THE HONG KONG POLYTECHNIC UNIVERSITY

SCHOOL OF HOTEL AND TOURISM MANAGEMENT

THE IMPACTS OF TOURISM ON LOCAL COMMUNITIES:

DEVELOPING AND OPERATIONALISING A COMPREHENSIVE

MONITORING FRAMEWORK

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A thesis submitted in partial fulfillment of the requirements of the degree of

Doctor of Philosophy

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CERTIFICATE OF ORIGINALITY

I declare that this thesis is my own original work. To the best of my knowledge and belief, this thesis does not reproduce previously published or unpublished research work, nor materials accepted for the award of any academic qualifications, except where due acknowledgement has been made in the text.

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ABSTRACT

Monitoring the impacts of tourism in local communities ensures sustainable tourism development. In order to do so effectively, a monitoring framework is essential. Surprisingly, there has been no scholarly attention on the development and operationalization of a comprehensive framework to monitor the impacts of tourism. Similarly, the post-1999 era has not seen the development of new or improvements to existing theories on tourism impacts and residents' reactions.

This study fills the above research gap by developing and operationalizing a comprehensive framework for monitoring tourism impacts by revising Faulkner and Tideswell's (1997) original framework. Specifically, the objectives of this study are: (1) to examine local residents' perceptions and their reactions towards tourism and its impacts; (2) to identify and examine factors (extrinsic and intrinsic) which facilitate or hinder the development of tourism in addressing the problems of unemployment and poverty; (3) to examine the contribution of tourism to community livelihoods; (4) to examine the extent of local communities' involvement and participation in tourism planning and development; and (5) to revise and operationalize a framework for monitoring tourism impacts in local communities.

The study adopted a descriptive research design which employed qualitative and quantitative methods to collect data from Alldays and Musina communities that border Mapungubwe National Park and World Heritage Site in Limpopo Province, South Africa. In-depth interviews, focus groups, informal conversations and a survey were used for data collection.

The major results indicate that although tourism is advocated as a tool for poverty alleviation, most residents perceived tourism to have had little or no significant impact in alleviating poverty. Most residents attributed this phenomenon to the: lingering effect of the apartheid regime; short length of stay of tourists; lack of tourism knowledge and skills; unbalanced ownership of businesses; lack of tourism revenue sharing; lack of tourism research; and perceptions that tourism is a business for the white community.

Although tourism has not reduced poverty as most residents expected, their perceptions and attitudes towards tourism are positive, and they anticipate that tourism will alleviate poverty in the future. In this study, 'anticipation' has been classified as a 'new' residents' reaction to tourism.

PUBLICATIONS ARISING FROM THE THESIS

1. Ap, J. and Musinguzi, D. A re-examination and re-conceptualisation of residents' reactions towards the impacts of tourism. <u>Proceedings, 20th Annual Conference of the Council of Australian University Tourism and Hospitality Educators</u>, Australia, 8 –11 February, 2010.

2. Musinguzi, D. and Ap. Developing a revised and comprehensive monitoring framework of tourism impacts on local communities. <u>Proceedings, International Conference on Sustainable Tourism in Developing Countries</u>. Tanzania, pp. 37–49, 10–11 August 2010.

3. Musinguzi, D. and Ap, J. Perceived barriers to tourism as a tool for rural poverty alleviation in a World Heritage listed site: a qualitative inquiry. <u>Proceedings, The Joint Symposium on Sustainability and Quality-of-Life in Tourism: Tasks for Consumers, Industry, Policy and Academia</u>, Thailand, 24–27 May 2011.

4. Musinguzi, D. and Ap, J. Alleviating poverty through tourism: some thoughts on the challenges, issues and the way forward. <u>Proceedings, 9th Asia-Pacific Council on Hotel, Restaurants and Institutional Education Conference on "Hospitality and Tourism Education: From a Dream to an Icon"</u>, Hong Kong, 2–5 June 2011.

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CHAPTER 1: INTRODUCTION

1.1. BACKGROUND

Tourism is widely acknowledged as one of the world's fastest growing and important industries in many countries (United Nations World Tourism Organization, UNWTO, 2010). The promotion of tourism is a key strategy to generating economic, social and environmental benefits to communities, to foster community development and relieve poverty (Binns & Nel, 2002). As such, tourism plays a vital role in the social and economic development of many countries (Archer, 1995; Poirier, 1995; Henry & Deane, 1997, UNWTO, 2011). From the social perspective, tourism promotes the respect and preservation of the communities' cultures around the world (Craig-Smith & French, 1994; Dyer, Aberdeen, & Schuler, 2003; Global Education Centre, 2005) and promotes social exchange (Simpson, 2008). For the environmental perspective, tourism has the ability to recover degraded areas, as with the example of Sydney Harbour Rocks area (Ryan, Gu, & Meng, 2009). Furthermore, some forms of tourism such as ecotourism strive to protect the social and physical environment upon which the entire tourism industry is based in a number of countries. A well protected physical environment is important for sound tourism development as most destination tourism resources are dependant on nature or the physical environment and it may influence tourists when making decision on destinations to visit and length of stay. Basically, a clean environment is preferred to a polluted one and visitors may shorten their stay to avoid health risks associated with polluted destinations. Font and Buckley (2001) observed that there is increasing evidence that tourists are avoiding destinations that are considered polluted. However, a good physical environment alone may not necessarily guarantee successful

development of the tourism industry. Otherwise, most destinations with pristine natural environment would be leading in tourist arrivals and receipts. There is more than one factor responsible for tourism development.

Economically, tourism creates employment opportunities (Ryan et al., 2009; Scheyvens, 2002; Dyer et al., 2003; Kibirige, 2003; Ramchander, 2004; Andereck, Valentine, Knopf, & Vogt, 2005; Haley, Smith, & Miller, 2005; Kontogeorgopoulos, 2005; Lee & Chang, 2008). The United Nations World Tourism Organization (UNWTO, 2009) estimates that tourism contributes more than 75 million direct jobs worldwide. Apart from direct jobs, tourism creates indirect and induced employment opportunities to communities. With these types of employment opportunities (i.e. direct, indirect and induced), tourism offers women and youths fast entry into the workforce (United Nations World Tourism Organization, 2009). Although the tourism industry creates various employment opportunities, it is critiqued that the opportunities are of low status and low pay (Ball, 1988; Purcell, 1996; Airey & Frontistis, 1997). Besides this criticism, another one is that most tourism employment opportunities are characterized by slow, unclear and challenging career progression because some employees generally lack competitive qualifications or skills. For instance, when an employee joins a certain tourism establishment, say accommodation as a security guard, how long would it take him/her to move from the level of being a security guard to another level, perhaps a better one with good pay and better working conditions? Also, what additional skills are likely to be attained at the job so that in a few years the employee is multi-skilled and better off than when he/she joined the establishment? Although entry qualifications are important for any industry, these are some of the challenging questions about the nature of tourism

employment and most tourism employers may not be able to satisfactorily address or answer them.

Apart from employment opportunities, the tourism industry contributes significantly to the foreign exchange of many nations (Ankomah, 1991; Dieke, 1991; Fillio, Foley, & Jacquemot, 1992; Archer, 1995; Sofield & Li, 1998; Oviedo, 1999; Scheyvens, 2002; Lee & Chang, 2008). On the global scale, tourism generated revenue equivalent to US$944 billion (UNWTO, 2009). It is not surprising that the tourism industry is considered a lead export sector that accounts for 30% of the total export services worldwide and nearly 45% in developing countries (United Nations World Tourism Organization, 2009). For example, in one of the developing countries, South Africa where this study was conducted tourism has been growing in terms of tourist arrivals and revenue since 1994. South Africa was selected for this study because it is the only country on the African continent that has experienced rapid growth of the tourism industry and such growth makes the country the leading tourist destination in Africa (Saayman & Saayman, 2008), despite her troubled history of racial segregation. The apartheid regime resulted in the exclusion of South Africa from the world's economy which negatively affected its tourism industry. Even though the apartheid regime ended in 1994, it left behind high levels of poverty and employment in most rural communities, especially the ones for the black South Africans. When the first democratically elected non-racial government took over power in 1994, tourism was put at the forefront as a tool to fight the apartheid legacies of poverty and unemployment among the rural communities endowed with natural and cultural tourism resources.

By the end of apartheid regime in 1994, it was estimated that 600,000 tourists

visited South Africa. In terms of revenue generation, in 1995 tourism generated more than US$2.3 billion for South Africa's economy and two years later tourism was ranked the fourth largest foreign exchange earner in for the country after mining, gold and manufacturing (Ferreira & Harmse, 2000). In 2004 the country's tourism revenue significantly increased to nearly US$170 billion (Rivett-Carnac, 2006). Although these figures may seem out of date, they at least demonstrate one thing; that tourism in South Africa has been growing especially the period following the demise of the apartheid regime in 1994. The current statistics on the tourism industry in South Africa further demonstrate that the industry is steadily and fast growing. To be specific, in 2010 tourist arrivals were 49 million from different source markets (UNWTO Barometer, 2011).

South Africa's top tourism source markets include: Zimbabwe, Lesotho, and Mozambique. Swaziland, Botswana, United Kingdom, USA, Germany, among others (Figure 1).
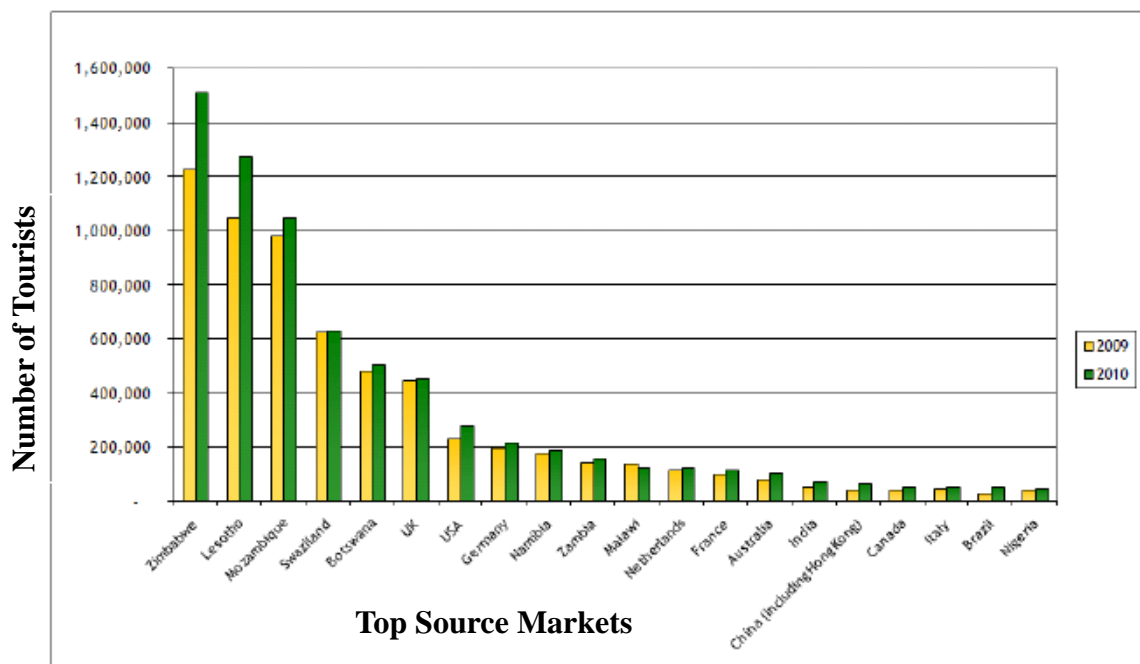
Figure 1. South Africa's Top tourism tource markets (Statistics South Africa, 2010)

According to Statistics South Africa (2010), the UK, USA, Germany, Netherlands and France are the top five overseas source markets for South Africa (Figure 2).
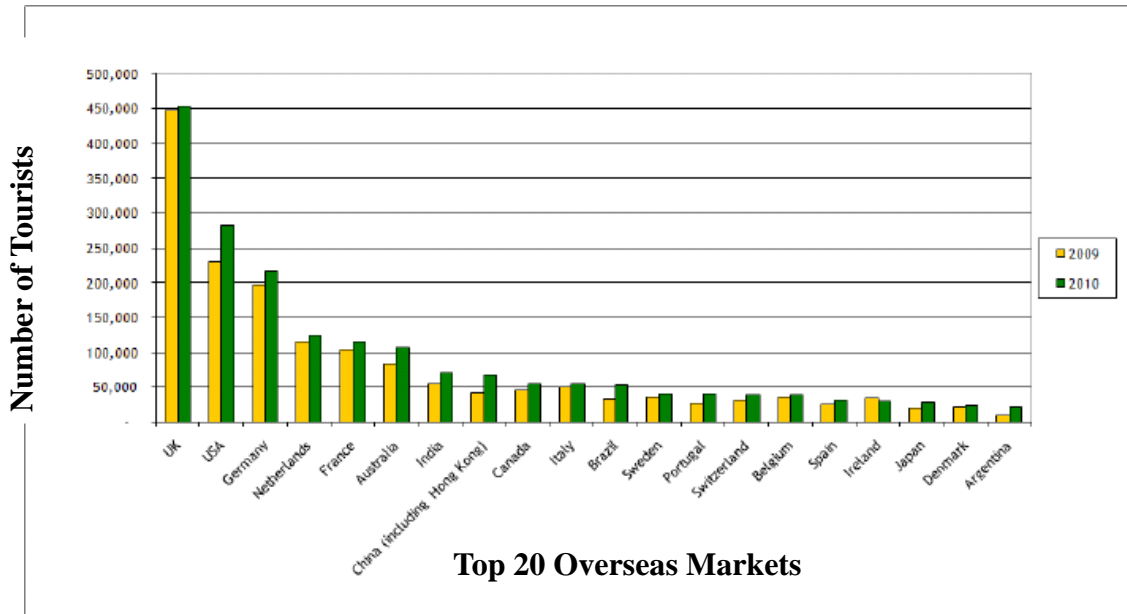
Figure 2. South Africa's top 20 overseas markets (Statistics South Africa, 2010)

Although Figures 1 and 2 present the tourist arrivals to South Africa in 2009 and 2010, it is important to note that the number of travelers to the country has been increasing significantly, especially after 1994, as indicated in Table 1 and Figure 3.

Table 1

Foreign and South African Travelers to South Africa from 1991 to 2010

Year	Foreign Travellers			South African Travelers			All Travellers		
	Arrivals	Departures	Total	Arrivals	Departures	Total	Arrivals	Departures	Total
1991	1 709 544	1 712 677	3 422 231	665 854	677 084	1 342 938	2 375 408	2 389 761	4 765 169
1992	2891721	2 875 329	3 422 231	858 317	848 864	1 707 181	3 750 038	3 724 193	7 474 231
1993	3 358 193	2 778 264	5 767 050	1 475 124	1 515 773	2 990 897	4 833 317	4 294 037	9 127 354
1994	3 896 547	3 159 151	6 136 457	1 727 868	1 765 753	3 493 621	5 624 415	4 924 904	10 549 319
1995	4 684 064	3 816 594	7 055 698	2 468 182	2 520 193	4 988 375	7 152 246	6 336 787	13 489 033
1996	5 188 221	4 282 269	8 500 658	2 875 093	2 881 817	5 756 910	8 061 314	7 164 086	15 225 400
1997	5 170 096	4 321 621	9 468 490	2 962 403	2 925 726	5 888 129	8 132 499	7 247 347	15 379 846
1998	5 888 236	5 042 420	9 491 717	3 408 445	3 362 607	6 771 052	9 306 681	8 405 027	17 711 708
1999	6 023 086	5 299 077	10 940 656	3 866 317	3 874 675	7 740 992	9 889 403	9 173 752	19 063 155
2000	6 000 538	5 466 128	11 322 163	3 884 415	3 834 054	7 718 469	9 884 953	9 300 182	19 185 135
2001	5 908 024	5 307 217	11 466 666	3 802 459	3 733 058	7 535 517	9 710 483	9 040 275	18 750 758
2002	6 549 916	5 822 136	12 372 052	3 849 790	3 793 672	7 643 462	10 399 706	9 615 808	20 015 514
2003	6 640 095	5 955 199	12 595 294	1 254 063	1 163 839	2 417 902	7 894 158	7 119 038	15 013 196
2004	6 815 198	6 093 313	12 908 509	434 400	418 585	852 985	7 249 596	6 511 898	13 761 494
2005	7 518 317	6 728 659	14 246 976	2 112 300	2 191 599	4 303 899	9 630 617	8 920 258	18 550 875
2006	8 508 805	7 501 755	16 010 560	4 317 475	4 338 914	8 656 389	12 826 280	11 840 669	24 666 949
2007	9 207 697	8 022 796	17 230 493	4 448 832	4 433 492	8 882 324	13 656 529	12 456 288	26 112 817
2008	9 728 860	8 474 663	18 203 523	4 418 487	4 429 399	8 847 886	14 147 347	12 904 062	27 051 409
2009	10 098 306	8 680 250	18 778 556	4 487 311	4 423 987	8 911 298	14 585 617	13 104 237	27 689 854
2010	11 574 540	9 908 518	21 483 058	5 125 249	5 164 929	10 290 178	16 699 789	15 073 447	31 773 236

