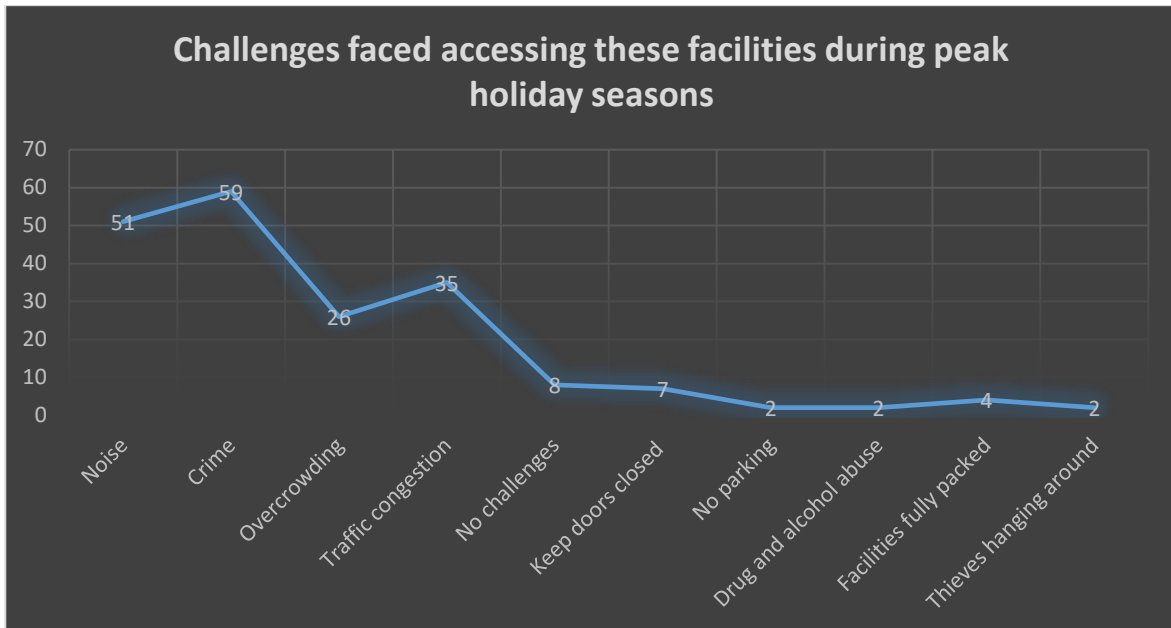


Figure 4-13: Challenges faced accessing these facilities during peak holiday seasons

The most prevalent challenges were crime (n=59), noise (n=51), traffic congestion (n=35) and overcrowding (n=26). These were followed in order of frequency by no challenges (n=8), having to keep doors closed (n=7), facilities full parked (n=4), thieves hanging around (n=2), shortage of parking (n=2) and drug and alcohol abuse (n=2). Criminology and perceptions of unsafety were raised by Cooper et al. (2018); Hlengwa (2021). Overcrowding at holiday hotspots was highlighted by Ross in 2018, and drug abuse was mentioned by Pizam in 2018, meaning that they were not unique to the Mile.

4.3.2.3 Feelings about these challenges

Due to the nature of the question that allowed participants to speak out on their feelings about the challenges that they face, each response captured a number of feelings in most cases. Participants' feelings were captured on word cloud after emerging themes had been identified. Figure 4-14 reflects responses that were grouped into themes. As illustrated in Figure 4-14, a vast majority of residents (n=38) felt 'bad' about the challenges they faced along the Mile during peak holiday seasons. To highlight the extent of such feelings, some stated that *they have a huge impact on them as residents*, that *the noise level was so bad that it was hard to hold a conversation inside the flat*, and that *it made them uncomfortable in their own spaces*.



Figure 4-14: Feelings about the challenges experienced by residents during peak holiday seasons

This response was followed in order of frequency by those who shared that it was ‘hard for them to cope’ with the challenges as residents along the Mile (n=15), as well as those whose feelings were contrary as they thought that it was ‘not bad’ for them (n=15). The participants who felt that it was hard for them to cope elaborated that *the congestion made their lives uneasy*, they were *too close to the bustle*, and that they were *the most adversely affected*. Those who thought that it was not that bad gave such reasons that they *had not been living along the Mile for long*, they were *still staying there* and that *there was nothing they could do about it*, so they had *learnt to cope with such challenges*.

In order of frequency these responses were followed by the feelings that ‘it was hard to move around,’ (n=8) because of *heavy congestion* and *lack of control*, feelings of ‘being disturbed, frustrated, irritated and annoyed,’ (n=20), feelings of being ‘ignored’ by the local municipality despite numerous complaints (n=9) and feeling of having ‘no control,’ over the situation (n=5). Some shared that the *local municipality and tourism planners could do something* about the situation in the way of hiring *visitor guides* and ensuring

that there was *more police visibility*. Other feelings shared though the frequency was low (Figure 4-14) were that they were numbed by their situation, it was uncomfortable, hard to tolerate, disruptive, that they were the most affected, they had no freedom of the place they regarded as home, it was not easy for them and that they had no peace of mind. These feelings were negative towards mass visitation and resultant challenges in support of findings by Hockenbury and Hockenbury (2011); Rasoolimanesh et al. (2017) and Szromek et al. (2020) as discussed in chapter 2. Figure 2-1 illustrated changes in the attitudes of the residents (from euphoria to antagonism) over time and as the number of visitors increase.

4.3.2.4 Mechanisms to cope with challenges

This question was critical to determine adaptive levels and habituation of the residents of the Mile to multiple activities taking place around their homes and thousands of visitors that descend to the Mile during peak seasons.