Note. Source: Statistics South Africa (2010, p. 16)
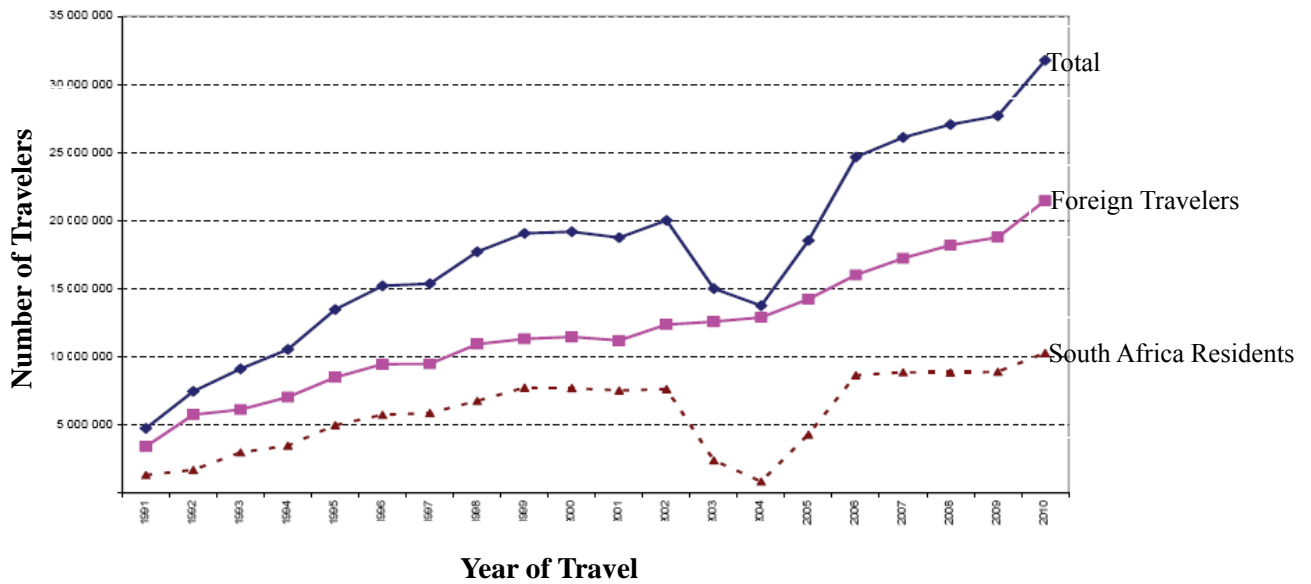
Figure 3. Foreign and South African travelers to South Africa, 1991-2010 (Statistics South Africa, 2010, p. 8)

Tourism has not only been growing in South Africa, but also on the global scale as statistics indicate that international tourist arrivals worldwide have been increasing. The United Nations World Tourism Organization indicated that the period between 1995 and 2010 has witnessed an increasing trend in international tourist arrivals, as illustrated in Figure 4.
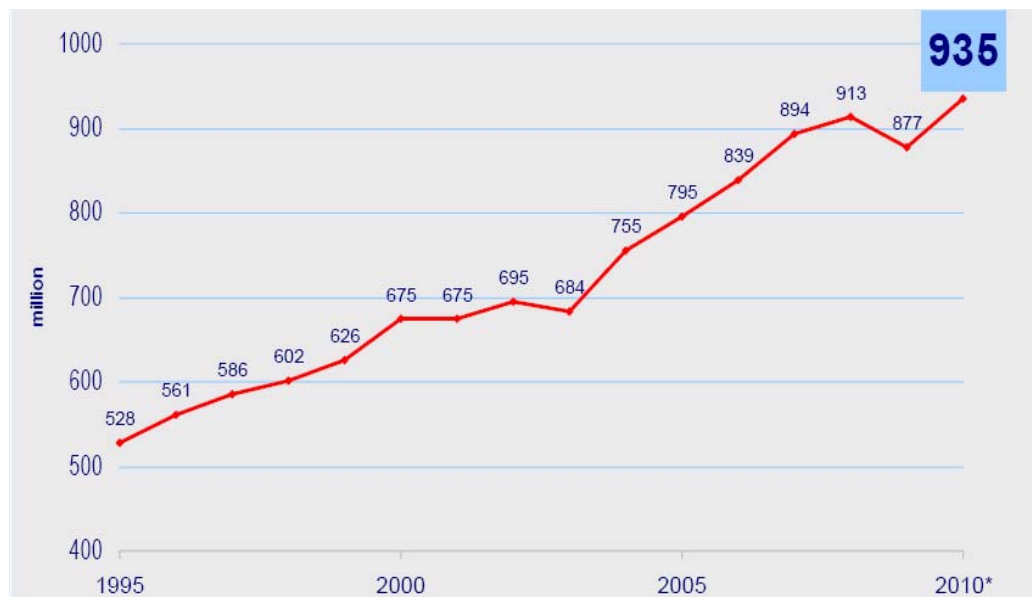
Figure 4. Global- International tourist arrivals, 1995 to 2010 (UNWTO, 2011)

Worldwide, the 935 million tourist arrivals generated more than US$919 billion in 2010 (UNWTO Barometer, 2011) and it is expected that tourism arrivals and receipts will continue increasing because the tourism industry has been steadily growing in most countries since the 1950's. Some of the factors responsible for the growth include: the introduction of trains and aeroplanes that made travel to different places faster and convenient; increased disposal income; and the increasing role of tour and travel agencies (Bhatia, 2002). UNWTO Tourism 2020 Vision indicates that international tourist arrivals worldwide are expected to reach 1.6 billion by 2020 (See Figure 5), of which 1.2 billion will be intra-regional arrivals (United Nations World Tourism Organization, 2008).
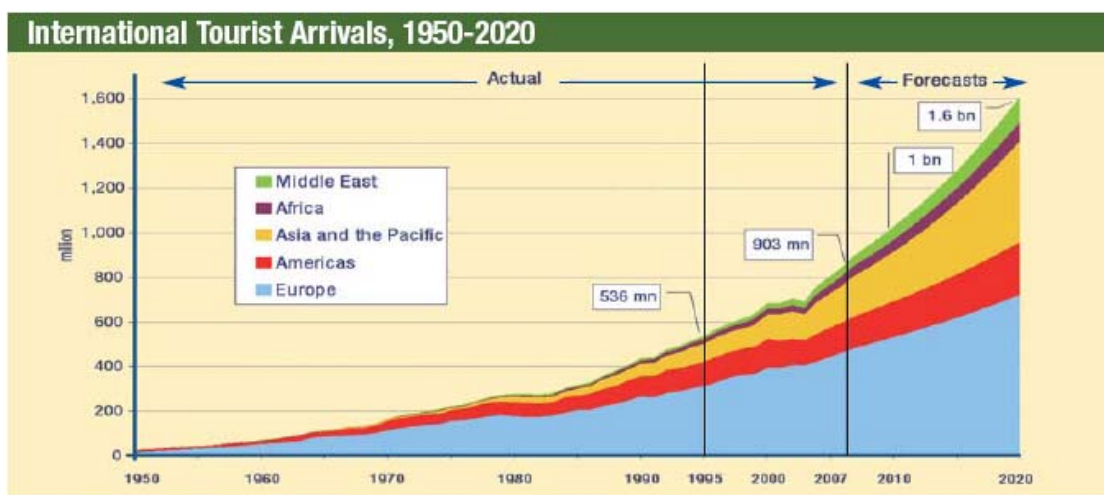
Figure 5. International tourist arrivals by region (UNWTO, 2008)

From the tourism forecast for 2020, it is clear that the tourism industry is rapidly growing in Africa, America, Asia and the Pacific, Europe, and the Middle East, and is expected to make a positive contribution to the development of local communities in these regions. However, one challenging question remains, to what extent is the rapid growth of tourism arrivals and revenue helping impoverished local communities to alleviate poverty and improve their livelihoods? This question can only be answered if the methods used to determine

the contribution of tourism are comprehensive in nature. Jamieson, Goodwin and Edmunds (2004) critiqued the methods of determining the impact of tourism on the poor and its growth. They argued that:

> …traditionally the impact of tourism has been measured in terms of its contribution to Gross National Product and employment created. Often tourism's overall impact on the economy is estimated by looking at the effect of tourism expenditures through direct, indirect and induced spending using a multiplier effect approach. Tourism growth is most often measured through increases in international arrivals, length of stay, bed occupancy, tourism expenditures and the value of tourism spending. However, none of these measures provide any means of determining the scale of the impact on the poor or even the trends which result from overall growth or decline on the poor. While in the literature there are references to the importance of tourism in the Least Developed Countries (LDCs), developing countries, rural and marginalized areas there is very little consideration of the impact of tourism on the poor .(Jamieson et al., 2004:2)

Jamieson et al. (2004) called for the measurement of the impact of tourism to be realistic and expressed who among the poor benefit from tourism development and by how much. The authors further noted that there has been the assumption that any form of tourism development benefits the poor through the trickle down effect (Jamieson, Goodwin, & Edmunds, 2004). The truth is; unless there is a major shift from the above assumption, poverty alleviation through tourism is far from becoming a reality even though there is sufficient evidence of the increasing tourist arrivals and revenue to destinations worldwide. Consequently, tourism scholars, development practitioners and other parties interested in tourism will continue battling with the issue of whether poverty alleviation through tourism is a reality or myth.

Despite the positive contribution of the tourism industry to development, the industry is associated with negative contribution to local communities. For

example, some scholars argue that the development of tourism results in restricted access to natural resources among some local communities. For instance in China, the 1994 regulations on nature reserves banned local residents from quarrying, hunting, mining and logging in protected areas (Ma, Ryan, & Bao, 2009). In communities other than those in China, local residents experience restricted access to resources which were once accessible without any restrictions, especially before the advocacy for natural resource protection for sustainable tourism and development for the next generations. Although restricted access to natural resources is an important mechanism for ensuring that resources are not overused and also fragile resources are not disturbed, most local residents do not appreciate this fact. It should be noted that although some of them may respect restricted access, poverty forces them to demand access to protected resources. As a consequence, restricted access to resources is one of the factors that put the relationships between the management of protected area and local residents at risk. This may imply that for local communities to fully appreciate or understand the issue of restricted access to protected areas, poverty among them should be minimized.

Furthermore, tourism development may lead to increases in prices for goods and services (Cater, 1993; Place, 1995; Haralambopoulos & Pizam, 1996; Koch, de Beer, Ellife, Wheeller, & Sprangenburg, 1998; Jamieson et al., 2004; Andereck et al., 2005), traffic problems (King, Pizam, & Milman, 1993; Haley et al., 2005), increase in drink driving, noise (Mason & Cheyne, 2000), demonstration effect (Teo, 1994; Lee & Chang, 2008), crime (Lindberg & Johnson, 1997; Tosun, 2002), destruction of wildlife habitats, overcrowding, and emasculating cultures (Ryan et al., 2009) in local communities.

From a cultural perspective, for local communities that have been living on and benefiting from fauna and flora resources for a long time, they would be disappointed they are restricted in accessing resources in protected areas and also if they not fully involved making decisions on how such resources should benefit locals in the development of their community. If the community benefits from tourism, they see it as their resource and they can develop a sense of ownership which is vital for the protection of resources. For example, in some parts of Africa local people, government agencies, and tourism developers are sometimes in conflict, especially communities adjacent to the national parks and games reserves. The cause of conflict emanates from the destruction of community's crops and livestock by wild animals such as elephants that escape from protected areas (Osborn & Parker, 2003). This scenario leaves some local communities disappointed and tourism is regarded as an inconvenience to their way of life, given the fact that most communities in Africa depend on crop and livestock farming as a source of food and income. These conflicts are fuelled by the exclusion of communities from decision making in establishing protected areas which impact on their lives positively or negatively, yet their inclusion is instrumental in creating a win-win situation between local communities, wildlife management and the tourism industry. Community involvement to solve conflict should include "participation in decision-making; community members determine their own development goals that they have a meaningful voice in the organization and management of tourism in their area" (Timothy, 2002 in Boonzaaier & Philip, 2007, p. 31). It is important to acknowledge the significant role that locals play in the ownership of tourism resources and their potential contribution if given the opportunity to participate in tourism planning and development. The way locals respond to tourism impacts in their communities

may be determined by their level of involvement in tourism planning and development. According to the justice principle, the local community must benefit equitably from their involvement in tourism (Waitt, 2003), and also the involvement of community is a strategy to reduce conflicts that often occur between local communities and tourism developers/conservationists (Lankford & Howard, 1994). Due to the significance of community involvement in tourism, this study also examines the extent of local community involvement in tourism planning and development in order to ascertain how, in the African context, community involvement influences the degree of tourism impacts, and how local communities perceive tourism development and its perceived positive and negative impacts.

Different types of tourism create varying magnitudes of negative impacts on local communities (Ashley, 2000). Cooper and Ozdil (1992) asserted that mass tourism can cause permanent damage to natural resources upon which the local communities have survived on for ages. This explains, in part, why countries like Turkey (Cooper & Ozdil, 1992) and developing countries such as Kenya (Cater, 1993) and Costa Rica (Weaver, 1999), among others, were encouraging responsible tourism in order to protect the natural and cultural bases, upon which the tourism industry relies. It should be noted that whether tourism is called sustainable, eco or green, responsible, pro-poor, its impacts on communities are inevitable. This is because, as McKercher (1993) argued, tourism is a consumer industry with the potential to overuse resources if there is no proper planning and management. Additionally, tourism unlike other industries imports consumers to the destination, and this means destinations are more prone to impacts of tourism.

The Department for International Development's (DFID, 1999) document on tourism and poverty alleviation indicated that tourism creates opportunities for additional sales when tourists come to destinations unlike in the case for manufacturing industries. For example, a shirt produced for export has no potential to attract a customer to spend on other products such as a cup of tea and rickshaw ride (The Department for International Development, DFID, 1999). Basically, the interaction between clients (visitors) and host communities can have a positive impact on local communities and the entire economy. But negative impacts cannot be ignored (McKercher, 1993) because tourism not only results in positive impacts but also negative ones, depending on the type of tourism, the type of visitors attracted and the planning systems practiced at the destination.

1.1.1. TOURISM DEVELOPMENT IN SOUTH AFRICA

South Africa's tourism development can be divided into two periods: pre-1994 and post-1994. The pre-1994 period covers tourism development during the apartheid regime while the post-1994 period covers the development of tourism initiatives after the demise of the apartheid regime.

1.1.1.1. Pre-1994 Tourism Development in South Africa

Tourism development initiatives in the pre-1994 period (apartheid regime period) were mainly focused on enriching the minority white communities with little or no attention on using tourism to alleviate poverty among the majority black communities. The poverty situation among the black communities had worsened as they were being isolated and confined to homelands (designated 'reserves' for black South Africans and other races, apart from the white race) so as not to access the same privileges as their white counterparts. The homelands were crowded and

characterized by high mortality rates, dirty environments and poor health care services (Horrell, 1973). As a consequence, blacks from these communities resorted to working as laborers on farms owned by whites. Working on farms required workers to possess passes and those without passes could be detained and punished. This kind of segregation created conditions that made poverty even worse in rural areas, where majority of the blacks Africans lived. Furthermore, participation in tourism as a tourist or a decision-maker was limited to most of the wealthy class of whites. Tourist areas such as beaches and protected areas were reserved for the white communities and were a "no go" area for the majority of black South Africans. Using Durban as a case, Maharaf, Sucheran and Pillay (2006, p. 266) argued that "in terms of the Group Areas Act (1950) and the Separate Amenities Act (1953), the best beaches, hotels, tourist attractions were reserved for the exclusive use of whites". This implies that tourism development initiatives were focused on the whites and paid little or no attention to the recreation and economic needs of other South Africans, especially the black residents who were poor. It is acknowledged that "the poor were disenfranchised, often denied basic education and skills training and understandably suffered from a lack of self-confidence and empowerment within the wider community" (Binns & Nel, 2002, p. 245). The denial of these important needs meant that the blacks were excluded from full participation in tourism and this may have implied that they perceived tourism as a business reserved for the white communities. This perception could have been one of the hindrances in encouraging black South Africans to participate in tourism as tourists or tourism business entrepreneurs. Maharaf, Sucheran, & Pillay (2006) noted that the communities for black South Africans have not been exposed to tourism or benefited from it as their white counterparts.

After the demise of the apartheid regime in 1994, tourism was selected as one of the strategies to address the legacies of the apartheid regime such as high levels of unemployment and poverty among the rural black communities. The post-1994 period marked a 'new focus' on tourism development in South Africa (Binns & Nel, 2002), where tourism was not used to address the inequality that characterized the apartheid regime. But, to what extent has the post-1994 tourism development achieved the goal of reducing unemployment and severe poverty among black South Africans? How are the post-1994 tourism development initiatives different from the pre-1994 ones? The following section focuses on the use of tourism as a poverty and unemployment reduction strategy in the 'new' South Africa in the post-1994 period.

1.1.1.2. Post-1994 Tourism Development in South Africa

The post-1994 period has witnessed the increasing advocacy for tourism as an important development strategy in addressing the social inequalities of poverty and unemployment created by the apartheid regime (Binns & Nel, 2002). These inequalities are real or more evident among the black communities which are described as the previously disadvantaged communities of South Africa. They are described so because the apartheid regime denied them equal access to resources and decision-making opportunities, thereby worsening the poverty situation. Addressing these apartheid legacies is still the greatest challenge facing the South African democratic government that took over power in 1994. Tourism was among the strategies that the new government earmarked for solving the problems of unemployment and poverty in the country because South Africa has a comparative advantage for her tourism resources compared to other industries (Viljoen & Tlabela, 2006). Furthermore, it was recognized that most of the poor

people live in rural communities where the major tourism resources such as nature reserves, game farms, national parks and other nature and cultural based attractions are found. The rural poor could significantly benefit from tourism resources located in their communities, if such resources are effectively planned and developed with poverty reduction at the centre. To be specific, Viljoen & Tlabela (2006) argued that "the rural location of many of these attractions provides rural inhabitants with the opportunity to participate and share in the benefits of tourism development" (p. 2). Although the authors' statement gives hope to the poor, the issues that are usually neglected are how and when do the rural poor communities participate? And by how much are the poor benefiting from the tourism industry? The common phenomenon in most destinations is that rural communities are not fully involved in tourism as tourists, decision makers and as well as tourism business entrepreneurs. These are some of the issues often overlooked when advocating for rural tourism development as a potential tool for poverty alleviation. The result is that there are limited benefits from tourism accruing to rural poor communities and yet such possess numerous tourism resources upon which the tourism industry is based. The presence of natural and cultural resources among the poor communities is regarded as an important aspect for tourism to address poverty. The argument is that the entire tourism industry is based on natural and cultural resources, such as "national park, wilderness areas, mountains, lakes, cultural sites", among others (Holland, Burian, & Dixey, 2003, p. 3). Utilizing such resources for tourism development is expected to reduce poverty, but it is a challenge. For instance, the Limpopo Province is one of the poorest provinces in South Africa, yet it has abundant tourism resources. Limpopo Province in South Africa is dominated by numerous rural tourism resources and a result it boosts of her scenic beauty and flora and fauna tourism resources. In

Limpopo Province tourism was identified as one of the growth pillars for the rural communities (Mafunzwaini & Hugo, 2005). Also, Limpopo Province is strategically located at the northern part of South Africa and its location gives an added advantage of being accessible to other African tourism attractions (Mafunzwaini & Hugo, 2005), and the province is a transit point to other cross border attractions. In the marketing context, the province is described as:

> a mosaic of exceptional scenic landscapes, a fascinating and diverse cultural heritage, an abundance of wildlife species and scenic and other nature-based tourism opportunities. It is a land of legends, myths and ancient civilisations. Those in search of history will find many places of archaeological significance that yield relics dating back millions of years. (Limpopo Parks and Tourism Board, 2000, para. 1).

The above mentioned resources have made the province one of the 'must-see' tourism destinations of South Africa. Despite the growth of the tourism industry in the rural areas of South Africa such as Limpopo Province, the apartheid legacies of unemployment and poverty have not been reduced (South Africa Institute of Race Relations, 2007/2008). Although tourism alone cannot alleviate poverty, based on its pro-poor characteristics it is regarded as a more suitable industry where many poor residents could potentially get involved and contribute to poverty reduction. Besides the tourism industry, Limpopo Province has other industries such as mining, agriculture, wholesale and retail trade, hunting (Statistics South Africa, 2003). In terms of tourism, Limpopo province ranks number five among the nine provinces of South Africa. One characteristic that makes Limpopo Province unique from other South Africa's provinces is that most of the tourists to the province come from Germany, United States of America and United Kingdom. On the other hand, the majority of the tourists to the rest of the provinces is regional and originates from Zimbabwe, Botswana, Lesotho

(Statistics South Africa, 2010). Limpopo's phenomenon could be explained by the unique tourism offering of hunting for trophies. Figure 6 shows how Limpopo Province compares with the rest of South Africa's provinces in terms of tourist arrivals from 2006 to 2008.

	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
2006	47.8%	20.7%	6.6%	17.1%	14.1%	7.8%	7.1%	3.5%	9.8%
2007	49.3%	19.4%	5.7%	15.4%	12.8%	8.2%	6.7%	2.5%	10.4%
2008	46.0%	17.0%	4.2%	12.8%	13.4%	10.1%	6.7%	1.3%	1.1%
$CAGR_{06-08}$	-2%	-9%	-20%	-13%	-3%	14%	-3%	-39%	-66%
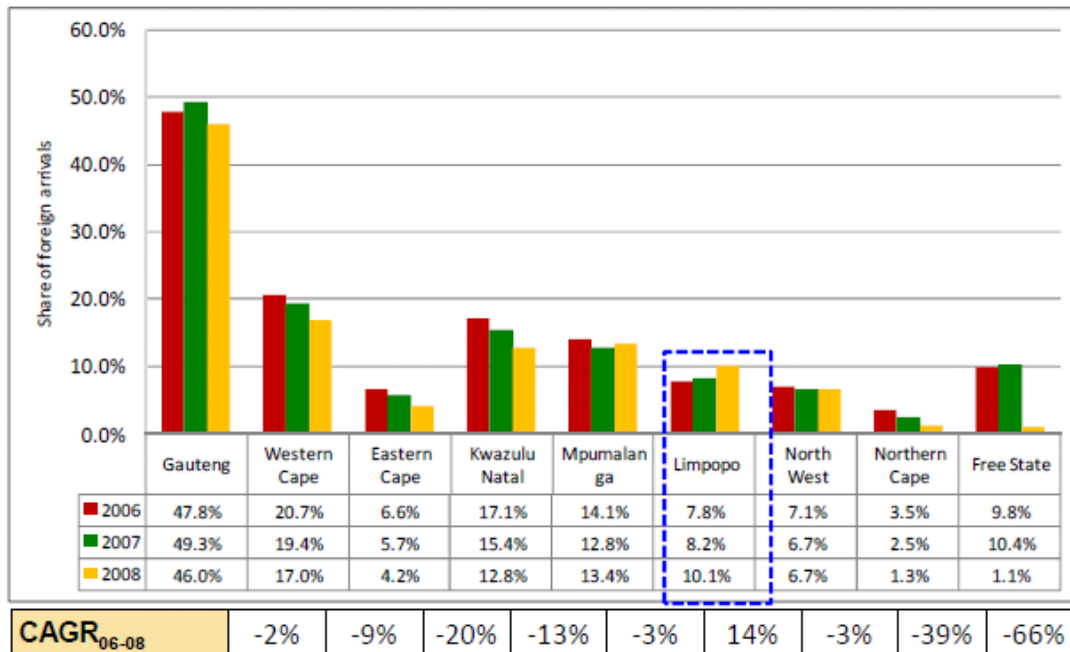
Figure 6. Limpopo Province's share of tourists to South Africa, 2006-2008 (Limpopo Tourism and Parks, undated, p. 32)

Several studies have investigated the impacts of tourism on poor communities in South Africa. These studies include local communities near a protected area in KwaZulu-Natal (Kibirige, 2003), the tourism socio-cultural impacts in Soweto in Gauteng (Ramchander, 2004), the contribution of tourism to black-owned businesses in Gauteng (Nemasetoni, 2005), the accessibility for tourists with disabilities in Limpopo (Kotse & Dippenaar, 2004), and the economic impacts of rural tourism in Eastern Cape (Ndlovu & Rogerson, 2004). Findings can be summarized as follows: tourism has the potential for local community development (Kibirige, 2003). Ramchander (2004) found that the local

community support for tourism does not hinge on the belief that tourism generates only positive impacts to communities, but also a community is likely to continue supporting the tourism industry even if it is aware of the industry's negative impacts. In addition, his study showed that understanding the communities' perceptions of tourism has been neglected in South Africa. Based on her research findings, Nemasetoni (2005) concluded that from 1994 to 2004, the lack of funding hindered the majority of black South Africans from engaging in tourism businesses and hence, they had little contribution in transforming the tourism industry. As a consequence, most tourism businesses had remained in the hands of few whites who are affluent and able to finance and manage tourism businesses (Nemasetoni, 2005). The study by Kotse and Dippenaar (2004) highlighted that the accessibility of people with disabilities remains a major hindrance to full participation in tourism in Limpopo province. This is because, as the authors argued, most of the destinations in the province as not user friendly to people with disabilities. Lastly, the study by Ndlovu and Rogerson (2004) on the economic impact of tourism in the Eastern Cape revealed that the region benefited from community-based tourism.

A close look at the above studies reveals a major theoretical gap. Although researchers have conducted tourism impact and related studies in South Africa and in Limpopo province in particular, none of them have attempted to develop and apply any monitoring framework or model to understand tourism impacts and residents' reactions. This study fills this research gap by developing and operationalizing a comprehensive framework for monitoring tourism impacts. Basically, this study modified Faulkner and Tideswell's (1997) original framework and made it comprehensive.

1.1.2. PROBLEM STATEMENT

The problem statement for this study is twofold. First, the development and operationalization of tourism models and theories is discussed. Second, it highlights the critical issues surrounding tourism development as an option or tool in addressing the economic imbalances created by the apartheid policy in South Africa.

1.1.2.1. The Development and Application of Tourism Theories and Models

The impacts of tourism development on local communities have been extensively researched and documented as positive and negative (Allen, Long, Perdue, & Kieselbach, 1988; Ap, 1992; Archer, 1995; Archer & Fletcher, 1999; Ashley, 2000; Haley et al., 2005). Over the years, tourism scholars have developed and applied a number of models and theories in order to understand tourism impacts and how local communities respond to the impacts. The models include the Irridex Model (Doxey, 1975), Tourist Area Life Cycle Model (Butler, 1980), Forms of Adjustment (Dogan, 1989) and the Embracement-Withdrawal Continuum (Ap & Crompton, 1993). The theories that have been advocated, in a tourism context, include Dependency Theory (Britton, 1982), Social Disruption Theory (England & Albrecht, 1984; Brown, Geertsen, & Krannich, 1989), Social Exchange Theory (Ap, 1992), Collaboration Theory (Jamal & Getz, 1995), Social Representations Theory (Pearce, Moscardo, & Ross, 1996), Social Carrying Capacity Theory (Perdue, Long, & Kang, 1999), a chaos model of tourism (McKercher, 1999), and Faulkner and Tideswell's (1997) framework for monitoring community impacts of tourism. By looking at the above, one limitation is revealed; the post-1999 period has not seen the development of new or improvements to existing theories related to tourism impacts and residents' reactions. This suggests that Ap's (1992)

criticism of tourism research for lacking a strong theoretical fundamental appears to have not been adequately addressed by tourism scholars, especially those researching on tourism impacts and local communities' reactions. Also, perhaps tourism impact researchers could be testing theories advanced by previous scholars with little attention to question the existing tourism impact models and theories, and suggest major modifications to the existing models and theories. Yet modifying existing models and theories is a sign of advancement in knowledge.

Most of the models and theories mentioned in the previous section have usually been developed in the twentieth century in the developed country context. There has been little verification and operationalization of the models and theories in developing countries to understand community tourism impacts. Therefore, this study aims to fill this theoretical gap by developing and operationalizing a framework for monitoring the impacts of tourism in a practical manner for the local communities of Alldays and Musina in Limpopo Province, South Africa. The original framework of Faulkner and Tideswell (1997) offers the starting point for this study. The framework incorporates two dimensions: the extrinsic and intrinsic. The extrinsic dimension encompasses stage of tourism development (which will not be investigated in-depth in this study due to its abstract characteristics and measurement problems), tourist/resident ratio, type of tourist, and seasonality. On the other hand, the intrinsic dimension encompasses community involvement, socio-economic characteristics, residential proximity and length of residence.

It should be noted that Faulkner and Tideswell's (1997) original framework is quite heuristic and it has a number of weaknesses that seem to indicate that it may not be practical nor comprehensive enough in monitoring and/or assessing the

impacts of tourism and residents' reactions. The weaknesses of the framework are discussed later and modifications are made in this study to develop a new framework to make it more practical and comprehensive. One of the major weaknesses is that we do not know the nature and direction of the relationships between the components of Faulkner and Tideswell's (1997) original framework and whether it can be operationalized. The new or modified framework is presented and discussed in Chapter 3 of this thesis.

1.1.2.2. Issues surrounding tourism development as an option for addressing unemployment and poverty

Tourism development was an option turned to after the demise of the South African Apartheid Government with the hope that it would address the social and economic imbalances created by that government (Department of Environmental Affairs and Tourism, 1996). Aliber (2003) argued that the most notable social and economic imbalances created by the Apartheid Government were unemployment and poverty among the majority black communities. Unemployment and poverty are endemic in Limpopo Province (Pauw, 2005; Aliber, 2003) and most rural people are unable to afford decent housing, enough food, adequate and timely medical care, education, and investment. By encouraging tourism development in rural-poor communities of black Africans, such as Limpopo Province, the Government of South Africa hoped that employment would be generated for those communities. This is why tourism was selected as a pro-poor strategy to fight unemployment and poverty in the provinces of post-apartheid South Africa. Surprisingly, unemployment and poverty continue to increase in most parts of Limpopo Province despite the 'booming' tourism industry, in the province where 80% of the special interest tourism activities (hunting for trophy) take place in

South Africa (South Africa Government Information, 2011). Such a phenomenon raises some important questions: What is the contribution of tourism to community livelihoods? What is the reaction/perception of local residents toward tourism? What obstacles are hindering tourism from making a significant contribution towards poverty alleviation and unemployment?

1.1.3. THE SIGNIFICANCE OF THE STUDY

The significance of this study is twofold: theoretical and practical. Theoretically, the study has developed a practical and comprehensive framework for monitoring the impacts of tourism. The incorporation of the livelihood outcomes, forms of adjustment framework, embracement-withdrawal continuum, residents' power/influence, and tourism vulnerability makes the framework more comprehensive unlike the Faulkner and Tideswell's (1997) framework which was developed in the context of a seaside resort on the Gold Coast, Australia. The modified framework was operationalized in Alldays and Musina (the local communities bordering Mapungubwe National Park and World Heritage Site in Limpopo Province, South Africa) to examine the nature and extent of the contribution of tourism in these communities and residents' reactions towards tourism impacts. Further, this study makes one of the first attempts to incorporate the development perspective of livelihoods outcomes in the study of tourism impacts. The livelihood outcomes approach looks beyond the monetary contribution of tourism in local communities.

Furthermore, the study explored the nature and direction of the relationships between the components of comprehensive framework. This is a new contribution to tourism impact literature, where the first study by Faulkner and Tideswell

(1997) proposed a framework for monitoring tourism impacts, but did not explore the nature and direction of the relationships between the components of the framework. What this study has successfully done is to modify the original framework of monitoring tourism impacts in order to make it comprehensive by adding new components. A comprehensive framework was then operationalized and the relationships between its different components were explored using canonical correlation analysis, the technique which is superior to most data analysis techniques because it simultaneously explores the relationships between two variables sets with multiple variables. The study overcomes the limitation associated with Faulkner and Tideswell (1997) framework where no relationships between the various components were identified or discussed. Other major limitations associated with Faulkner and Tideswell's (1997) framework will be presented and discussed in depth in Chapter 3 of this thesis.

Most importantly, from the tourism impact literature perspective, this study is the first in the post-1993 era to identify and report an additional residents' reaction towards tourism from a pro-poor tourism context. The additional residents' reaction identified in this study has been classified as 'anticipation'. This study advances our knowledge about residents' reactions to pro-poor tourism. Also, the study raises academic curiosity that perhaps there are some residents' reactions unknown to tourism impact researchers, as suggested by Musinguzi and Ap (2011) based on the findings of this thesis. The researcher cautions that unless tourism impact researchers go beyond testing the residents' reactions already proposed by Doxey (1975), Dogan (1989) and Ap and Crompton (1993) several years ago, more reactions will remain unknown. As a consequence, the understanding of residents' reactions from diverse cultural settings and tourism contexts will

remain limited.

For practical significance, the study provides useful information about the nature of tourism development. Rátz (2000) has argued that the main goal of tourism impact assessment is to provide tourism stakeholders with information. The availability of adequate and up to date information from this study about tourism impacts and local community reactions is crucial in understanding community concerns for the effective planning and management of tourism destinations, such as national parks and other protected areas. To be specific, this study has identified the major barriers to tourism development as a tool for poverty alleviation in Alldays and Musina. In light of the above, the findings of the study are important for tourism stakeholders such as South Africa National Parks (SANParks), tourism and development policy-makers, the government, business entrepreneurs and local communities in South Africa. The study highlights how local residents perceive tourism development in the communities of Alldays and Musina and further points out the barriers to tourism development in these two study areas. With such information, the study has revealed what tourism stake-holders and development practitioners need to address if tourism is to be an effective strategy in addressing some of the legacies of the apartheid regime that is unemployment and poverty in the rural areas of Alldays and Musina. Although this study was conducted in Alldays and Musina, it has some practical implications or relevance to other local communities neighbouring tourism attractions such as national parks, heritage sites within and outside South Africa. The study highlights that alleviating poverty through tourism is not automatic and that there are pre-conditions that every community needs to meet first before tourism can make a significant impact.

This study aimed to examine the impact of tourism to poverty alleviation and most importantly to develop and operationalize a comprehensive framework for monitoring tourism impacts, by revising Faulkner and Tideswell's (1997) framework. The specific objectives of this study are presented next.

1.1.4 OBJECTIVES OF THE STUDY

This study was set out to achieve the following five (5) objectives:

(1) To examine local residents' perceptions and their reactions towards tourism and its impacts;

(2) To identify and examine factors (extrinsic and intrinsic) which facilitate or hinder the development of tourism in addressing the problems of unemployment and poverty;

(3) To examine the contribution of tourism to community livelihoods;

(4) To examine the extent of local communities' involvement and participation in tourism planning and development;

(5) To revise and operationalize a framework for monitoring tourism impacts in local communities.

CHAPTER 2: LITERATURE REVIEW

2.1. Introduction

The literature review for this thesis covers two chapters. Chapter two presents the review on the following six sections: (1) protected areas and local communities; (2) overview of tourism impacts; (3) local communities' perceptions and attitudes towards tourism; (4) the contribution of tourism to socio-economic development; (5) development theories; and (6) sustainable tourism development.

2.2. Protected Areas and Local Communities

Protected areas play a very important role in societies (Leader-Williams, Harrison, & Green, 1990). They conserve resources such as fauna, flora, culture and heritage (Worboys, Lockwood, & De Lacy, 2001). Protected areas are not only avenues for conservation of natural resources, but also contribute to recreational activities to improve the quality for life (Worboys et al., 2001). For example in Australia, Worboys et al. (2001) pointed out that some of the recreational activities in protected areas are "swimming at the beach or in the lake, mountain biking or hiking in the forest, bird-watching and picnicking by the stream" (p.54). The author further pointed out that although some activities can take place in built environments, but they are more pleasant and rewarding when undertaken in natural setting, specifically the protected areas (Worboys et al., 2001). Most countries have invested resources to establish protected areas for conservation (Green & Paine, 1997). This is because of the growing ethical sense among humans that harming other species is not right (Worboys et al., 2001). But protected areas cannot remain purely for conservation purposes without any form of tourism or recreation taking place. Nepal (2000) argued that tourism in national

park or protected areas is one of the important ways of cultivating a positive relationship between park and local communities. In fact, most protected areas are increasingly becoming major tourism attractions for many visitors. For example Worboys et al. (2001) pointed out that "protected areas throughout Australia receive more than 60 million visitors per year" (p. 277). Protected areas because of their unique collections of flora, fauna and landscapes are becoming important draw cards for various regions of the world as the rest of unprotected places are losing such collections to human development. The motivating factor for visitors to protected areas is the opportunity to see natural beauty and wildlife and to get in contact with nature (Worboys et al., 2001).