Figure 4-15: Mechanisms to cope with peak season challenges

According to Roy (1976) chapter 2, at the centre of people's (residents') physiologic-physical, self-concept, interdependence, and role function, are their coping processes, which enable them to deal with stimuli coming from outside through behavioural adaptation. Figure 4-15 displays some of the mechanisms used by residents to cope with the bustle of holiday peak seasons along the Mile. It is clear that some participants entered more than one response as the total is more than 101 at 118. The majority of participants (n=44), 23 of them stated that they stayed indoors as a coping mechanism, 17 of them avoided busy places and going out at night discussed by Dickson (2017) in chapter 2. Others locked their doors to keep the bustle, noise and criminality out (n=13), 10 limited the amount of time spent outside of their flats, others did most things during off peak holiday season (n=3), 3 shared that they phoned security if they spotted suspicious activities, 2 coped by visiting people away from the Mile (n=2), 2 took it one day at a time because challenges were not permanent (n=2) 1 coped by walking. These were temporary changes in normal behaviour as discussed by Latkova and Vogt (2017) and community-based adaptation as discussed by Kirkby et al. (2017); King et al. (2017) in chapter 2.

4.3.2.5 Effects of staying at tourist and recreation destination on cultural life

Sharpley (2015) stated that tourism can trigger cultural clashes due to differences in culture, religion, values, lifestyle, language, and the level of prosperity between tourists and local people and between in-migrated workers and local residents. The researcher wanted to find out the effects of staying at a tourist and recreational destination on cultural life. The majority of participants (n=77) stated that staying at a tourist and recreational destination had no effect on their cultural life especially because they performed their cultural rituals in rural areas away from the Mile. The remaining 24 participants stated different views on how their culture was affected by staying in a tourist destination. They shared that they could not even pray properly due to the noise levels (n=5), they could not even go to church on Sundays due to the congestion (n=2), they *couldn't perform our cultural activities in peace since it was always packed around their home* (n=4). They felt that it was *'easy to copy the culture of tourists and forget their own* (n=3).

4.3.2.6 What are socio-cultural benefits that arise to you from staying at a tourist and recreation destination?

It was clear from the literature review that not all cultural impacts were negative. Cooper et al. (2018); Lockwood (2018); Mbaiwa (2015); mentioned rejuvenation, preservation, breathing of new life into cultural ceremonies, realisation of income from sale of artefacts and others as some of the positive impacts on culture. However, as illustrated in Figure 4-16 the majority of participants (n=45) felt that there were no socio-cultural benefits derived from staying along the Mile.

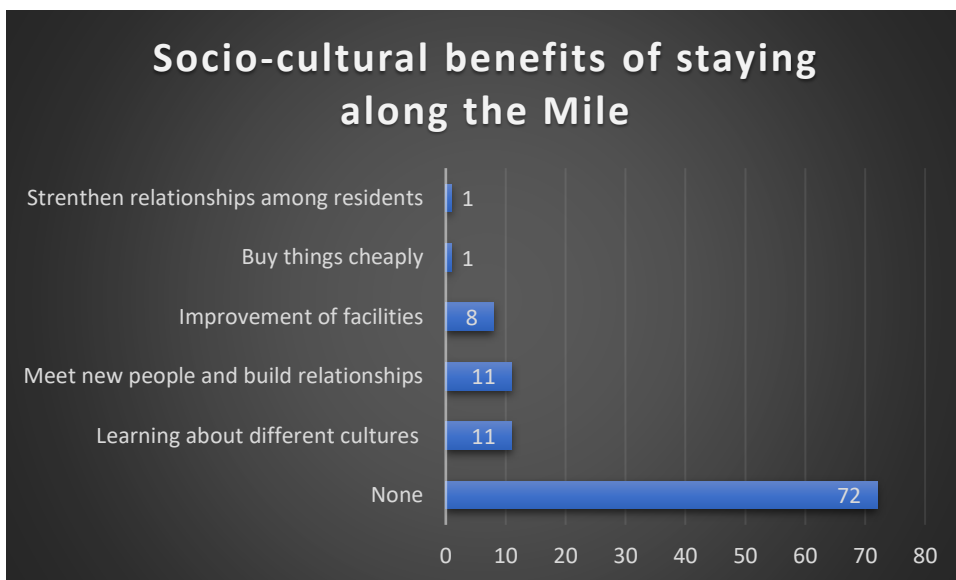


Figure 4-16: Socio-cultural benefits

However, the remaining 32 responses indicated that there were some socio-cultural benefits that accrued to residents from staying on the Mile. These included learning about different cultures (n=11), meeting new people and building relationships (n=11), improvement of facilities that they also could use and enjoy (n=8), strengthening of relationships among residents (n=1), and ability to buy things cheaply (n=1). Some of these findings were in line with those discussed by Tichaawa and Moyo (2019) in chapter 2 such as provision of variety and cultural renewal. As Nopiyan and Wirawan (2021)

pointed out that there was evidence that tourism is a double-edged sword bringing both benefits and vices to local communities.

4.3.2.7 What they would you like to see happening to improve their socio-cultural lives

The last objective stated in chapter 1 was to make recommendations adaptive level factors that could enhance a sense of home along the Golden Mile of Durban. This question was aimed at soliciting ideas on what they thought could be done to achieve this just as Anuar et al. (2019); Kozak (2015) highlighted the significance of enabling residents to play a part in tourism development. Just below a third of the participants (n=27) stated they were happy with the quality of their socio-cultural life and did not see the need for any changes. The remaining 74 participants voiced out their different opinions and suggestion, which the researcher grouped according to emerging themes as reflected in Figure 4-17.