It is not surprising that tourism to protected areas is increasing and becoming the fast growing segment of activities around the world (Worboys et al., 2001). Tourism in protected areas is expected to provide opportunities for local residents to improve their living conditions. Basically, there is an interaction between tourism, local communities and protected areas and an interaction between these three are expected to bring about mutual benefit for all (Nepal, 2000). However, some local communities continue to experience poverty even though they live near protected resources on which most of the tourism industry is based. As tourism development in and around protected areas continues to achieve conservation goals, little has been achieved in poverty alleviation, especially in developing countries. Yet conserving bio-diversity and reducing poverty need to be pursued together (Kobokana, 2007). This is because the loss of bio-diversity leads to poverty and poverty leads to the loss of bio-diversity, as the poor people look at protected area resources as the only source for their survival (Fiallo & Jacobson, 1995). Due to little or no benefits accruing from protected areas, local

communities' attitudes towards conservation efforts could become negative, given the fact that some residents are removed from their land or protected areas to protected places now called protected areas (Coad, Campbell, Miles, & Humphries, 2008). Such removals are associated with loss of means of livelihood, shelter, self-esteem of the affected residents (Coad et al., 2008). If no benefits are realized from the presence of protected areas, residents sabotage conservation efforts, by practicing illegal activities such as indiscriminate bush burning, poaching, encroachment on protected areas (results in illegal cutting of trees and over harvesting of other useful resources), poisoning of fauna and there are also poor relations that are created between the management of protected area and local residents. Such sabotage is minimized when protected areas yield benefits to local communities. Benefiting from conservation areas increases local people's support for conservation efforts that are vital for the survival of any protected areas. Ramphal (1993) argued that if local communities do not support protected areas, such areas may find it hard to survive. Although protected areas are expected to generate benefits for the poor, they are associated with negative impacts such as destruction of crops and livestock by wildlife, loss of land and access to natural resources, among other inconveniences associated with bordering protected areas. From a social development perspective, the question is asked: Are protected areas really reducing poverty in local communities or are they driven by conservation and profit motives at the expense of improving social welfare in communities? Referring to protected areas, Adams, Aveling, Brockington, Dickson, Elliot, Hutton, Roe, Vira, & Wolmer (2004) argued that "in the 20th century the dominant approach was to push for economic growth first and assume that environmental problems (and indeed improved social welfare) could be sorted out later" (p. 1147). The same approach could still be in practice, as

most protected areas have had little contribution towards poverty alleviation using tourism. Worboys et al. (2001) cautioned that if the local communities are not happy with the concept of protected areas, the concept will die. Similarly, Nepal (2000) noted that protected areas need the support of local communities, if they are to continue in a sustainable manner. This is enough justification why the management of protected areas need to work with the local communities if the 'business' of protected areas is to succeed. And that meeting the needs of local communities should be among the major goal of protected areas. In addition, the situation where most of the benefits from tourism in protected areas go to city-based tourism operators or local elites need to be addressed, especially in some developing nations (Nepal, 2000). Although tourism is promoted as an effective tool for alleviating poverty, Roe, Goodwin, & Ashley (2002) argued that millions of poor people live in and around tourism attractions, such as protected areas. This implies the contribution of tourism towards poverty alleviation is hindered by certain community barriers. Therefore, this study attempts to identify and examine the barriers to tourism as a tool for reducing poverty in two South African communities.

2.3. Overview of Tourism Impacts

The way tourism is defined is essential in assessing its impacts (Johnson & Thomas, 1990). In order to fully understand tourism and its impacts, the features which make it distinct from the other industry sectors, it is important to define tourism. There are a range of definitions of tourism; however this study adopts Mathieson and Wall's (1982) definition of tourism as "the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities

created to cater for their needs" (Mathieson and Wall, 1982: p. 1). This definition highlights two major points that help in understanding why tourism differs from other activities and also its impacts on destinations. Firstly, the movement of people to a particular place, the need for accommodation and stay away from home (Duffield, 1982) signal that there exists an interaction between visitors and host communities. The interaction between these two groups (visitors and hosts) may result either in positive or negative impacts, and reactions. Since the stay of visitors at the destination is not permanent, then it follows that host communities are the ones who bear the biggest portion of the impacts because they stay where the tourism resources are consumed. Tourism resources are unique to other resources because their consumption occurs at the place of production (Duffield, 1982; Gerosa, 2003). This scenario makes tourism destinations more prone to impacts than other places where product consumption occurs away from the point of production.

Secondly, the term "stay in those destinations" has an implication on the destination, its communities and the visitors. Rátz (2000) argued that during visitors' stay at destinations, the interaction between visitors and locals is inevitable and from time to time leads to the changes in the quality of life, cultural and social values, and behaviors. Due to such changes, which could be economic, social and cultural, tourism has been regarded as an agent of change at destinations (Doxey, 1975) and the changes can be positive or negative. The nature of change depends on how tourism destinations are planned and managed. Good planning and management of tourism destinations maximizes positive impacts and minimizes negative impacts (Mason, 2003; Andereck et al., 2005; Hall, 2008).

In terms of employment, Johnson and Thomas (1990) argued that tourism involves the transfer of income from the source market to the destination area. This they argue has been significant in spreading the spending power to wider a geographical area that would not have been in position to receive income if there was no tourism. The spreading of tourism spending power is possible because its various sectors complement each other, and therefore, there is a degree of substitution in the tourism sector. For example, Johnson and Thomas (1990) give an illustration of an aircraft where the 'club seats' could easily be turned to the economy class. In terms of employment, as a positive impact of tourism, three kinds of employment opportunities are generated. For example, first, tourism generates direct employment at destinations. Direct employment refers to the available jobs in the main sectors of tourism. For example, jobs in transportation, accommodation, tour and travel, and attractions (Jolliffe & Farnsworth, 2003), constitute direct tourism employment. Second, indirect tourism employment encompasses those jobs in sectors that support the tourism industry. For instance, jobs in agriculture, construction, and handicraft are the forms of indirect tourism employment. Third, induced tourism employment is when jobs are created due to the money generated from indirect and direct tourism employment (Johnson & Thomas, 1990). The authors argue that one of the most difficult attempts in estimating tourism employment lies in measuring the indirect and induced tourism employment at destinations. And in most cases, the indirect and induced employment tourism employment is left out by some studies (Johnson & Thomas, 1990). One of the criticisms that has been staged against tourism is that the employment it creates at some destinations is seasonal and of low status. So, tourism development needs to offer more than employment benefits if it is to address most of the challenges facing rural communities.

The increasing impacts of tourism development have attracted the attention of tourism scholars, planners, and managers (Mafunzwaini & Hugo, 2005). The attention has been on negative impacts because such impacts may destroy the tourism resources (Green, Hunter, & Moore, 1990). For example, in Kenya the destruction of coral reefs was blamed on the tourism recreation activities (McClanahan, 1992). Conservation efforts to save the coral reefs were made by limiting the number of tourists to coral reef areas. This implies that the monitoring of tourism impacts is an important component for planning and managing tourist destinations (Howie, 2003). Tourism impacts are broadly categorized into: social, economic and environmental (Coccossis, 2002). The economic and environmental impacts seem to have dominated the previous studies. The probable explanation for such trend is the consideration of tourism as an economic activity based on the physical environment. Despite the dominance of economic and environmental impacts, the assessment of social impacts has emerged in the recent past. This could be because tourism has been realized as a social phenomenon affecting human societies, and hence local communities. The way the local communities perceive tourism, and the attitude they express toward visitors greatly determines the success of tourism (Godfrey & Clarke, 2000).

According to Ap (1992), tourism destinations need to reduce negative impacts so that the tourism industry grows harmoniously within the local communities. This implies that the impacts of tourism (positive and negative) must be identified and assessed in order to take action to boost positive and reduce negative impacts, through effective planning and management of destinations. It is important to realize that the local communities are sometimes excluded from tourism planning of their destination; yet negative impacts of tourism development burden them.

The exclusion of local communities from tourism planning, at some destinations in developing nations, is partly attributed to the illiteracy level among resident communities (Ryan et al., 2009) which contributes to lack of management skills for the local attractions (Ryan et al., 2009). This was reflected in the study conducted by Mbaiwa (2003) in Botswana where due to illiteracy and low education, tourism planners presume that the local communities do not understand tourism issues. Therefore, the contribution of communities to the planning process is insignificant. Such a presumption ignores the important potential contributions of locals, and this is described by Mbaiwa (2003) as being myopic and anti-developmental. He argued that even the illiterate communities have something to contribute to tourism development; their indigenous knowledge is a valuable asset in tourism planning and management. Apart from the illiteracy problem, the dominance of transnational companies or organizations in tourism businesses may at times exclude local communities (Kennedy & Dornan, 2009). If there is no community involvement in tourism, sustainable tourism is difficult to develop because being "sensitive to community needs is an essential ingredient of sustainable tourism development" (Fredline and Faulkner, 2000, p. 764). It would appear that sustainable tourism development considers or even assumes the perceptions and aspirations of local communities as important. However, even tourism that does not benefit local communities is usually given 'names' such as sustainable, responsible, eco, or pro-poor by tourism developers, governments and consultants. These 'names' are used by tourism developers to gain acceptance and support of their businesses which may have hidden motives such as making 'quick' profits by exploiting tourism resources beyond the acceptable limits and without considering whether tourism businesses help to provide benefits to local communities, protect their cultural and natural resources, and also support other

local industries for sustainable growth. Although tourism is not expected to be a solution to every problem in the community, it should at least be able to offer what its proponents always claim. The claims made about tourism development and the opportunities it provides are quite impressive and sometimes the benefits are blown out of proportion. Such claims can lead communities to develop high expectations of tourism and when it does not deliver what it claimed to offer, some residents are upset and may develop negative perceptions and reactions towards the tourism industry, which may in turn negatively affect the industry. Then, why should tourism be called pro-poor when it seems unable to address or alleviate poverty? But, it should be noted that any form of tourism can alleviate poverty provided it is deliberately planned to do so. Again, why should some tourism businesses be named responsible or sustainable when they are not using local cultural and natural resources in a responsible or sustainable way?

2.4. Local Communities' Perceptions and Reactions towards Tourism

Before the researcher embarks on the review of the literature on local communities' perception and reactions towards tourism, it is important to first take a look at local community participation in tourism. Local community participation determines the way communities perceive and react to tourism development in their locality. Dahles and Keune (2002) used a case study conducted in Latin America, and asserted that:

> The local level participation in tourism development is closely related to power relations within the community. Unequal distribution of power and uneven flow of information can maneuver members of the community, even whole communities, in a disadvantaged position, when decisions are taken about tourism development or initiatives are taken to establish tourism related businesses. (Dahles & Keune, 2002, pp. 158-159).

In understanding the impact of tourism, the local communities' perceptions and attitudes play a significant role. According to Social Exchange Theory (Ap, 1992), the perceptions and attitudes of local communities towards tourism are determined by how they benefit from tourism. When local communities benefit from tourism, their perceptions towards tourism tend to be positive, while accumulation of negative impacts from tourism may lead local communities to develop negative perceptions about the industry (Ap, 1992). Therefore, the success of tourism in a community is often determined by local communities' perceptions and attitudes towards tourism (Ap, 1992; Gursoy, Jurowski, & Uysal, 2002). In addition, Haley et al. (2005) argued that Adams' (1963) equity theory adds meaning to the social exchange theory. Haley et al. (2005, p. 662) contend that "social exchange theory relies not just on the existence of an exchange, but the relative perceived fairness of that exchange." The fairness starts with the involvement of local communities in tourism planning. This implies that local communities should not be excluded from the process of planning and decision-making in tourism (Andereck et al., 2005). Although it is important to include local communities in tourism planning and management, it becomes difficult to incorporate when the tourism sector at the destination is dominated by foreign planners and investors, but the approval is granted by local authorities. In a contextual research note, Khan (1997) argued that the phenomenon of foreign dominance and control in tourism exist mostly in Third World countries. Such dominance and control not only deprives local communities of opportunities for full involvement and participation in tourism, but also presents stiff competition to local tourism businesses which inevitably suffocates them (Khan, 1997). The challenge, therefore is - How can foreign control and dominance be handled in order to minimize the exclusion of local the community in tourism planning and decision making?

The exclusion of local communities, for example, from the decision-making process and management of Prespes Lake National Park in Greece resulted in conflicts between local communities and park management (Trakolis, 2001). In order to eliminate such conflicts, Trakolis (2001) suggested that local communities' perceptions and attitudes should be considered during decision-making on tourism. According to Li (2006) the involvement of local communities in decision-making makes them feel more recognized for their ownership of tourism resources, and this could minimize conflicts and enhance their benefits from tourism. In the context of Limpopo Province, one of the local communities, the Hananwa in the Blouberg area, has demonstrated ownership of a tourism resource. The community uses its unique cultural heritage as a tourist attraction. Visitors are guided through the traditional Hananwa homesteads, and also the community provides tourism catering services during the winter for visitors (Boonzaaier & Philip, 2007). This kind of involvement strengthens the relationship between residents and tourists. Thus, both groups could start viewing themselves as stakeholders in tourism development.

Local communities expect a significant contribution from tourism towards the development of their areas (Teye, Sönmez, & Sirakaya, 2002), as illustrated by social exchange theory (Ap, 1992). Johnson, Snepenger, & Alis (1994) noted that the local communities' expectations gradually diminish and their perceptions and attitudes change from positive to negative when they do not benefit from tourism. Lack of benefits to local communities may also lead to attacks on tourists such as theft. A vivid example of the above situation is from South Africa where "a journalist asked a Johannesburg resident why he stole a handbag from a tourist, he replied: they say we should benefit from tourism, so I am just benefiting" (Poon,

1998, p. 1). This scenario shows why Allen, Hafer, Long, & Perdue (1993) contend that the benefits derived from tourism should help local communities to develop positive perceptions and attitudes towards tourism development in the area. In tourism development, the concept of carrying capacity needs to be considered because when the tourism threshold is exceeded, negative impacts set in and as a consequence, local communities' attitudes and perceptions toward tourism may change from positive to negative (Martin & Uysal, 1990; Johnson et al., 1994). When local communities view tourism in negative ways, this is most likely to hinder the effective development of tourism. In developing tourism, it is also important to consider stakeholder theory, which postulates that all the stakeholders in tourism must be involved in and benefit from tourism development (Freeman, 1984). Freeman (1984, p. 46) defined stakeholders as "any group or individual who can affect or is affected by the achievement of the organization's objectives." This theory implies that there should be a cordial relationship between planners and other tourism stakeholders. From a tourism perspective, the following are classified as stakeholders: tourists, government officials, entrepreneurs, and local communities/residents (Goeldner & Ritchie, 2003). The perceptions of all the above stakeholders are not necessarily the same. For instance, the study by Byrd, Bosley, & Dronberger (2009) demonstrated that local communities and government officials (as tourism stakeholders) have differing views about the impacts of tourism. The authors argued that some government officials may not know what the impacts of tourism are on the local communities. On the other hand, local communities may not be as informed as the government officials about the benefits of tourism (Byrd et al., 2009). Although their study was conducted in North Carolina (in the context of a developed country), the findings of this study have similarities in terms of how different

stakeholders view tourism impacts in developing countries.

Given the fact that tourism seems to have not addressed the apartheid legacies of severe poverty and high unemployment rates in most of the local South African communities, the question is then asked - What really is tourism's contribution to the local communities of Alldays and Musina? How do local communities of Alldays and Musina perceive or react toward tourism? These are some of the questions and issues this study will explore by reviewing and operationalizing a modified framework for monitoring tourism impacts.

2.5. The Contribution of Tourism to Socio-economic Development

Tourism is one of the backbones for social and economic development of many countries (Archer, 1995; Mbaiwa, 2005). Economically, tourism generates foreign exchange (Dieke, 1991; Oviedo, 1999) and also provides income to people who are directly or indirectly employed in tourism-related sectors (Henry & Deane, 1997). Schluter (1993) observed that tourism is an important tool for solving issues in societies. For example, in Mexico, tourism created employment to people who were at one time with no jobs (Cruz, Baltazar, Gomez, & Lugo, 2005). This illustrates tourism's contribution to socio-economic development.

Shaw and Williams (1994) argued that tourism has both positive and negative contribution to any society. All positive and negative impacts are a result of good or poor planning, respectively. In planning, governments play a significant role in formulating tourism policies aimed at tourism development (Akama, 2002). Any deviation from tourism policies can potentially cause negative impacts on communities, while compliance to the policies yields to positive impacts. But, this

largely depends on how good the policies are. As a gesture of compliance, the Government of Bermuda regulated its tourism development through policies in order to maintain high quality service delivery in tourism and also to preserve the environment (Archer, 1995). If the tourism industry could always preserve the physical environment, respect local cultures, and generate opportunities, local communities are likely to enhance stakeholders' quality of life.

2.5.1. Quality of Life and Tourism

The concept of quality of life continues to dominate the literature as one of the outcomes of good planning and management in local communities. From the tourism perspective, life satisfaction could mean the degree to which the local people are happy with tourism development and its associated benefits and costs. The quality of life in tourism has two dimensions. The first dimension is concerned with tourists' quality of life, while the second dimension looks at the quality of life of local communities/residents. The first dimension is regarded as the driving force behind the need for tourism at destinations. Richards (1999) argued that tourists desire to escape from their everyday world and therefore search for a destination that is relatively unique to offer them a relaxed atmosphere. The need to escape routine life coupled with the declaration of travel as one of the human rights has seen a significant number of tourists engage in traveling to destinations for vacation. Vacation or taking holiday enhances quality of life because it enables "social interactions, personal development, and individual identity formation" (Richards, 1999, p. 189), which are part and parcel of human needs and life satisfaction. Tourism exists as long as people desire to have these needs fulfilled and their quality of life enhanced. Although the quality of life of tourists is one of the important aspects in tourism, its further

investigation is beyond the scope of this study. This study therefore focuses on the quality of life of local residents bordering Mapungubwe National Park and World Heritage Site as one of the destinations where consumption of tourism resources takes place. The presence of tourism resources and tourism in communities is expected to alleviate poverty so that people can lead quality lives (Arlt & Xiao, 2009; Chon, 1999). Quality of life influences the way communities perceive tourism and its development. When tourism development generates positive impacts, the quality of life in local communities is enhanced (Sautter & Leisen, 1999). However, if tourism development results in more negative impacts, then the quality of life of residents deteriorates (Andereck, Valentine, Knopf, & Vogt, 2007) and local residents could develop negative attitudes towards tourism development and tourists in their communities. It is the negative attitude that could result to antagonistic scenario where residents hate and show open hostility to tourists (Doxey, 1975). Little attention has been given to the issue of quality of life at an individual level (Richards, 1999; Andereck et al., 2007), in communities where tourism is expected to be an engine for social and economic development. Most of the studies done on quality of life mainly focus on the collective perceptions of local communities and do not investigate how tourism affects the quality of life of specific individuals in a particular community (Andereck et al., 2007). In the South African context, it has been argued that the quality of life in South Africa is improving amid worsening inequality between the rich and the poor (Merwe, 2000). Improving quality of life is a problem because it is difficult to do so when poverty and unemployment are endemic in communities. In the context of South Africa, unemployment enhances poverty and inequality among people. Therefore, anti-poverty options such as pro-poor tourism may offer a solution because the benefits it offers are not limited to incomes but rather varied,

unlike in the case of social grant schemes that focus on incomes alone. This explains why the post-apartheid South African government opted for tourism as a tool for development in the country.

2.5.2. *Pro-poor Tourism in Post-apartheid South Africa*

The Pro-poor Tourism Partnership (2004) described pro-poor tourism (PPT) as tourism that results in increased net benefits for poor people. By definition pro-poor tourism is not a specific tourism product or niche sector, but an approach to tourism development and management that unlocks the potential of the poor. PPT "enhances the linkages between tourism businesses and poor people; so that the contribution of tourism to poverty reduction is increased and poor people are able to participate more effectively in product development" (Pro-poor Tourism Partnership, 2004, para. 1). Meyer (2009) also argued that PPT is not about theorizing or basing on a certain ideology, but rather about making the poor participate and benefit from the tourism industry. But, the author decried the fact that the "business of the major players in the tourism industry is business and not poverty alleviation" (Meyer, 2009, p. 197). By operating businesses poverty can be reduced if local people are employed and local products are used.

After the demise of apartheid, a government policy system that made minority whites prosperous and majority Africans impoverished, the new South African government faced the challenge of addressing the social and economic imbalances created by the apartheid regime. To address the imbalances, tourism was regarded as one of the best options (Department of Environmental Affairs and Tourism, 1996; Goudie, Khan, Kilian, 1999). Tourism was opted for because it is "a key strategy that can lead to economic upliftment, community development, and

poverty relief in the developing world" (Binns & Nel, 2002. pp. 235-247). In this study, pro-poor tourism is not defined as a special kind of tourism, but rather it is an approach of making sure that the poor people benefit from tourism development and be able to end the apartheid legacies of unemployment and poverty at the local community level. Therefore, tourism, pro-poor tourism, anti-poverty tourism, and tourism for the poor are used interchangeably in this section. In addition, it should be noted that any type of tourism that is aimed at alleviating poverty could be termed as pro-poor provided it provides benefits mostly to the poor, not to the local elites living around the poor.

South Africa has various industries including agriculture, trade, and mining. These industry sectors were not used as pro-poor strategies in addressing the social and economic imbalances created by the apartheid government. Why was pro-poor tourism or tourism preferred to other industry sectors? This could mean that tourism has unique characteristics (absent in other sectors) that make it more favorable for alleviating poverty in poor communities in rural areas in developing countries. According to Gerosa (2003), the unique characteristics of tourism are, as follows: First, the tourism industry is labour intensive and for this reason, the industry has the ability to employ large numbers of people because it supports a number of sectors such as agriculture, handcraft, and construction (Akama, 2002; Simpson, 2008; Dwyer, Forsyth, & Spurr, 2004; Eraqi, 2009), accommodation, real estate, and commerce (Ning & Zhang, 2009). However, tourism as a whole has been criticized for offering low-status and seasonal employment. This could imply that tourism when used as a strategy for poverty alleviation should not be used in isolation, but rather it should supplement other industries providing opportunities for local community development.

Second, tourism is low-capital intensive, the establishment of local small businesses in tourism by the poor people is relatively easier because of the low capital required (Department of Tourism, South Africa, 2011; Quinn, Larmour, & McQuillan, 1992), depending on the type of business. As such, tourism is regarded a low barrier entry-level industry (Arlt & Xiao, 2009). Small local tourism businesses that communities engage in include, among others, the use of local community homes to accommodate visitors (Harris, 2009), local handicraft or souvenir businesses (Ryan & Gu, 2009; Ma et al., 2009; Kirsten & Rogerson, 2002; Dearden, 1991) and the selling of local foods (Baloglu & Mangaloglu, 2001). These businesses use the resources and talents of local communities. Hence, the contribution of tourism in generating income and alleviating poverty is more noticed than when expatriates or foreign companies own and run most of the businesses at destinations. Most destinations have tourism based on natural and cultural resources like national parks, wilderness areas, mountains, lakes and cultural sites that are abundant in some rural areas where more than 75% of the world's poor people live (Holland et al., 2003). These resources are used to start tourism businesses mentioned earlier in this section. According to comparative advantage theory, communities benefit because they capitalize on such resources.

Third, the consumption of tourism resources always takes place at the point of production or onsite, unlike the resources of other sectors that have to be taken to the consumer. In the case of tourism, the consumers (tourists) come to the producers (local communities) for the tourism resources. For example, in order to engage in tourist activities, visitors have to go to destinations where the activities are localized.

Fourth, tourism is less vulnerable to some vagaries of nature. Even when it is affected by the vagaries of nature, tourism has the ability to recover fast from the effects. But, again the recovery depends on the type of vagaries and the extent of damage caused at the destination. These characteristics are rare in other sectors and this, in part, explains why tourism is regarded as a viable development option for the poor people, especially in developing countries (Gerosa, 2003). This may suggest that tourism can offer an alternative form of employment and development in communities where the traditional industries such as agriculture seem to have failed to lift the majority of the local communities from poverty which is endemic in many developing economies.

In light of the above unique characteristics of tourism as discussed in the previous section, the 'new' South African Government anticipated that tourism would solve social and economic imbalances, mainly the severe unemployment and poverty problems among the poor people (Department of Environmental Affairs and Tourism, 1996; Goudie et al., 1999). However, unemployment, a feature that characterized the apartheid government is still prevalent and severe in today's post-apartheid South Africa. The study conducted by the South African Institute of Race Relations (South Africa Institute of Race Relations, 2007/2008) confirmed that unemployment among the black poor communities has been on the increase since the demise of apartheid in 1994. Figure 4 indicates the number of unemployed (by strict and expanded unemployment definitions) black South Africans from 1994 to 2007. The number of unemployed people increased from 3.7 million people to 7.8 million people in 1994 and 2007, respectively (South Africa Institute of Race Relations, 2007/2008). The increase of unemployment

remains a great challenge for the South African Government as illustrated in the statement by the Minister of Finance, Trevor Emmanuel: "Our high rate of unemployment remains our greatest economic challenge" (IRIN News, 2008, para 1).
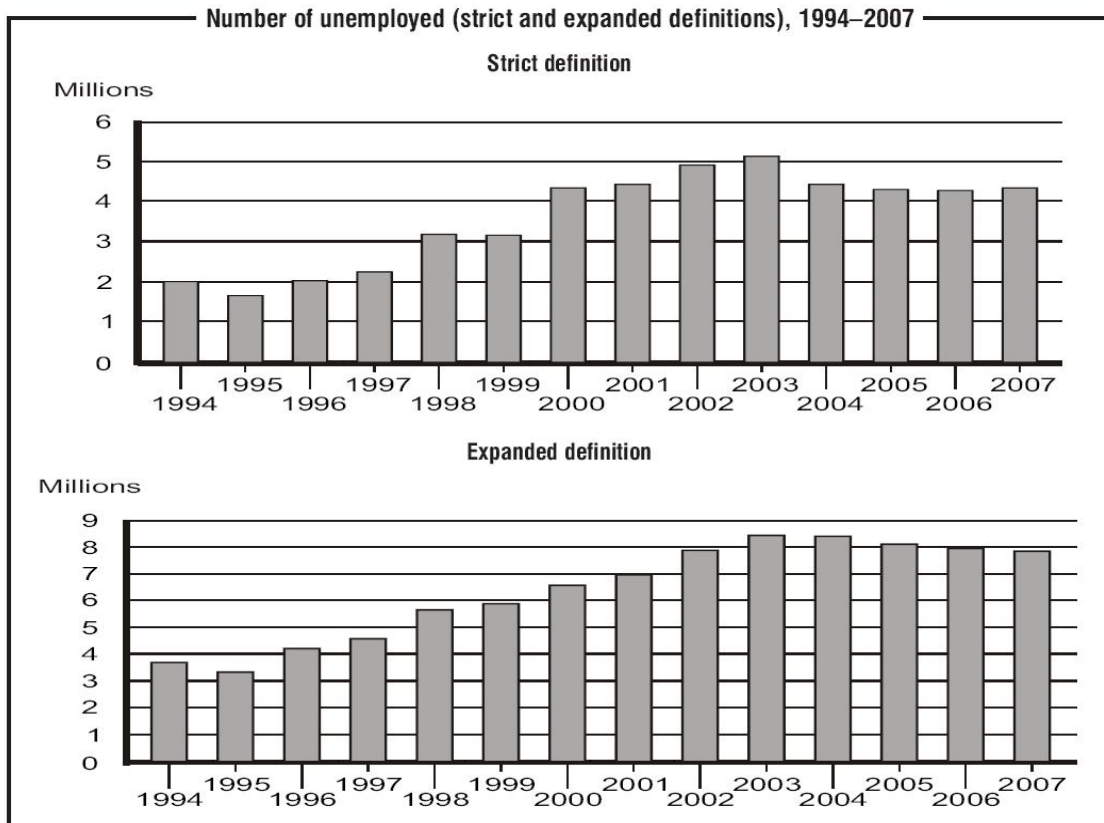
Figure 7. The number of unemployed South Africans (South African Institute of Race Relations, 2007/2008)

Despite the anticipation of many local governments about the ability of tourism to alleviate poverty in communities, some scholars seem to doubt the net contribution of tourism (Suntikul, Bauer, & Song, 2009). There is a lack of clear indicators on what really pro-poor tourism contributes to the poor in some local communities (Cleverdon & Kalish, 2000). For example, Roe and Khanya (2001) pointed out that when pro-poor tourism is driven by foreign and the private

sectors, especially the transnational companies or organizations, benefits are leaked out of the local communities. This is because transnational companies or organizations have little impact on poverty reduction due to the fact that they are profit oriented and seem to be less concerned about the real issues of poverty alleviation at the grass roots level (Kennedy & Dornan, 2009). Enriching their home governments' development while creating poverty in developing countries under the guise of reducing poverty is a major problem (Kennedy & Dornan, 2009). This problem would need appropriate policies to be addressed if tourism is to be used as an effective tool in the fight against rural poverty among most local communities with abundant tourism resources. Otherwise, it is possible that poverty can continue to plague communities even if the tourism industry around them is 'booming'. This study seeks to examine the contribution of tourism to poverty alleviation in the South African communities of Alldays and Musina and how the local residents react to tourism development and its impacts.

2.6. DEVELOPMENT THEORIES

This subsection presents and discusses the literature on development theories. Generally, any type of development venture whether tourism, agriculture, or mining, among others, has its beginning in the following development theories.

2.6.1. Dependency Theory

Even though there was development before 1967, the dependence theory became more pronounced in the 1960's and first advanced by Gunder (1967) in his work on capitalism and underdevelopment in Third World countries. It was asserted that developing countries are 'choked' by imperialism through "draining away the capital and killing local industries through unequal competition" (Khan, 1997, p.

988). For instance, the underdevelopment of Latin America was attributed to the dependency theory in the form of imperialism and monopoly trade (Baron, 1957). Like in most Latin America countries, the underdevelopment in other countries could perhaps be explained by the external factors such as Western imperialism rather than internal factors. For example, Britton (1982) argued that colonialism caused resource exploitation in developing countries.

In the context of international tourism development in developing countries, Khan (1997) argued that these countries depend mostly on tourists from developed countries. Further, they depend of the Western paradigms for protecting tourism resources, which sometimes conflict with the local or cultural values on resource use and protection (Li & Sofield, 2009). The developing countries have regarded tourism, specifically pro-poor tourism development, as one of the options to alleviate poverty in local communities (Suntikul et al., 2009; Jamieson and Nadkarni, 2009). It is important to look at how dependency theory affects tourism development in Third World countries. Khan (1997) advanced the argument that sometimes international tourism has little net benefits to local destinations. For instance, a typical international tourist visiting a developing country may use an international airline for travel; reside in a hotel operated by a transnational company, use food and services imported from developed countries. The direct payment is mostly obtained at entrances to local attractions in developing countries, and the entrance fee is always relatively low compared to the expenditure of the entire trip (Hearne & Salinas, 2002). In addition, some better managerial posts in the tourism industry could be held by expatriates who possess better qualifications and end up earning better salaries while the local people share little salaries because they occupy seasonal, semi-skilled or unskilled jobs in

the industry (Khan, 1997). But, it can be argued that semi-skilled or unskilled jobs are better than being unemployed. At the end an international trip, an assessment of the revenue generated from such tourists might show a large amount of money spent during the entire trip. However, the most important question that should be asked when doing such an assessment is - How much of the generated revenue has helped local communities to lift themselves out of poverty? Another question would be - How many poor people who did not have access to clean water, quality education, proper shelter, nutritious and sufficient food, etc, are now able to access these basics of life due to the revenue from the tourism industry?

Apart from jobs, Khan (1997: 989) noted that:

> The large amount of capital needed to invest and promote tourism development, along with the expertise and knowledge required, have to be imported. A good example is the mushrooming of hotel and restaurant chains in developing countries with foreign ownership that transfers profits out of the country and causes an economic leakage. The modern theorists might argue that foreign investment will regenerate the economy and help in the balance of payments. The question that remains to be answered is if mass tourism promotes economic growth and development, then how come many tourist-receiving Third World countries such as some of those countries in the Caribbean, South America, Asia and Africa are suffering from foreign dependence along with persistent poverty, economic inequality, and destruction of cultures and communities in the name of tourism development.

Therefore, it appears that where the booming tourism industry does not seem to have a tangible positive impact on local communities, one aspect to examine is whether the industry is taking a dependency theory approach. That is, is it depending on foreign developed countries? However, it is important to acknowledge that the physical infrastructure created remains in the country, irrespective of who owns it. The challenge for tourism destination planners is that

as long as local residents are not fully involved in tourism, either as tourists and tourism business owners, tourism especially in less developed and developing economies is bound to remain dominated by expatriates. Consequently, leakages will continue to be more than the linkage and the alleviation of poverty through tourism may take longer than expected. The development where most of the benefits in form of money leak out of the local economy is considered developmental in the context of developed countries, but anti-development for Third World countries that are struggling to alleviate poverty using the tourism industry (Milne, 1990). Khan (1997) concluded the debate on dependency as a theory of development that over reliance on foreign capital for development (tourism) is one of the factors responsible for under-development in developing countries. Furthermore, the stronger the dependence bonds between developed and developing countries, the greater the under-development in the latter countries (Khan, 1997). The same could be said for foreign direct investment in China, but there is a need to note that capital and "know- how" helps the country to develop.

Since some developing countries cannot afford large amount of capital and knowledge required for effective tourism development, one of the challenges faced by local destination planners and managers is how to use foreign capital and knowledge, but still make sure that tourism creates "opportunities for local empowerment, encourages the use of local knowledge and labor, promotes local ownership, perpetuates local identity, and strengthens economic equity" (Khan, 1997, p. 990). In this regard, the livelihoods approach may help local destination planners and managers address such a dilemma because the approach looks at what and how local communities can benefit from a development venture, say tourism. But, one of challenges is the implementation of the livelihoods approach.

While some approaches sound good in theory and on paper, but can they be implemented?

2.6.2. Livelihoods Approach

The livelihoods approach is described as the way the community manages and recovers from stresses and shocks without destroying its own natural and cultural resource base (Scoones, 1998). It has been selected from the development literature because it encompasses elements that are more relevant and measurable in the monitoring of tourism impacts. In addition, the livelihoods approach gives three insights into poverty in communities. First, economic growth is important in alleviating poverty. The more the poor get access to economic opportunities, the more they are likely to overcome poverty. Second, poverty goes beyond the common notion of lack of or low income. For instance, poverty may encompass bad health, illiteracy, lack of social services, increased vulnerability of the poor, and powerlessness and lack of voice in decision-making (Krantz, 2001). From the perspective of the Asian Development Bank, poverty is "deprivation of essential assets and opportunities to which every human is entitled" (Asian Development Bank, ADB, 1999). Therefore, if one were to engage in determining whether a given project has helped in alleviating poverty in communities, the following would be some of the aspects to look at access to nutrition, clean water, sanitation, education, health care, employment and monetary income (Suntikul et al., 2009, p. 154). From the description of poverty, it is clear that poverty is multi-dimensional and therefore its analysis requires a multi-dimensional approach. Third, the poor are aware of their own plight and what can be done to alleviate their poverty (Krantz, 2001). Therefore, the participation and inclusion of the poor in decision-making about development projects geared towards

reducing poverty is an important aspect that planners and managers should not ignore because their involvement could be important for sustainable livelihood.

Sustainable livelihood has been a central theme of debate in the development, poverty reduction, and environmental protection literature (Scoones, 1998). As a result of the ongoing debate about the contributions of development projects, Scoones (1998) proposed a framework that outlines the key five indicators that could be traced when assessing whether or not a development venture has made a significant contribution to the local community. The indicators are: (1) increased number of working days (i.e. when people have employment); (2) poverty reduction; (3) well-being capabilities and sustainability; (4) livelihood adaptation, vulnerability and resilience; and (5) natural resource base sustainability (Scoones, 1998).

One of the livelihoods outcomes of tourism as a development venture is employment. Numerous studies acknowledged that tourism creates more employment opportunities than other industries (Szivas & Riley, 1999; Archer & Fletcher, 1999; Scheyvens, 2008; Dyer et al., 2003; Ramchander, 2004; Andereck et al., 2005; Haley, et al., 2005; Kontogeorgopoulos, 2005; Lee & Chang, 2008). On the other hand, studies by Ball (1988), Purcell (1996), Airey and Frontistis (1997), among others, have indicated that the tourism industry creates low paying, low status, and seasonal jobs. However, this should not be an issue if tourism is viewed as creating a livelihood. When the livelihoods approach is taken into the tourism context, it highlights that the contribution of tourism is more than creating employment. Employment forms part of poverty reduction options.

Since poverty is endemic mostly in developing countries (Hertel, Ivanic, Preckel, & Cranfield, 2003; Ravallion, 1995), any development venture that is not geared towards alleviating poverty may not be regarded significant in the context of poor local communities. According to the World Bank (2001), poverty is described as per capita earning assets of US\$ 1 a day. Although this description gives an indication of poverty, it is problematic in a sense that it looks at poverty in monetary terms, yet poverty goes beyond monetary assets. It encompasses a range of aspects of human life as indicated in the Asian Development Bank's (ADB, 1999) description of poverty. According to the Asian Develeopment Bank, poverty is described as the deprivation of essential assets and opportunities to which are important for humans and that every human is supposed to have them. In measuring whether a community is well off or in poverty the following are some of the aspects that should be taken into consideration: access to "basic nutrition, clean water, sanitation, education, health care, employment and monetary income" (Suntikul et al., 2009, p. 154). Therefore, under the livelihoods approach a livelihood of a community should contain the above aspects and any development venture geared towards alleviating poverty should aim at improving accessibility to such aspects. It is easy for studies that evaluate the contribution of the tourism industry to conclude that the industry reduces poverty. Such a conclusion could be arrived at without looking at the above aspects, especially at the local community level. What is surprising is that the contribution of tourism seems to be taken for granted in terms of what it provides as foreign revenue, but little assessment and evaluation is actually undertaken on whether and how such revenue trickles down to residents of a country and how their well-being is affected. The local communities' well-being and capabilities go beyond the monetary value from a development venture.