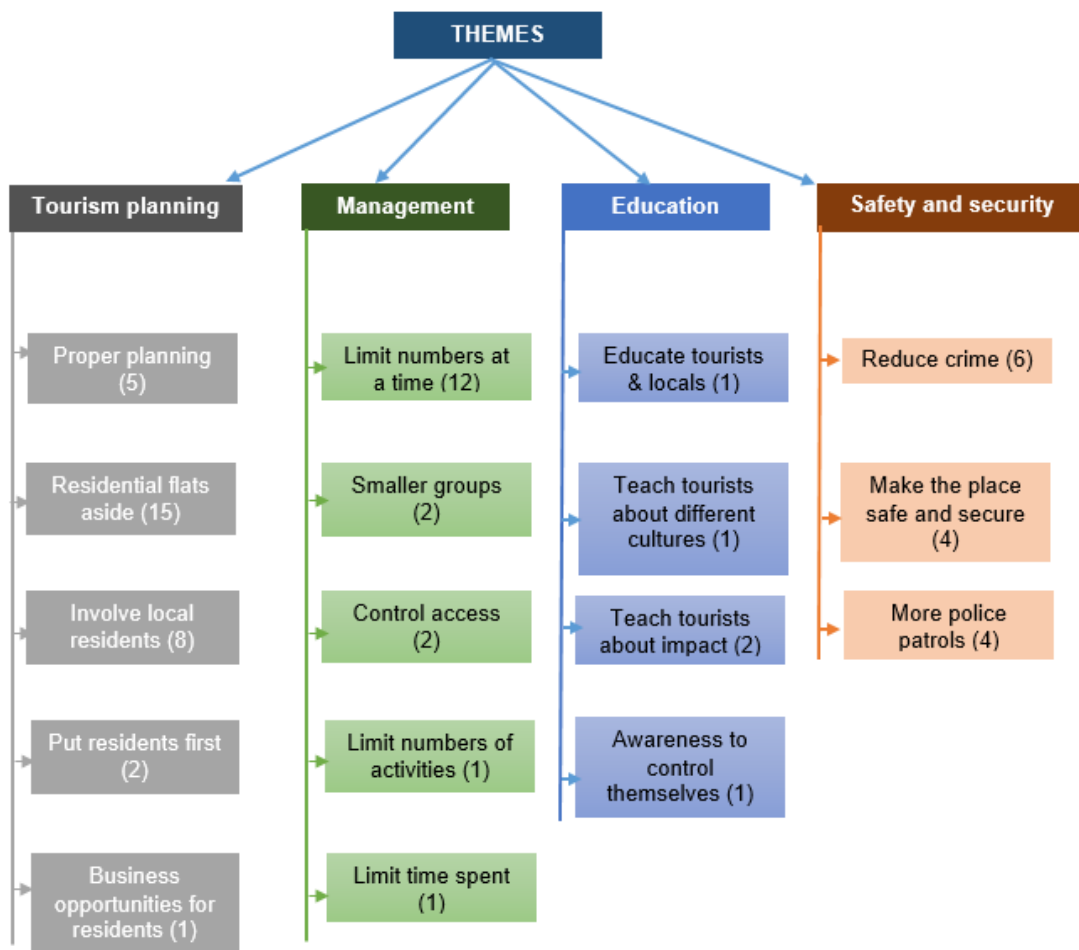


Figure 4-17: Actions to improve socio-cultural lives

Their thoughts about what could be done to improve their socio-cultural lives fell into four themes reflected in Figure 4-17. These themes were tourism development, tourism management, education, safety, and security. Under tourism development they expressed a wish for proper planning that would separate residential flats from tourism and recreation activities to reduce effect on them. They wanted to be consulted and involved in tourism planning and development they were the '*most affected*.' Some expressed a wish to be 'put first,' and offered business opportunities, because as they stated they did not benefit from the activities at the time of the study. This view was supported by Achi-Anyi (2016); Saufi et al. (2015) when arguing that host communities are an integral component of a sustainable tourism system, and most immediate recipients of not positive and negative impacts (Sharpley 2015). They also expressed a wish for better tourism management along the Mile. This could be achieved through limiting the number of visitors at a time. They also felt that reducing the number of hours spent could reduce overcrowding. There was also a feeling that there were too many activities taking place at the same time, and that the reduction in the number of activities could alleviate congestion problems. A few wished that there could be a time when visitor were not allowed so that residents could enjoy facilities by themselves.

As Brown and Giles (2016); Hammitt and Patterson (2017); Soontayatron (2016) put it in chapter 2 residents reorganize their daily lives to protect themselves from negative socio-cultural impacts using covert resistance among others and reaffirming their identities as residents (Dickinson 2017). Theme three was education where the participants thought that it was important to educate visitors about their impact on mile, about different cultures so that they could be more respectful. Awareness campaigns would teach tourists and day visitors to control themselves. The last theme was safety and security. Participants felt that more police visibility and patrols would help reduce the rate of crime, which made the place unsafe for them and their children especially during peak holiday seasons. They also highlighted drug and alcohol abuse expressing concern that visitors were displaying bad behaviour in front of their children.

4.3.2.8 Other comments and questions for the study

This question was not well attended to as 95 participants had no comments or questions for the study. The remaining 6 participants had comments and questions. *I hope this study can reach the municipality so that they know the conditions that we live under, I hope this study can help us as local residents, I hope the municipality does something about the challenges that we face. How will the study help us as residents? How will the study help us as Golden Mile residents? What do you think can be done during peak season to not inconvenience the local residents?*

This question was aimed at helping the study to reflect on the recommendations for future studies and suggestions to be discussed in Chapter 5 of this research. Given the impact tourism can have on a community, it is important to gain an understanding of the resident's views if consensus is to be built. Residents are after all likely to be impacted by the changes tourism brings along. The identities they ascribe and attachments they have to their communities are likely to be altered for the better or the worse. Local residents are forced to develop ways to cope with negative socio-cultural impacts of tourism, local residents have developed a way of life, adapted to coping mechanism. To cope with the socio-cultural impacts of tourism, local people had to compromise in order to adapt their lifestyle and accepted the negative impacts of tourism. It is evident that local people have reorganized their daily activities and retreated from their normal life in order to avoid tourist areas and these are forms of coping mechanisms adopted by local residents.