Well-being and capabilities are important aspects of a community. They encompass what brings people happiness, self-worth, recognition and power in their respective communities (Chambers, 1989). The reduction of poverty through tourism development could be one of the options to bring happiness, self-worth, power and recognition in communities, especially those that are struggling to alleviate poverty.

For a livelihood or community to be called sustainable, it should have the ability to bounce back when it suffers from shocks or stresses. This is referred to as the adaptation and resilience of a community. However, if the livelihoods or community cannot bounce back after the shocks, they are vulnerable and unlikely to cope with uncertainties (Scoones, 1998). In the tourism context, destination planners need to ensure that tourism improves the adaptability and resilience by protecting the natural resources on which the industry depends. In this respect, one needs to consider how tourism makes the poor communities less vulnerable to circumstances. The danger facing the poor is them getting poorer in future, in case of any unpredicted change that may bring unfavorable circumstances.

Scoones (1998) pointed out that most rural livelihood is dependent on natural resources. These resources include, among others, flora, fauna species, and the entire natural environment. Natural resource base sustainability refers to the wise use of the community's resources so that they are not depleted leaving the community with little or nothing to depend on for a living (Scoones, 1998). This indicator of sustainable livelihood has a shortcoming because it seems to ignore the fact that apart from natural resources, most communities have other forms of

resources that need to be utilized in a sustainable manner. The Istanbul Declaration on Human Settlements outlines the resources a community should protect: "monuments, open spaces, landscapes and settlement patterns of historical cultural, architectural, natural, religious, and spiritual value" (Ng, 2004). Scoones (1998) argued that there has been no clear definition of what sustainable livelihoods are. However, the author cites the work of Chambers and Conway (1992) who attempted to define what livelihood is and refers to it as the capacities, assets, and activities required to make a meaningful living of a community. A livelihood is sustainable if it has the ability to bounce back from shocks and enhance capabilities and assets without degrading the community's natural resource base (Chambers & Conway, 1992).

Investigating all the aspects in the livelihoods approach (See Figure 8) is a significant contribution to the understanding of local community livelihoods and tourism. However, Scoones (1998) cautioned researchers that there is no need to investigate all the aspects indicated in the livelihoods approach. An investigation of employment, poverty reduction, well-being and capabilities, livelihood adaptation, vulnerability and resilience, and natural resource base sustainability is usually comprehensive enough to indicate whether a development option has had significant impacts on local communities. Hence, it is necessary to be able to identify and measure relevant indicators if one is to properly monitor tourism impacts and its livelihood contribution to alleviating poverty.

CONTEXTS, CONDITIONS AND TRENDS — LIVELIHOOD RESOURCES — INSTITUTIONAL PROCESSES & ORGANISATIONAL STRUCTURES — LIVELIHOOD STRATEGIES — SUSTAINABLE LIVELIHOOD OUTCOMES

Policy

History
Politics
Macro-economic conditions
Terms of trade
Climate
Agro-ecology
Demography
Social differentiation

Natural capital
Economic/ financial capital
Human capital
Social capital
and others . . .

Institutions and Organisations

Agricultural intensification - extensification
Livelihood diversification
Migration

Livelihood
1. Increased numbers of working days created
2. Poverty reduced
3. Well-being and capabilities improved

Sustainability
4. Livelihood adaptation, vulnerability and resilience enhanced
5. Natural resource base sustainability ensured

Contextual analysis of conditions and trends and assessment of policy setting

Analysis of livelihood resources: trade-offs, combinations, sequences, trends

Analysis of institutional/organisational influences on access to livelihood resources and composition of livelihood strategy portfolio

Analysis of livelihood strategy portfolios and pathways

Analysis of outcomes and trade-offs

Figure 8. The livelihoods approach framework (Source: Scoones, 1998, p. 4)

In this study and in a tourism context, the researcher adopted the sustainable livelihood outcomes from Scoones' (1998) framework. This is because tourism at the local community level is expected to yield forms of livelihood and residents' reactions and support for or against tourism will often be determined by the outcome from tourism (i.e. tourism livelihood outcomes). The livelihood approach is relevant in this study because it looks at the impact of any development venture (say tourism in this context) beyond the employment created or the incomes generated, but also considers other non-monetary or

non-employment benefits to local residents. The livelihood approach is incorporated in the modified framework for monitoring tourism impacts developed and operationalized in this study.

2.6.3. Comparative Advantage Theory

Comparative Advantage Theory postulates that a country benefits more if it capitalizes on the resources where it is more advantaged than other countries, instead of engaging in competition (Zhang & Jensen, 2007; Gray, 1989). According to Hunt and Morgan (1995) Comparative Advantage Theory can be used to explain why some goods are cheaper in one country, but expensive in another. Where the country is best placed to produce goods at a relatively low cost (comparative advantage) may tend to have such goods sold at a lower price compared to another country where it takes a lot of resources to produce a given good. Although having comparative advantage in production is important, it may not be developmental if the country earns low return from that production. For example, some developing countries, especially in Africa have a comparative advantage in agricultural production (Matsuyama, 1991; Neven & Dröge, undated). However, due to the unfavorable prices of agricultural products on the global markets coupled with unpredictable climatic changes, such countries have remained in poverty despite their high comparative advantage in agriculture. Such a scenario seems to suggest that a country whose population is never lifted out of poverty by its comparative advantage should seek more anti-poverty and competitive options. Therefore, both comparative and competitive advantages should go hand in hand (Porter, 1990). This explains why developing countries have resorted to tourism development to support agricultural industries (Crouch & Ritchie, 1999). For instance, from the African context, Ashley and Mitchell (2005)

argued that the African continent has a comparative advantage in tourism and that tourism is important for the continent because of the five key factors. First, tourism contributes significantly to African economies. For example:

> By 2003 tourism accounted for over 11% of the total African exports- and 20% and 30% of exports for most countries that exceed the modest threshold of half a million foreign visitors a year. In fact, tourism is disproportionately important for Africa, compared to other continents. (Ashley & Mitchell, 2005, p.1)

Second, the tourism industry in Africa is growing and the continent's global market share is increasing (Ashley & Mitchell, 2005). Third, Ashley and Mitchell (2005) argued that although ups and downs are expected in tourism, the African continent still has a comparative advantage in that wilderness and wildlife in the continent are precious assets that are becoming scarce and increasing in value. These assets present a unique opportunity that is waiting to be fully exploited for sustainable development of rural communities where such assets exist. Fourth, Ashley and Mitchell (2005) further argued that tourism has already demonstrated some evidence of being important for development of some countries like the Maldives, Mauritius and Botswana have graduated from Least Developed Country status primarily because of the tourism industry that offered a strong developmental platform. Fifth, Ashley and Mitchell (2005) further argue that:

> Tourism matters all across Africa. International arrivals are concentrated with South Africa, Egypt, Morocco, Tunisia and Mauritius, together receiving nearly three quarters of Continental receipts. But tourism constitutes over 10% of total exports in more than half of African countries for which there is data. (Ashley & Mitchell, 2005, p. 2)

It is important to recognize the fact that having a comparative advantage does not guarantee success in alleviation poverty. Despite Africa's comparative advantage

in tourism, severe poverty continues to cause havoc in most communities on the continent. Ashley and Mitchell (2005) pointed out that:

> African poverty is centre stage in contemporary development debates–
>
> because it's bad and getting worse. Africa is the only continent to have the distinction of experiencing a consistently worsening rate of poverty since
>
> 1990–flying in the face of the Millennium Development Goals (MDGs).
>
> The search in Africa for 'pro-poor growth', that's growth which benefits poor people, is urgent. (p. 1)

Instead of countries sticking to areas where they have comparative advantage, it is important for them to look for other options for development and alleviation of poverty (Jamieson & Nadkarni, 2009; Crouch & Ritchie, 1999). Although the tourism industry is one of the options, it needs to be supported by other industries (such as agriculture, manufacturing, trade and commerce, etc) in order to address poverty which is multi-dimensional in nature. A multi-dimensional problem like poverty requires a number of strategies such that in case one strategy has some limitations in addressing the problem, another strategy can play the supplementary role. So, when a local community put all their hopes in tourism and anticipates that it will be a cure to all problems, this could lead to frustration if tourism does not deliver as expected. The tourism industry may not deliver to local communities as expected because of some barriers to tourism development. This study identifies the perceived barriers to tourism as a tool for poverty alleviation in local communities of Alldays and Musina that border Mapungubwe National Park and World Heritage Site, South Africa.

The comparative advantage theory is relevant to this study in that the Limpopo

Province where this study was conducted (in Alldays and Musina) was selected because it has a comparative advantage as a unique tourism attraction for domestic and international tourists. For instance, Limpopo Province is famous for game hunting. In fact, 80% of the game hunting activities in South Africa take place in Limpopo Province (South Africa Government Information, 2011). It should be noted that Alldays and Musina are located in Limpopo Province; they have numerous game farms which are a centre for hunting and as such have a comparative advantage in terms of catering for trophy hunting activities in South Africa and on the African continent. Looking at the national level, South Africa has a comparative advantage in game hunting activities compared to other African countries. For example, South Africa has over 60 mammalian species available for hunting. By and large this number of mammalian species is the highest worldwide (Damm, 2005).

2.6.4. Balanced Growth Theory

Balanced growth theory asserts that a number of industries in a given economy will support each other for simultaneous development (Fidelis, 1996). Using the case of Least Developed Countries (LDCs), Fidelis (1996) pointed out that LDCs are like stationary automobiles that need a big push in order to gain momentum on the development path. Some LDCs would have the potential to give themselves a push to gain the momentum required for development, but they lack some of the essential elements for development such as adequate infrastructure, transport facilities, communication and hydro-electric power (Fidelis, 1996). This lack seems to have attracted external institutions that offer foreign capital thought necessary for the development of LDCs. However, this is problematic because once foreign capital is used as the dominant source in developing a given

economy, dependency on external institutions that provide such capital is unavoidable. Some scholars maintain that the use of foreign investment (especially over dependence on foreign capital) is detrimental to the host country's long term development efforts (Kentor & Boswell, 2003; Dixon & Boswell, 1996; Chase-Dunn, 1975). Although dependence on foreign capital is argued as one of the causes of underdevelopment, in many African countries corruption and greed of some politicians is also responsible for causing poverty. As a result, most developing countries that are led by corrupt leaders and also have sought and depended more on foreign capital for their local development seem to have made no substantial progress in development and alleviating poverty (Khan, 1997). This is because dependence on foreign capital might not benefit LDCs because sometimes such capital would have some attached conditions that foreign providers require LDCs to comply with.

Balanced Growth Theory seems to concur with the livelihoods approach on the issue that various industries need to support each other for development. In the context of tourism development, tourism should be another option to support existing industries that have the potential to lift communities out of poverty. Tourism should not replace local industries, but rather support them so that both industries contribute to the development of a meaningful livelihood in local communities. Unless a livelihood approach is taken in development there is a possibility of a destination experiencing unbalanced growth. But one question that proponents of balanced growth theory have not adequately answered is - What if a country or an area does not have local industries? Balance Growth Theory does not explain the underlying factors why some industries may not address under-development and poverty situations.

Balanced Growth Theory is relevant for this study in that poverty is multi-dimensional and therefore no single industry may be effective in alleviating. This is because every industry has some weaknesses, which could be minimized by another industry. In the light of this study, it is argued that for poverty alleviation to be realized various industry sectors within the local communities have to be encouraged. Sectors such as construction, trade, agriculture, among others should be considered for support.

2.6.5. Unbalanced Growth Theory

Although, Balanced Growth Theory in all sectors or industries of an economy appears good, its attainment is a challenge for most LDC countries (Fidelis, 1996) because of insufficient capital to develop a number of industries that would support each other for development. Unbalanced Growth Theory is presented as a critique to Balanced Growth Theory. Theorists of unbalanced growth theory such as Hirschman (1958) have argued that a typical government would not have sufficient resources to foster balanced development of all industries in the economy. Therefore, prioritization of key industries is expected (Hirschman, 1958). By nature, growth or development is never balanced, but rather is unbalanced due to the fact that "it does not occur everywhere, only in certain sectors, which then pull others along" (Krishna & Pérez, 2004, p. 2).

The push for development (in the form of foreign capital) expected under the balanced growth theory could be attained locally if an unbalanced growth strategy is adopted, whereby a single significant sector is well supported instead of scattering the little capital in many sectors that may not have the capacity to propel other industries towards development (Hirschman, 1958). However,

Hirschman's (1958) argument seems to ignore the importance of diversification in any economy. If the economy is well diversified with numerous sectors being developed simultaneously (as suggested in the balanced growth theory) then its adaptability and resilience in the event of shocks are enhanced hence avoiding the potential loss of depending on a few sectors as the only 'pillars' for development. The theory of unbalanced growth seems pertinent in the context of LDCs because it could be "necessary to induce investment decisions and thereby economize on the LDC's major resource constraint, namely, genuine and relevant decision making" (Fidelis, 1996, p. 111). The development theories discussed in the previous sections offer the basis upon sustainable tourism development in communities is or should be based.

The previous sections of this literature review section have provided a summary of the development theories. These theories are relevant to this study in following ways. First, the tourism industry is developmental in nature and understanding how residents perceive it is important in working towards maximizing and minimizing any positive and negative impacts, respectively. Second, the livelihood outcome component incorporated in the modified framework for this study is borrowed from the development literature. The livelihood outcome approach was adopted in this study because it looks at the impact of any development venture, say tourism, not only in terms of employment or money aspects, but also in other aspects such as sustainable resource use, community vulnerability and recreation opportunities (refer to the modified framework – Figure 14).

2.7. SUSTAINABLE TOURISM DEVELOPMENT

Tourism stakeholders wish to have the tourism industry which is sustainable both in the short and long run. The following section provides an overview of sustainable tourism development in the context of the developing country context.

For communities to benefit from the development brought about by tourism, development should be sustainable. The Brundtland Report defines sustainable development as the "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (World Commission on Environment and Development (1987, para. 1). This report is concerned about the plight of poor nations and how they can alleviate poverty without putting the welfare of the present communities and the future ones at risk. The risk would appear if the use of social, economic and environment resources development activities neglect the principles of sustainable development. In the tourism context, sustainable tourism uses socio-cultural, environmental and economic resources wisely, based on World Tourism Organization's recommendations for sustainable tourism development.

According to the World Tourism Organization (2004), sustainable tourism development should meet the three crucial aspects. First, although tourism uses the environmental resources, efforts should be made to ensure that ecological, natural heritage and biodiversity resources are used in a sustainable manner. Second, the socio-cultural resources of the local communities support tourism, but they must be conserved in order to contribute to harmonious relationships between tourists and communities.

Third, tourism should provide "socio-economic benefits to all stakeholders, including stable employment and income-earning opportunities and social services to host communities and contributing to poverty alleviation" (World Tourism Organization, 2004, para. 3). The third aspect of sustainable tourism development appears to have been the hope of poor and poverty stricken communities in developing countries. Tourism is regarded as a tool to lift communities from poverty, yet little attention is given to proper development in a sustainable way so that tourism could continue generating the benefits and does not destroy its resource base. The unsustainable way of tourism development is illustrated in one of the African countries such as Kenya, led to the destruction of coral reefs that were a major tourism attraction (McClanahan, 1992). This scenario highlights the issue that probably the Kenyan Government became more interested in monetary benefits from coral reef tourism, but paid little attention to the sustainable principles of regulating the number of tourists to the fragile coral reefs. In pursuing tourism development, the desire for economic benefits should not overshadow the need to protect and use tourism resources in a sustainable manner.

Apart from the African example, another one from Asia is found in the Philippines, which highlights the destructive power of tourism on attractions. The destruction of the Banaue Rice Terraces, one of the world's attractions and World Heritage Site located in the northern Philippines, has been attributed to tourism and its activities. The terraces have been in the custodianship of the Ifugao people and date back to 3,000 years. Earlier studies of the Banaue Rice Terraces had wrongly concluded that the deterioration of the terraces was due to the presence of the giant earthworms (Malanes, 2007). But, later studies indicated that the presence of

the earthworms was a result of the dwindling water to the rice terraces. This was so because the worms seemed to reproduce rapidly when there is less water in the soil (Malanes, 2007). How is tourism related to the dwindling of water to the rice terraces? It was argued that since tourism started booming around the terraces, a lot of forest watershed areas have been negatively affected due to the massive harvest of forest resources to provide materials for crafts and woodcarvings for tourists. Also, the little water has to be shared between local communities and the establishments such as the increasing number of hotels, lodges, and restaurants that cater for tourists. This implies there is little water left for the rice terraces and therefore earthworms have a conducive environment for their reproduction, hence destroying the terraces (Malanes, 2007).

In addition, tourism has led to the issue of land use conversion, where some lands that used to be rice terraces had to be converted to other uses to provide space for tourist lodges and display shops. Tourism also has led to the shifts in the tradition occupation. Malanes (2007) argued that before tourism becomes dominant in the areas of northern Philippines, the local Ifugao people spent a substantial amount of time trying to take care of their rice terraces. As a result, the terraces continued to look good and attracted tourists. However, with the introduction of tourism, most of the Ifugao people abandoned the traditional jobs of taking care of the rice terraces because they preferred jobs in the tourism industry such as craft making, working in tourist establishments (hotels, restaurants, and lodges) and guiding tourists around (Malanes, 2007). This example suggests that although tourism employment is important for local communities, it may have a negative effect on traditional occupations that are important for maintaining traditional attractions that make a destination unique and attractive to tourists.

Another Asian example is from West China where Luk (2005) argued that the traditional performances during the Miaon New Year among the mountain communities have been "

> reinvited and transformed. The diversity of ethnic dances and songs was rated and ranked by a standard of imagined tourist tastes. Local communities also played their active part in modifying their customs and dances to win approval from local governments and tourists. They incorporated exotic and vibrant performances from other communities and contemporary youth culture as if they were authentic local folklore. (Luk, 2005, p. 287)

The scenarios of tourism destroying the coral reefs in Kenya and the rice terraces in the Philippines, and the modified customs and dances in local communities of West China, serve as a caution to today's destination planners and managers and other tourism stakeholders that the same scenario could happen anywhere if tourism planning and management and do not take into account the principles for sustainable tourism development.