4.4 CONCLUSION

This chapter was done to respond to the aim of study which was to determine the perceptions of the residents of the Golden Mile of Durban of the socio-cultural impacts of tourism and recreation activities on them. The study further aimed at determining the resident's coping mechanisms as well as what they would like to see happening in order to improve their quality of life. As per literature in chapter 2, the tourism industry has

great socio-cultural impacts, they vary and may be categorized as positive and negative. The positive ones include improvement of quality of life through capital injection, educational values, understanding of different communities, greater tolerance of social differences and satisfaction of psychological needs. The negative ones include increase in crime rates, prostitution, drug abuse, unwanted lifestyles, and commercialisation of traditions, customs, as well as displacement of local residents for tourism development. This chapter demonstrated that the findings of various researchers (literature review) did align with the findings of the study along the Golden Mile of Durban as they mentioned overcrowding, drug and alcohol abuse, influence on their children, and expressed a wish to be consulted about future tourism development plans. They also expressed a wish for development that would separate residential flats from the bustle of tourism and recreation activity as a way to protect residents from overexposure.

The next chapter focuses on the findings, contribution of the study and areas for further research. Chapter 5 was also used by the researcher to discuss the theoretical and empirical findings of the study in alignment with the research objectives, forward recommendations, and conclude the study.

CHAPTER 5

FINDINGS, RECOMMENDATIONS, CONTRIBUTION AND CONCLUSION

5.1 INTRODUCTION

The previous chapter, (chapter 4) analyzed and interpreted responses collected through a questionnaire that was disseminated to the residents of the Golden Mile. The evidence collected through questionnaires was arranged, coded, analyzed and interpreted. Crossley (2022) argued that the conclusion chapter present and describe results. It focusses on whether or not the results support the objectives of the study. The chapter further answers the research questions, summarizes and reflects on the whole project, shows new knowledge being contributed and makes recommendations for future work on the issue. This chapter starts by restating the research objectives, which is followed by presentation of theoretical and empirical finding aligned with the objectives. The chapter ends by highlighting limitations of the study.

The problem addressed by the study was that of socio-cultural impacts of tourism and recreation activities on local residents of the Golden Mile of Durban, KwaZulu-Natal. The following objectives were used to guide the study.

5.2 RESTATEMENT OF RESEARCH OBJECTIVES

- To ascertain theoretical underpinnings of the feelings and attitudes of residents of tourism and recreation destinations.
- To establish the nature of coastal tourism and recreation activities.
- To verify socio-cultural visitor factors that impact the residents at tourism destinations.
- To establish the feelings and attitudes of residents about the tourism and recreation activities along the Golden Mile.
- To determine the residents' coping mechanisms.

- To make recommendations on adaptive level factors that could enhance a sense of home along the Golden Mile of Durban.

5.3 FINDINGS ALIGNED WITH RESEARCH OBJECTIVES

As previously stated in the introduction section, the findings were aligned with research objectives and divided into two parts: theoretical findings and empirical findings. The purpose of the study was achieved as all the objectives were successfully answered.

5.3.1 The nature of coastal tourism and recreation activities

5.3.1.1 Theoretical findings

Tourism entails travelling to and staying in places outside one's usual environment for not less than 24 hours for business or other purposes (Sugar 2016). Tourism is a large and complex commercial activity which cannot survive as it needs those supporting sectors within it. Tourism is associated with great business opportunities for entrepreneurs and economic development of a region, or country and it is best known for its voluntary transfer of money from rich to poorer nations. Due to the nature of tourism, buying and selling of products does not mean one buys property as a tangible product, in tourism industry an agreement has to be reached and service cannot be offered by one single enterprise as this is a compilation of each service. The service that is offered in the tourism industry cannot be transported to a customer just like any tangible product but instead a customer needs to move to the product themselves as a service dies if it not sold within a given time as it cannot be stored for later usage.

Tourism destinations are built in such a way that evoke interest from people through their popularity, freshness, and ability to help them realise their expectations. People in general visit different places of diversity for events, different climates, natural areas, culture, customs and view different festivals. Visitors expect to find a coexisting multiplicity (Barrea-Fernandez and Hernandez-Escampa 2017; Hlengwa 2021) of features such as culture, architecture, infrastructure, landscape, events, shopping, gastronomy, transportation, sporting facilities, nightlife, and social performances to enhance the image, (Vinyals-Mirabent 2019) feel and position the place as a destination

of choice. Coastal tourism and recreation destinations are typically amalgam of cultural heritage (Kamra and Chad 2015); excursions (Kual 2017); shark tourism and diving (Shackley 2018; Stephen 2017); recreation activities (Tribe 2017); outdoor recreation (Tourism BC 2015); adventure tourism in the form of surfing (UNWTO 2017); whale watching, birding or self-propelled travel such as hiking and kayaking (Tourism BC 2015) and a lot other man-made recreation activities including sporting, picnicking, cycling, artefacts, cuisine and others.

5.3.1.2 *Empirical findings*

The findings revealed that the majority of residents identified the ocean as a major draw card to the Golden Mile. This was followed by swimming pools, restaurants, UShaka Marine World and the casino. Due to the visibility, relevance and attractiveness of the above-mentioned tourism and recreation activities, they tended to receive highest frequency. Tourism and recreational activities such as braai areas, bike rides, Moses Mabhida stadium, clubbing, surfing, and skateboarding were also listed. The list of tourism and recreational activities taking place along the Golden Mile of Durban showed that the Mile was a major visitor attraction with strong pull powers for large number of visitors. The activities that had the least frequency was strolling along the Mile, mini golf estate, jogging, coffee shops, fishing, gardens, hotels, and rickshaws. This goes to show that people generally visit diverse sites to view activities such as festivals, events, natural areas, arts, food, historical buildings, and monuments. The study findings were supported by Hlengwa (2021) who stated that the Mile give access to the sea and beaches, the Blue Lagoon for picnicking, Suncoast Casino, golf course, the green hub, stadia, sea front promenade for walking, jogging, and cycling, swimming pools, gardens, restaurants, curio shops, hotels, UShaka Marine World, mini town, a replica of the city of Durban.

5.3.2 Socio-cultural visitor factors that impact the residents at tourism destinations

5.3.2.1 *Theoretical findings*

Tourism is increasingly seen as an important economic activity which has become an engine of the overall development in many destinations and promoting tourism can attract investment, create commercial opportunities, and support other industries within

destination area, local life upgraded through better infrastructure, job opportunities and income levels. Culture on the other hand is a way of life of people living together, seen as a unifying factor that enhances the cohesiveness cultural identity which make a group unique (Sangchumnong and Kozak 2020; most basic and integrative societal parameter at any tourism destination, encapsulating all manners of human life, thought and its derivative products, practises, meanings, symbols, representation, and others (Glasson et al. 2016; Terkedi and Georgoula (2022). It also important to note that a booming tourism market also exert negative influences on developing countries and negative socio-cultural impacts on host communities. Socio-cultural impacts of tourism are a result of contact between host communities and tourists and when that happens changes in the quality of life of residents at tourist destinations and cultural impacts related to transformation in traditional values, norms and identities are seen.

It is important to note that socio-cultural impacts of tourism are also divided into two categories: positive and negative socio-cultural impacts. Positive socio-cultural impacts include improved infrastructure (roads, telecommunications, the public transport system, entertainment facilities and restaurants) and there are facilities that are aimed at improving lives of communities at destination areas, accommodate the needs of tourists at the same time encouraging growth in tourist numbers. Tourism has the ability to improve social status of women by providing more freedom, more job opportunities, better education, and high standard of living with family income. Positive socio-cultural impacts of tourism in South Africa include the development of new capacity (employees completing studies or qualifications specific to tourism), improved local infrastructure and supplier support that entails training of those employed in supporting businesses (Simpson 2016). Tourism motivates people to travel to different places of interests and get opportunities to learn more about other cultures.

On the other side, tourism creates many negative externalities such as residents are expected to endure traffic jams, overcrowding, increasing crime rate, destruction of the environment and natural resources (Jehan et al. 2022). An increase in robberies, reduced morality, drug abuse, changes dress codes, diluted languages have also been cited as some of the negative impacts. Tourism also brings about costs such as residents being irritated and resentful when shopping centres and community facilities become congested by tourists.

5.3.2.2 *Empirical findings*

The study revealed that crime was the most common challenge that affected the residents of the Mile. Crime was followed by noise, traffic congestion and overcrowding, the study findings concurred with literature in chapter 2, which states that continued tourism development, tourism may exceed community tolerance thresholds to increased congestion, noise, littering, rising prices and changes to ways of life which often leads to antagonism. Some residents had to keep their doors closed to protect themselves and their children from drugs and alcohol abuse. Residents also complained about fully packed facilities and thieves hanging around the place. The findings concur with those of Mbaiwa (2015) who noted that negative socio-cultural impacts effects on local communities are posing a threat to the quality of life of locals and that these impacts include racial discrimination, enclave tourism, the resettlement of traditional communities, the breakdown of the conventional family structure and relations and an upsurge in crime and prostitution. The findings prove that tourism is a double-edged sword with both positive and negative impacts. Findings also show that residents begin to be irritated and antagonistic if their tolerance levels are exceeded. Tourism planners and developers have to shift from maximising profits to involving local people in whatever tourism activities being planned or taking place in order to try and minimize negative impacts and change perceptions.

5.3.3 Empirical findings on the feelings and attitudes of residents about the tourism and recreation activities along the Golden Mile

The study findings revealed that residents of the Golden Mile stated that it was hard for them to cope with challenges. These findings show that in a tourist destination, not everyone is affected by tourism and recreation activities and that not every local resident will have negative feelings and attitudes towards tourism. The residents who felt that it was hard for them to cope with the challenges further revealed that their lives were not easy due to issues such as congestion, being too close to the bustle of activity and that resulted in them being adversely affected by all the activities taking place around them.

There were residents who felt that it was hard for them to move around due to congestion around the Mile and lack of control, others were disturbed, frustrated, irritated and

annoyed as indicated by Szromek et al. (2020) in chapter 2. As indicated in chapter 4, such feelings are a result of changes which over time convert places to feel more like museums or theatre backdrops than a real place for locals. Some residents felt that they were being ignored by the municipality despite several complaints. As they felt helpless about the situation, others shared that they would relocate if their finances allowed. There was a wish to be more involved in decision making and planning along the Mile to make their voices heard, which would improve their adaptive level (Figure 2-2). There was an idea of hiring tour guides to take visitors around, and more police visibility to control the crowds. Other residents felt uncomfortable, hard to tolerate, disruptive, they were the most affected, they had no freedom of the place that they regarded as their home, and they did not have peace of mind. The residents' feelings and attitudes were negative towards tourism and recreation activities due to the fact that they were too many changes taking place in a place they call home and that there was an increase in visitor numbers (Figure 2-1).