However, the latest trend suggests that every kind of tourism is being called 'sustainable', 'eco' or 'responsible' to suggest that it is ecologically friendly to both the environment and local communities. This is so, because sometimes marketers and developers want to convince government and tourism proponents that the kind of tourism being touted is important to local communities, as a sustainable development option. In one of his seminal articles, McKercher (1993) argued that that the following is true about tourism:

> (1) tourism is an industry; (2) it consumes resources; (3) tourism competes for scarce resources; (4) tourism is a private sector activity that aims at the maximization of profits; (5) tourism is multi-faceted; (6) tourists are

consumers, not anthropologists; (7) tourism is entertainment; (8) tourism generates income by importing clients rather than exporting its product. (McKercher, 1993, p. 6)

It is true that whether tourism is eco, pro-poor/anti-poverty, sustainable and responsible, the above fundamental truths will always be the same and therefore some impacts are inevitable despite the form of tourism being touted at destinations. Although tourism at destinations may perhaps be eco or responsible the activities or developments located away or outside of the actual site may not be eco or environmentally friendly. This remains one of the challenges facing destination planners and managers. The challenge comes in making tourism environmentally friendly both at destinations and away from them. Although destination managers may make efforts to minimize the negative impacts of tourism, they have less control over the places away from destinations where tourists spend some of their time, such as accommodation establishment, entertainment facilities, and modes of travel. This implies that in order to make tourism environmentally friendly or sustainable, there is need for combined efforts from all tourism stakeholders and each must realize the crucial part they play.

Destinations benefit more if the form of tourism development is sustainable at and away from destinations. Sustainable tourism development is "a form of tourism that aims to prevent social, cultural and ecological deterioration of communities", but at the same time it should generate benefits to local communities (Choi, 2003). In order to achieve this, Hunter (1997) suggested that both the perceived and actual sustainability (See Figure 9) should be positive, thereby leading to neotenous tourism, which mean that some tourism activities or places are

restricted to visitors right from the early stages of tourism development to avoid the destruction of the resource base, such as the environment or cultural heritage, upon which tourism depends (Macbeth, 2005). If tourism is developed in a sustainable manner, it is expected to have five major positive contributions to local communities (see Figure 9). These include helping the community achieve its goals (though few communities have formal goals), economic benefits, enhanced visitors' experiences, enhanced community quality of life, and protection of community tourism resource base (Muller, 1994 in Baker, 1997:56).

Figure 9. Dimensions of sustainable tourism development (Muller, 1994; in Baker, 1997, p. 56)

The above dimensions can hardly be achieved if tourism does not take a sustainable approach. One aspect of sustainable approach to tourism is the constant monitoring of the impacts of tourism using a comprehensive framework that looks beyond the monetary value of tourism. However, there seems to a lack of application of models and theories in understanding the impacts of tourism and resident reactions mostly in a pro-poor tourism context in the developing economies.

Chapter 2 has presented and discussed the issues pertaining to tourism impacts and residents' perceptions. A notable gap is that although monitoring tourism impacts is critical for sustainable tourism development a comprehensive framework for monitoring tourism impacts is lacking. Chapter 3 presents theoretical framework which aims to address the gap that has been identified.

CHAPTER 3: THE THEORETICAL FRAMEWORK

3.1. Introduction

Chapter 3 presents and critiques Faulkner and Tideswell's (1997) framework for monitoring the impacts of tourism. Although the framework forms the basis for this study, it has some weaknesses which make it not comprehensive enough. Therefore, major modifications to the original framework were undertaken in an attempt to make it more comprehensive and applicable. The weaknesses of original framework and the modifications made are presented and discussed later in this chapter.

3.2. Models and Theories

A number of models and theories have been advanced to explore the impacts of tourism and the local communities' perceptions and attitudes towards tourism impacts. These models and theories applied in the tourism context include: the Irridex Model (Doxey, 1975); Tourist Area Life Cycle Model (Butler, 1980); Dependency Theory (Britton, 1982); Social Disruption Theory (England & Albrecht, 1984; Brown et al., 1989); Forms of Adjustment (Dogan, 1989), Social Exchange Theory (Ap, 1992); Embracement-Withdrawal Continuum (Ap and Crompton, 1993); Collaboration Theory (Jamal & Getz, 1995), Social Representations Theory (Pearce et al., 1996) and Social Carrying Capacity Theory (Perdue et al., 1999). Faulkner and Tideswell (1997) proposed a framework to monitor tourism impacts. It incorporates Social Exchange Theory, Tourism Area Life Cycle model, Irridex model, and stage tourist area life cycle suggested by Butler (1980) (See Figure 10).
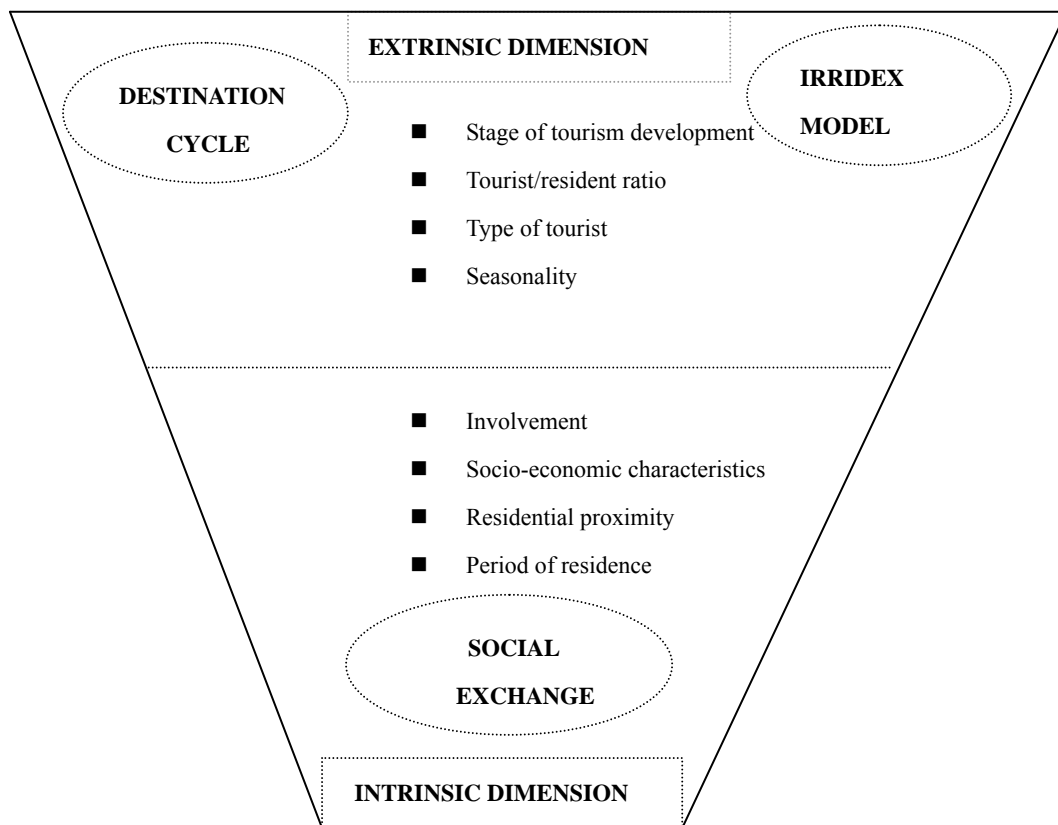
Figure 10. The original theoretical framework for monitoring community Tourism impacts (Faulkner & Tideswell, 1997, p. 6)

One of the components of Faulkner and Tideswell' (1997) framework is the Butler's Tourist Area Life Cycle model, advanced by Butler (1980). Based on his study on the South Coast of England, Butler (1980) proposed that tourist destinations experience five separate stages of development illustrated in Figure 11. The stages are exploration, involvement, development, consolidation, stagnation, the decline or rejuvenation. After the stagnation stage, the destination may either rejuvenate, decline, or remain in the stagnation mode depending on the management intervention at the destination (Weaver & Lawton, 2006).
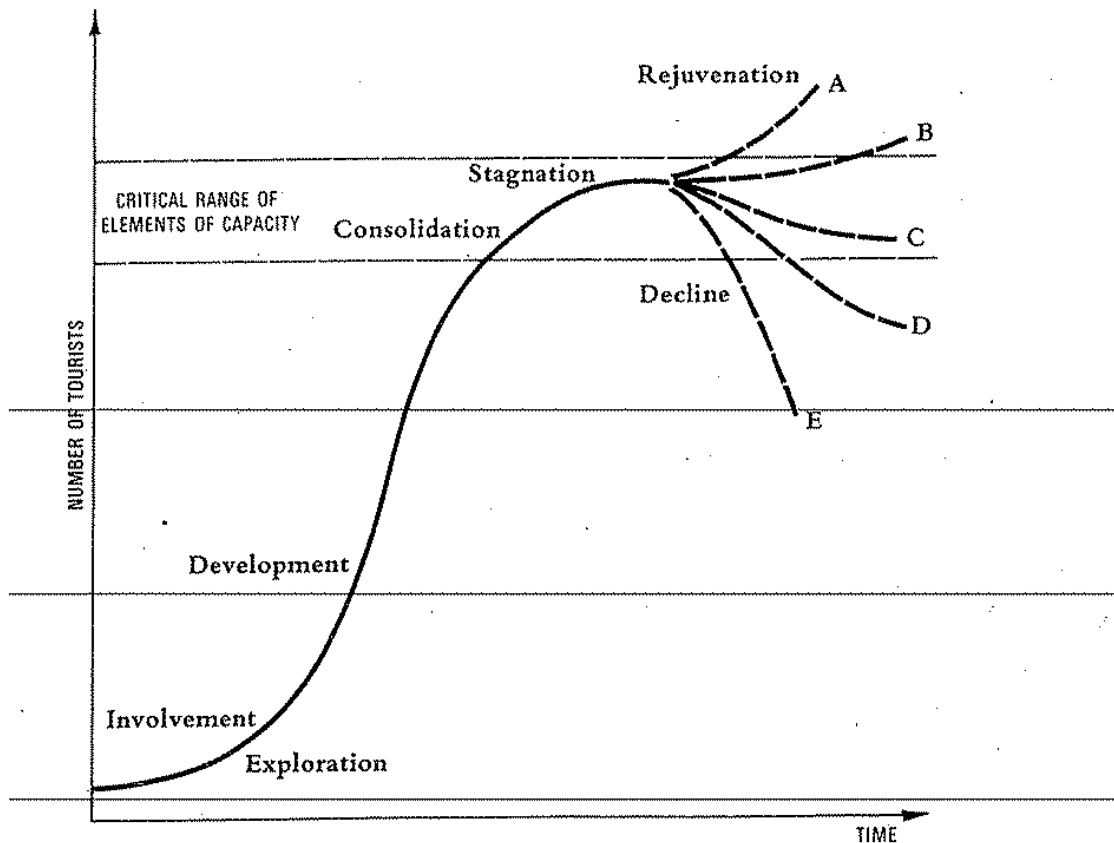
Figure 11. Butler Tourist Area Life Cycle (Butler, 1980, p. 7)

The degree of the impact of tourism is assumed to differ in relation to each of the above stages. For instance, the tourist destination in the first stage, exploration, is assumed to have minimal tourism impacts compared to the consolidation and stagnation stages where impacts of tourism emerge because "capacity levels for many variables will have been reached or exceeded with attendant environmental, social, and economic problems" (Butler, 1980, p. 8). This provides an insight that when investigating the impacts of tourism, it is important to also identify the stage of tourism development of the destination under investigation. It should be noted that knowing where the destination lies on the development continuum is crucial for destination managers because adverse impacts can only be mitigated through proper planning and management techniques (Weaver & Lawton, 2006). Butler (1980) pointed out that tourist destinations exhibit the characteristics in Table 2 and each stage is marked and/or differentiated from the other by the unique

characteristic that destination planners and managers need to be aware of if negative impacts are to be detected and minimized early enough.

Table 2

Characteristics of the Stages in Butler's (1980) Area Life-cycle Model

Stage	Stage characteristic
Exploration	● Few adventurous tourists, visiting sites with no public facilities ● Visitors attracted to the resort by a natural physical feature ● Specific visitor type of a select nature
Involvement	● Limited interaction between local residents and the developing tourism industry leads to the provision of basic services ● Increased advertising induces a definable pattern of seasonal variation ● Definite market area begins to emerge
Development	● Development of additional tourist facilities and increased promotional efforts ● Greater control of the tourist trade by outsiders ● Number of tourists at peak periods far outweighs the size of the resident population, inducing rising antagonism by the latter towards the former
Consolidation	● Tourism has become a major part of the local economy, but growth rates have begun to level off ● A well-delineated business district has taken shape ● Some of the older deteriorating facilities are perceived as second rate ● Local efforts are made to extend the tourist season
Stagnation	● Peak numbers of tourists and capacity levels are reached ● The destination has a well-established image, but it is no longer in fashion ● The accommodation stock is gradually eroded and property turnover rates are high
Post-stagnation	● Five possibilities, reflecting a range of options that may be followed, depending partly on the success of local management decisions. At either extreme are rejuvenation and decline

Note. Source: Agarwal (1997, p. 66)

3.2.1. Criticisms of Butler's (1980) Model

Although the Tourism Area Life Cycle (TALC) model advanced by Butler (1980) is regarded as a significant tourism model (Zhong, Deng, & Xiang, 2009), nine major criticisms have been leveled against it. First, the Butler's (1980) model assumes that a destination is a single product. But a typical destination is composed of many products ranging from natural to cultural attractions and accommodation to transport. These products may not necessarily be at the same stage of development. This implies some of the products will exhibit signs of growth while others will show signs of decline (Agarwal, 1994). Therefore, a single tourist destination is likely to have different stages of development, not one stage at a time as proposed by Butler (1980). For example, Lancaster County is reported to have had three stages (stagnation, decline, and rejuvenation) existing at the same time (Hovinen, 1981). Also, Niagara Falls in its maturity stage also exhibited signs of consolidation, stagnation, decline, and rejuvenation stages (Getz, 1992). These examples indicate the complexity involved in determining the exact stages of tourism development of a particular destination as quite problematic.

Second, Cooper (1992) argued that the model cannot be used to predict when the destination moves from one stage of development to another. This means that destinations planners, policymakers, and managers may not find the model practically useful in predicting and monitoring the impacts of tourism (Cooper, 1992).

Third, in the Tourism Area Life Cycle model Butler (1980) emphasized the concept of carrying capacity as one of the aspects that leads to destination decline,

when the carrying capacity is exceeded. However, the concept of carrying capacity (whether social or physical) has attracted a lot of criticism due to the fact that it is subjective and its measurement seems fuzzy and difficult to apply in the real world situation.

Fourth, it is assumed that in order to successfully apply the model at a destination, the destination needs to have accurate data collected over a long period of time, preferably thirty to forty years (Butler, 2006). However, getting accurate data over such a period is the most difficult aspect of using this model because many destinations seem to lack such data (Cooper, 1992), especially those in developing countries. How can tourism destinations with incomplete data on tourism use Butler's model for tourism development? The only answer to this question would be that the model has major limitations and it needs some modifications.

Fifth, some scholars have misinterpreted the "S" shaped logistic curve as the independent variable and that all the other variables can be predicted from the curve itself (Cooper, 1994, p. 344). This is not true. According to Butler (1980) the "S" curve is not an independent variable, but rather a dependent variable. The shape of the curve is determined by management decisions and forces external forces at the destination (Berry, 2001). Data such as the "local residents' attitudes towards tourists and the existence of economic problems; are also dependent variables, they are not used to form the "S" curve. Rather, they are used to locate the stage of the tourism region on the "S" curve" (Cooper, 1992, p. 7).

Sixth, according to Butler (1980, p. 10), "not all areas experience the stages of the cycle as clearly as others." This raises the criticism that the model cannot be applied to all destinations in the uniform manner (Zhong et al., 2009). For instance,

the studies by Agarwal (1997) and Cooper and Jackson (1989) suggest that each destination had different findings. Further, some scholars criticize the model on grounds that some destinations miss some stages. For example, Cayman Islands (Weaver, 2000 cited in Zhong et al., 2009) and Atlantic City (Stansfield, 1978 in Zhong et al., 2009) missed some stages such as the first and second. However, Butler's (1980) does not explain such scenarios and how destinations should account for such missing gaps and what managerial implications do these gaps present.

Seventh, since the model is based on the number of tourists to a destination, it criticized on the grounds that "the number of tourists and time period for any given evolution stage was never given" in the model (Oppermann, 1998, p. 179).

Eighth, apart from tourist arrivals at a destination over a given period of time, the model does not take into account other factors such as the political, social, and economic influences that could have an impact on tourist numbers (Oppermann, 1998).

Ninth, Butler (1980) has been criticized for assuming the unilinear nature of the stages of development of a destination (Ap & Crompton, 1993; Oppermann, 1998). Some studies have indicated that what Butler (1980) put forward does not apply in some destinations. For example, some destinations do not experience the first or the middle stages of development. Yet Butler (1980) argued that destinations follow the trend from exploration, involvement, development, stagnation, decline or rejuvenation.

Due to the nature of these nine criticisms of Butler's (1980) model, Haywood (1986) advanced some suggestions that can be used to improve the application of the model, but his suggestions were also heavily criticized on the grounds of their practicality. Firstly, Haywood suggested that there is a need to define the unit of analysis when validating the model. For example, will the unit only include hotels, cultural or natural attractions at the destination under investigation? Although, the definition of the unit of analysis in crucial, it depends on availability of accurate data. However, Haywood (1986) did not address the major challenge of the lack of long term accurate data for most tourism destinations, especially in developing countries. For example, the New Partnership for Africa's Development (NEPAD, 2004) found that long term accurate data in Africa is inadequate. This was supported by Rogerson and Visser (2006) who argued that until 2005; most of the accurate data on the tourism in South Africa was still unavailable. This may perhaps be due to inadequate training in data management and also little sensitization of destination managers about the importance of tourism data. Therefore, applying Butler's (1980) model could be a challenge in the African context due to inadequate data. How do destinations with inadequate data utilize Haywood's (1986) suggestion of the unit of analysis? This appears to have been overlooked by Haywood (1986).