5.3.1 Theoretical underpinnings of the feelings and attitudes of residents of tourism and recreation destinations

Emanating from the literature of the study, it is important to note that tourism industry has undergone changes globally due to the importance of local residents' attitudes and perceptions for sustainable tourism development. Local community involvement in tourism development increases the success rate of tourism since locals are the most important stakeholders. If job opportunities are given to the local people, they are likely to perceive tourism activities as having positive impacts on them because of economic benefits which they regards as important. Whenever tourism activities are taking place, consultation and involvement of local residents is important since they are stakeholders and this increases chances of acceptance and the positive social impacts.

Local residents develop their attitudes towards tourism because of the comparison they make between positive and negative impacts that tourism has towards them. Local people usually develop resentment towards tourism if negative impacts such as (damage to cultural heritage, rise in taxes, social degradation) exceed the positive impacts such as (employment, business opportunities, and cultural preservation). This means that

local communities' attitudes will be positive if they perceive that tourism benefits are greater than the costs. If tourism planners or developers want residents to have positive attitude towards tourism development, they should include them in decision-making, tourism development, and operations of tourism destinations since growth is associated with radical changes for the locals.

Increased local pride, cultural identity and the improvement of environmental awareness are some of the main benefits of tourism for host communities (Wang and Xu 2015) that will make residents feel positive about tourism. It happens that residents' attitudes become negative due to issues such as congestion, increased crime rate, cultural exploitation, overcrowding, degradation of morality, loss of privacy and intrusion on the daily lives of local people as discussed in chapter 4. Negative attitudes among residents is a result of exceeding the social carrying capacity limits and residents' ability to accept changes as they take place, increasing tourist traffic and the ongoing process of change in the cityscape leading to gentrification of destinations and cities (Szromek et al. 2022). It is important to note that as with growth in tourist numbers, expansion and transformation of a city, local people's attitudes tend to change from excitement to indifference, annoyance, and resentment and this happens because of a divide in a city where you now have a tourist city and a city for locals.

5.3.4 Residents' coping mechanisms

5.3.4.1 *Theoretical findings*

Tourism is subject to massive growth, as projections made by the World Tourism Organization anticipate a growth to 1.8 billion international arrivals worldwide by 2030 (IPK International 2016). City tourism being the fastest growing segment has caused direct and indirect effects due to the increase in visitor numbers which in turn causes annoyance and often leads to conflicts between tourists, tourism suppliers and local people. Local residents are the recipients of positive and negative impacts associated with tourism development and when tourism development gets well-established that usually lead to increased tourist visit, which in turn leads to additional impacts. Tourism development often leads to major community changes which is often associated with stimuli that affect them physiologically and physically impacting their self-concept and

group identity (Figure 2-2). Locals are forced to adapt their behaviour in order to continue to function in a semi-normal state. Community based adaptation is an approach to strengthening the adaptive capacity of local communities to vulnerabilities.

Local residents in host communities experience socio-cultural impacts such as overcrowding and traffic congestion, crime and cultural dilution they are forced to take variety of coping mechanism to deal with the effects. Local people who suffer from harm caused by tourism development device a number of strategies to cope with the effects. According to Brown and Giles (2016) local people reorganise their daily activities in order to respond to tourism impacts by changing times, routes, and locations, some would temporally retreat from their formal life, and they may need to plan ahead for what they have to do in order to avoid certain places and activities. Coping processes are adaptive when locals act or do things differently to how they do them in normal situations to protect themselves from tourism impacts include convert resistance, hiding, fencing, recovery of public celebrations and organised protests and aggression. In most cases local residents try by all means to avoid tourist areas, they stay at home more often on certain days, trying to avoid being confused with tourists. Goodwin (2019) suggested that in order to achieve a balance between tourism activities and everyday life in a city, planners should attract high spenders while reducing mass tourism, promote the identity of a place, find ways to reconcile locals with tourists, encourage geographical and multi-sectoral distribution of tourism and strengthen public-private promotional model.

Empirical findings

The study findings were crucial for the study as the question wanted to determine adaptive level and coping mechanisms that the residents of the Golden Mile adopt when coping with multiple activities and thousands of visitors that descend to the Mile. The majority of residents said they preferred to stay indoors and avoid busy places and going out at night. It is worth noting that in chapter 2, there was a discussion about local residents avoiding tourist areas and staying at home more often as this was the case with some of the residents of the Golden Mile. Other residents closed their doors to keep the bustle, noise, and criminality out, while some limited the amount of time spent outside their flats and others preferred to do most of the things during off peak season. Coping strategies entail temporary changes in behaviour when local residents do things differently to how they would have been in a normal state (Latkova and Vogt 2017). They

also rely on security of their own blocks to shield them from unsavoury activities taking place outside their flats. As stated above, these were temporary changes and the study findings show that once tourism development becomes well-established, tourism impacts are likely to surface and force local people to find different ways of coping with the impacts that they face.

5.4 RECOMMENDATIONS

Based on the findings of the study, it is certain that tourism development is associated with socio-cultural impacts and these impacts affect destination communities, so the following recommendations were made:

- **Tourism planning-** Tourism planning should be implemented as to separate residential flats from tourism and recreation activities as that will reduce the effects on local people. Since local residents in host communities are the ones mostly affected, they should be involved in tourism planning development. They should be prioritized when it comes to business opportunities, and they should be put first in whatever development taking place.
- **Management-** Tourism and recreation activities should be managed accordingly along the Mile through limiting the number of visitors at a time and reducing the number of hours spent which in turn reduces overcrowding. Host communities should be given time alone without tourists, where they would enjoy all the facilities around them by themselves and decreasing the number of tourism and recreation activities taking place.
- **Education-** It is important to educate tourists about the impact they have on the Mile and about different cultures so that they can respect them. Awareness campaigns would also be of great help because it would teach tourists as well as day visitors about controlling themselves and not causing distractions.
- **Safety and security-** Police visibility and patrols would help reduce crime rate, which has made the place unsafe for the residents of the Mile and their children especially during peak holiday seasons.

5.5 CONTRIBUTIONS OF THE STUDY

The contributions of the come in the form recommendations. Based on the findings of the study, it is certain that tourism development is accompanied by socio-cultural impacts. Tourism planners need to involve local residents in whatever tourism development taking place so as to minimize the negative socio-cultural impacts associated with tourism development. Management of tourism and recreational activities so that will limit the number of tourists coming to the Mile as well as educating tourists about the impact that they bring upon to local residents. Tourism planners need to ensure that local residents feel safe and secure at all times by ensuring that police do patrols now and then along the Mile especially during peak holiday seasons.

5.6 LIMITATIONS OF THE STUDY

The limitations of a study are its flaws, shortcomings and they exist due to constraints or research design, methodology and materials and they can influence outcomes and conclusions of the research. Data collection followed a cross-sectional as opposed to a longitudinal design as data was collected at a single point in time from the residents of the Golden Mile of Durban, KwaZulu-Natal, this meant that changes in trends could not be established. Data was collected from a small sample size (101) residents of the Mile, but the literature used was global. The study was limited to only residents staying along the Golden Mile of Durban on the socio-cultural impacts associated with tourism and recreation activities, making it difficult to generalize findings. The literature review made up for the limitations of the study because it was global and spanned a wider period of time.

5.7 CONCLUSION

This section contains an in-depth examination of the research outcomes, conclusions, and recommendations. These discoveries, conclusion, recommendations, and contribution of the study were discussed relating to the research objectives and general aim of the study. Tourism has proved itself as tool for government to generate prosperity and create jobs, but it is worth noting that once tourism booms, socio-cultural impacts

are expected to surface. The study discovered that these effects arise because of tourism and recreation activities taking place around them and that host communities are the ones who suffer the consequences of tourism development most. The socio-cultural impacts of tourism are associated with changes for host communities, and they are forced to devise strategies to cope with such effects. The study discovered that most people preferred to stay indoors and avoid busy tourist areas, which was not normal. The study also found that other residents would relocate if finances allowed them. People are also not the same, as others loved the Mile and were not disturbed by the tourism and recreation activities taking place there. The issues of socio-cultural impacts of tourism are not about to disappear since host communities are still not included in tourism planning, development and running of tourism and recreation activities and yet these activities take place in places that host communities regard as their homes.

5.8 AREAS FOR FURTHER RESEARCH

Based on the literature review and information gathered from the empirical findings, the researcher makes the following recommendations for future research.

- The researcher is of view that future studies conducted along the Golden Mile of Durban, where data will not be collected at a single point in time so that changes in trends will be established. This will provide opportunities to conduct the study again and include in-depth data collection that will help researchers discover new trends along the Mile.
- On the research methods, future studies could include other research methods such as quantitative and mixed methods that were excluded in this study. A quantitative approach could be adopted in future studies as it enables capturing of research objectives using quantitative methods on socio-cultural impacts associated with tourism and recreation activities.
- Future studies could incorporate the views of residents as well as those of tourism establishment owners along the Golden Mile. Thus, will allow for an in-depth balance of data that will also allow tourism establishment owners to voice out their views on how they ensure that their activities do not affect local people.

- Future studies could look at the effectiveness of coping mechanism that local residents of the Golden Mile have adopted in coping with socio-cultural impacts associated with tourism and recreation activities.
- Since other residents highlighted that they have raised their complaints to the municipality, but nothing has been done to address the issues that they face during busy times. Other studies can look at the role that municipality plays to ensure that local people are not adversely affected by tourism and recreation activities.

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APPENDICES

APPENDIX A: LETTER OF INFORMATION



Thank you for taking your time to read this letter. My name is Sandile Mluleki Mkhize. This letter accompanies a questionnaire guide that is used to collect data for the completion of master's degree in Management Sciences (Hospitality and Tourism).

Title of the Research Study: Residents' perceptions on the socio-cultural impacts of tourism and recreation activities on the Golden Mile of Durban.

Principal Investigator/s/researcher: Mr Sandile Mluleki Mkhize

Co-Investigator/s/supervisor/s: Dr DC Hlengwa

Brief Introduction and Purpose of the Study: Travel and tourism has proved itself as a tool for government to generate prosperity, create jobs and is dubbed one of the fastest growing industries, playing an increasingly critical role in global and regional economic growth (Hanafiah and Zulky, 2019). Tourism is and remain a catalyst for economic growth and social advancement for regions across the globe as a drive for the use of natural and cultural resources, traditions, and local customs, connecting people from all over the planet, bringing real profits for the host communities and directly contributing to the GDP of many countries. The study will employ both quantitative and qualitative methods of data collection and analysis because of the nature of the research objectives that the study seeks to satisfy. This study is

conducted because of the growing issue of socio-cultural impacts of tourism on the residents.

Outline of the Procedures: Responsibilities of the participant, consultation/interview/survey details, venue details, inclusion/exclusion criteria, explanation of tools and measurement outcomes, any follow-ups, any placebo or no treatment, how much time required of participant, what is expected of participants, randomization/ group allocation

Risks or Discomforts to the Participant: None anticipated

Explain to the participant the reasons he/she may be withdraw from the Study: None

Remuneration: None

Costs of the Study: Will be borne by the Researcher

Confidentiality: Your name will not be disclosed, the responses are anonymous, confidential and cannot be tracked as you are not required to fill in your name. Data will be aggregated during presentation and analysis, so the responses cannot be linked to the you.

Research-related Injury: None anticipated

General: Potential participants must be assured that participation is voluntary and the approximate number of participants to be included should be disclosed. A copy of the information letter should be issued to participants.

APPENDIX B: CONSENT LETTER



Statement of Agreement to Participate in the Research Study:

- I hereby confirm that I have been informed by the researcher, about the nature, conduct, benefits, and risks of this study - Research Ethics Clearance Number: _____,
- I have also received, read, and understood the above written information (Participant Letter of Information) regarding the study.
- I am aware that the results of the study, including personal details regarding my sex, age, date of birth, initials and diagnosis will be anonymously processed into a study report.
- In view of the requirements of research, I agree that the data collected during this study can be processed in a computerized system by the researcher.
- I may, at any stage, without prejudice, withdraw my consent and participation in the study.
- I have had sufficient opportunity to ask questions and (of my own free will) declare myself prepared to participate in the study.
- I understand that significant new findings developed during the course of this research which may relate to my participation will be made available to me

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

I, Sandile Mluleki Mkhize herewith confirm that the above participant has been fully informed about the nature, conduct and risks of the above study.

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

Please note the following:

Research details must be provided in a clear, simple, and culturally appropriate manner and prospective participants should be helped to arrive at an informed decision by use of appropriate language (grade 10 level - use Flesch Reading Ease Scores on Microsoft Word), selecting of a non-threatening environment for interaction and the availability of peer counseling (Department of Health, 2004).

If the potential participant is unable to read/illiterate, then a right thumb print is required and an impartial witness, who is literate and knows the participant e.g., parent, sibling, friend, pastor, etc. should verify in writing, duly signed that informed verbal consent was obtained (Department of Health, 2004).

If anyone makes a mistake completing this document e.g., wrong date or spelling mistake a new document must be completed. The incomplete original document must be kept in the participant file and not thrown away and copies thereof must be issued to the participant.

References:

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<http://www.doh.gov.za/docs/factsheets/guidelines/ethnics/>
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APPENDIX C: QUESTIONNAIRE GUIDE



A: QUANTITATIVE INFORMATION

1. Age

19-29	30-39	40-49	50-59	60-69	70-79	80 and above

2. Nationality

3. Period of stay on the Golden Mile

Less than 1 year	1-5 years	6-10 years	11-20 years	21-30 years	31-40 years	More than 40 years

4. Type of ownership

Owner	Tenant

5. Household role

Father	Mother	Single	Student

6. Distance from the bustle of activity of the Golden Mile

Right on doorstep	Less than a km	About a km	1-2 km

6.1 How does your distance from the Golden Mile impact your lives during the holiday peak seasons?
Tick all that apply

Noisy	Congested	Keep doors closed	Crime	Nothing

7. Mode of daily transport

Own transport	Taxi	Bus	Walk

7.1 How do you get affected during busy holiday season?

Can hardly move	Late for work	Take too long to get around	Irritated	Nothing

8. Facilities most used on daily basis along the Golden Mile

Shops	Restaurants	Banks	Hair salon

8.1 Access to these facilities during busy holiday seasons is:

Impossible	Frustrating	Usual	Nothing to complain about

9. Plans for future home

None	Stay on	Sell and move

9.1 Please give a reason for your choice/answer:

.....

.....

.....

B: MAIN RESEARCH QUESTIONS

1. What are the tourism and recreation activities taking place along the Golden Mile?

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.....

2. What are the challenges that you and your family face during the busy holiday seasons?

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3. How do you feel about these challenges?

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4. What mechanism do you and your family use to cope with these challenges?

.....

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.....

5. How does the congregation of thousands of people at a time affect your social life as a family?

.....

.....

.....

6. Explain how staying at a tourist and recreation destination affect your cultural life as a family.

.....

.....

.....

7. What are the socio-cultural benefits that arise to you and your family from staying at a tourist and recreation destination?

.....

.....

.....

8. If you had your own way, what would you like to see happen to improve the socio-cultural quality of your family's while living on the Golden Mile?

9. Do you have any other comments or questions regarding this study?

Thank you for your time and participation in this study!



APPENDIX D: MODULE 1 CERTIFICATE



TRREE

Zertifikat Certificat

Certificado Certificate

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

Certificat de formation - Training Certificate
Ce document atteste que - this document certifies that



Clinical Trials Centre
The University of Hong Kong

Sandile Mkhize

a complété avec succès - has successfully completed

Introduction to Research Ethics

du programme de formation TRREE en évaluation éthique de la recherche
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Swiss Academy of Medical Science (SAMS/ASSMSAMW) (www.samw.ch) - Commission for Research Partnerships with Developing Countries (www.kfpc.ch)

[REV : 2020217]

APPENDIX E: ETHICAL CLEARANCE LETTER



Institutional Research Ethics Committee
Research and Postgraduate Support Directorate
2nd Floor, Berwyn Court
Gate 1, Steve Biko Campus
Durban University of Technology
P O Box 1334, Durban, South Africa, 4001
Tel: 031 373 2375
Email: lavishad@dut.ac.za
http://www.dut.ac.za/research/institutional_research_ethics
www.dut.ac.za

1 June 2022

Mr S M Mkhize
P.O. Box 484
Wartburg
3233

Dear Mr Mkhize

Residents' perceptions on the socio-cultural impacts of tourism and recreation activities on the Golden Mile of Durban
Ethics Clearance Number: 069/22

The Institutional Research Ethics Committee acknowledges receipt of your final data collection tool for review.

We are pleased to inform you that the data collection tool has been approved. Kindly ensure that participants used for the pilot study are not part of the main study.

Please note that **FULL APPROVAL** is granted to your research proposal. You may proceed with data collection.

Any adverse events [serious or minor] which occur in connection with this study and/or which may alter its ethical consideration must be reported to the IREC according to the IREC Standard Operating Procedures (SOP's).

Please note that any deviations from the approved proposal require the approval of the IREC as outlined in the IREC SOP's.

Yours Sincerely,

Dr K Padayachy
Deputy Chairperson: IREC

APPENDIX F: TURNITIN REPORT

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