Secondly, Haywood (1986) uses Polli and Cook's (1969) product life cycle concept to suggest that the use of percentage change (standard deviation) in the number of tourism could be used to determine the stage of development of a given destination (See Figure 12). For example, if the percentage change is less than -0.5 it could represent the decline stage, greater than 0.5 (development stage), -0.5 to 0 (the stagnation stage), -0 to 0.5 (the consolidation stage). However, Berry (2001, p.

68) criticized this method by pointing out that it "requires a complete set of data, from the exploration stage through to the decline stage. If, for example, the region is only half way through the "stagnation" stage, there are no negative growth figures and so the decline stage less than -0.5". He concluded that "the use of standard deviations for fixing the boundaries between the various stages is, therefore, not appropriate for the TALC model because it could not be used where a region has not yet completed the full TALC cycle" (2001, p. 71̃)
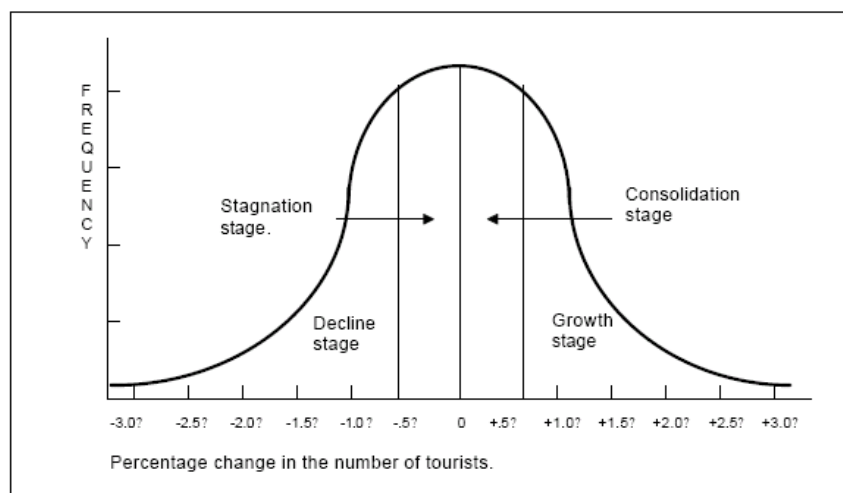
Figure 12. Identification of destination stages of development using percentage change in visitor numbers (Haywood , 1986)

Based on the major criticisms of TALC and Haywood's (1986) suggestions, how did previous studies address the criticisms? A number of studies have attempted to apply Butler's (1980) model in various tourist destinations ranging from resorts (Weaver, 2006; Johnson, 2006; Stansfield, 2006; Agarwal, 1997), national parks or heritage sites (Boyd, 2006; Russo, 2006; Malcolm-Davies, 2006) to the casino industry (Moss, Ryan, & Wagoner, 2003). One dominant shortcoming with most of these studies is that the criticisms of the model are just mentioned or referred to, but the authors seem to neglect the issue of how those criticisms were addressed

in their studies. For example, Agarwal (1997) used tourist numbers to determine the destination stage of development of Torbay, a seaside resort in Britain. But, no evidence was given to indicate how she handled the criticisms. Also, she seemed to have neglected to explain the reasons why a particular time frame was preferred over the others. Further, Ma et al. (2009) applied Butler's model and they seem to conclude that Qufu in China had passed through the first three stages of development. But the authors appear to have ignored one of the important aspects of explaining the criteria used and how the criticisms mentioned earlier were handled.

Due to the criticisms of TALC, especially the measurement problem, it has been suggested that instead of addressing the issue of identifying the stage of development of a destination:

> …tourism planners should be more interested in monitoring and forecasting a number of important product, market, and impact related indicators that will reveal the health of the industry and related problems-both from the perspective of the private sector and the public good. These include visitor numbers and growth/decline rates; the proportion of first-time visitors; shifts in market segments (e.g., domestic versus international, general versus special interest groups); length of stay and spending relative to comparison areas; activity patterns (such as attractions visited); supply, by sector (e.g., attractions, accommodations); prices and elasticity of demand; promotions and related impact on demand; accessibility and convenience; visitor expectations and levels of satisfaction; business profits and relative competitiveness; reinvestment and upgrading of businesses; environmental and social problems; and factors detracting from the visitor's and resident's enjoyment. (Getz, 1992:768)

The conclusion that is drawn from the criticisms of TALC is that although it is a good heuristic tourism model, its application, measurement or verification is

difficult in the practical and real world. This presented a need for this study for the search of another model that would be effectively employed in understanding the impacts of tourism. Faulkner and Tideswell (1997) proposed a framework for monitoring tourism impacts. In examining Faulkner and Tideswell's (1997) framework which incorporated TALC as one of its components, the framework itself also has its own weaknesses.

3.2.2. Weaknesses of Faulkner and Tideswell's (1997) Framework

Although the original theoretical framework for monitoring tourism impacts advocated by Faulkner and Tideswell (1997) forms the foundation for this study, without any modifications, it would appear that it would not be practical as well as being effective in exploring the contribution of tourism, especially in a poverty alleviation context. In examining Faulkner and Tideswell's (1997) original framework and its application, the following observations were made. First, the framework does not clearly indicate the nature of the relationship between its various components such as social exchange, destination cycle, Irridex model, extrinsic and intrinsic factors.

Second, the framework incorporates Butler's (1980) destination life cycle model as one of its major components. However, Faulkner and Tideswell (1997) did not attempt to address major criticisms of the model, especially the criteria and measurement problems associated in determining the stage of development of a destination.

Third, the authors only used Doxey's (1975) Irridex in their framework to illustrate residents' reactions towards the impacts of tourism. According to Doxey

(1975), residents' reactions towards tourism development range from euphoria to apathy, irritation and antagonism. Although Doxey's (1975) model is one of the first attempts in classifying residents' reactions, it is important to note that the post-1975 papers of Dogan (1989) and Ap and Crompton (1993) have provided additional or alternative classification of residents' reactions to tourism impacts. Faulkner and Tideswell (1997) seemed to have ignored the varied nature of residents' reactions indicated in Dogan's (1989) forms of adjustment and Ap and Crompton's (1993) embracement-withdrawal continuum, and no justifications were made why they only considered Doxey's (1975) Irridex model in their framework given that one of the criticisms of the model is that it is uni-directional.

Fourth, the framework was applied in the seaside city the Gold Coast, Australia. It would appear that the application of Faulkner and Tideswell's (1997) framework (Figure 13) was not transparent and information on the operationalization of the framework was, at best, vague. Further, insufficient information was provided to enable the study to be replicated.
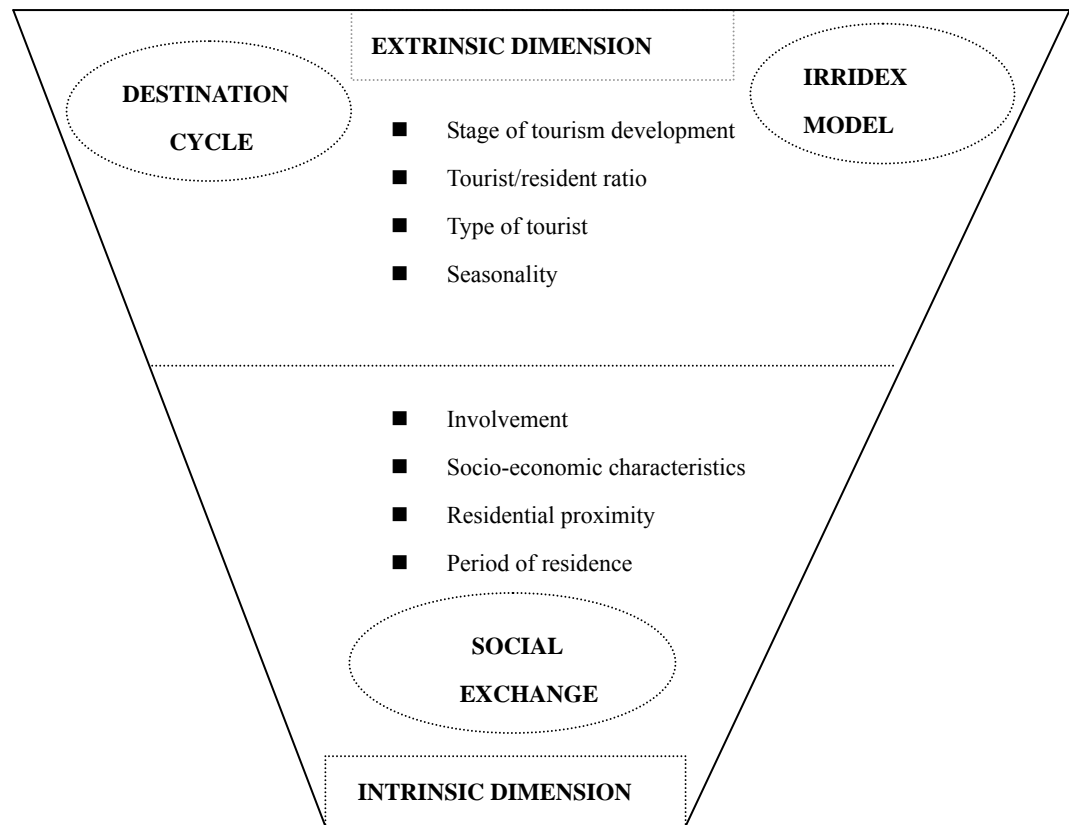
Figure 13. Faulkner and Tideswell's (1997) original theoretical framework
(Faulkner & Tideswell, 1997, p. 6)

3.3. The Modified Framework for Monitoring Tourism Impacts and Its

Components

Due to the weaknesses of Faulkner and Tideswell's (1997) original framework,
this study modified it by incorporating the following components: Residents'
Power/Influence in Tourism", "Livelihood Outcomes", Dogan's (1989) forms of
adjustment theory and Ap and Crompton's (1993) Embracement-withdrawal
Continuum in order to make in order to make it more practical and comprehensive.
The modified framework is presented in Figure 14.
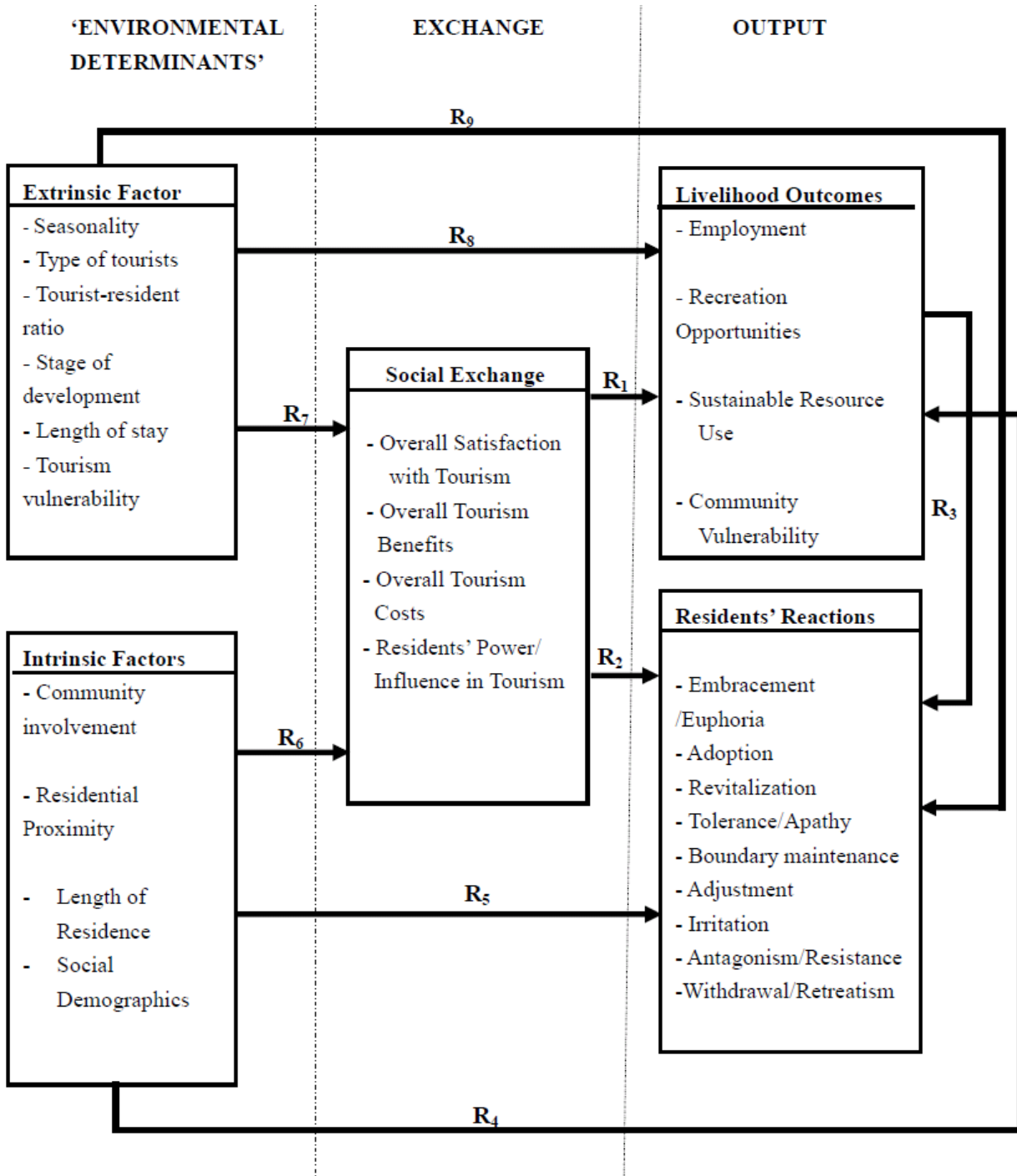
Figure 14. The modified framework for monitoring tourism impacts

This following section presents and explains the five components of the modified framework, namely, extrinsic factors and intrinsic factors, social exchange, livelihood outcomes, and residents' responses (reactions) to tourism and its impacts.

3.3.1. Extrinsic Factors

Seasonality affects a number of tourist attractions. Jolliffe and Farnsworth (2003) contend that seasonality is one of the major human resource challenges in tourism. The authors pointed out that due to seasonality, specifically during low season, underemployment and unemployment is prevalent in the tourism industry. In order for a destination to cope with the effects of seasonality, embrace-challenge continuum was proposed by Jolliffe and Farnsworth (2003. Embracing seasonality at the destination implies that businesses are not able to operate when there is low or no demand. On the other hand, challenging seasonality means that destination businesses operate all the time despite seasonality (Jolliffe & Farnsworth, 2003). For tourism businesses to survive seasonality this remains one of the challenging issues for destination planners and managers. This is because the main tourism source markets are influenced by seasons and length of paid holiday time. The problem of seasonality may relate to how the communities will be impacted by tourism. In high seasons, tourism impacts tend to be high due to the increasing number of visitors to destinations, and this explains why the issue of seasonality forms one of the extrinsic factors in the framework for this study.

The number and the type of tourist determine the extent to which tourism impacts on communities. For example, scholars have argued that small-scale tourism seems to be more beneficial to local communities than large-scale tourism

(Campbell, 1999; Davis & Morais, 2004). Whereas, large numbers of tourists may be important from an economic perspective, this kind of tourism is not sustainable because it may be detrimental for cultural and natural resources (Nyaupane, Morais, & Dowler, 2006), especially those that are sensitive. Related to this, the type of tourists is also linked to the type of impacts on local communities. For instance, Nyaupane et al. (2006, p. 1374) argued that "explorers and drifters are preferable for host communities in developing areas because tourists' needs are better matched with locals' capacity and motivations". These types of tourists tend to like interacting with the local communities and usually use their home for accommodation unlike the mass tourists (Nyaupane et al., 2006). International tourists are affluent and could potentially contribute significantly to revenue and poverty reduction at destinations experience poverty and economic stagnation. However, there are wide cultural differences between them and residents which could become a source of conflict if tourists do not respect local cultures (Sinkovics & Penz, 2009). For instance, in most African cultures it is considered embarrassing or disrespectful when some tourists from Western countries kiss in public. A similar cultural perspective seems to exist among the Hindu community of Brahmins. Signs warning tourists to avoid certain activities at the *ghats* (holy places) are common. Some signs read:

> Tourists are kindly requested to leave their shoes at least 30 feet away from the *ghats*. In Pushkar, holding hands or kissing in public is not permitted. Ladies are kindly requested to wear proper clothes, which cover themselves sufficiently, so as not to offend. Alcohol and drugs are not permitted in Pushkar. These rules reflect aspects of the Hindu religion and tourists must understand that breaches of these rules cause offence and are against the law. (Joseph & Kavoori, 2001: 1004)

Another extrinsic factor in the framework is tourism vulnerability. Tourism

vulnerability can be defined as "the degree to which an exposure unity [human groups, ecosystems and communities] is susceptible to harm due to exposure to a perturbation or stress, and the ability (or lack thereof) of the exposure unity to cope, recover" (Kasperson, Turner, Schiller, & Hsieh, 2002, p. 7). Tourism has been regarded as one of the sectors that are highly vulnerable to various external factors that destination planners and managers may not have control over (Ritchie, 2009; Robinson & Jarvie, 2008). Some of the factors are community-tribal conflicts, wars or rebel activities, natural disasters (floods, wildfires, volcanic eruptions), earthquakes and tsunami, among others), terrorism activities, economic crises. Also, McKercher and Chon (2004) and Pine and McKercher (2004) mentioned Severe Acute Respiratory Syndrome (SARS) and other epidemics can have a short term negative impact on tourism. Some of these factors may scare away tourists visiting or intending to visit destinations. Also, some disasters could destroy infrastructure or tourist facilities at the destination (Robinson & Jarvie, 2008). Despite the high vulnerability of tourism, some scholars seem to argue that the industry has potential of recovering quickly from the effect of these disasters (Gerosa, 2003; Robinson & Jarvie, 2008). However, the recovery process depends on the extent of damage, marketing efforts (Ritchie, 2009; Durocher, 1994), and disaster management strategies that governments put in place. It can be concluded that tourism vulnerability has an impact on contributions of tourism development and livelihood outcomes, but the impact may not be constant.

Length of stay of tourists at a destination remains an important aspect in tourism planning and management (Barros, Butler, & Correia, 2010). Destination planners, managers, and business communities look forward to an extended time of stay of tourists at the location (Gokovalia, Bahara, & Kozak, 2007). It is always

anticipated that the longer tourists stay the more likely their impact is felt in communities. The impacts could either be positive or negative. The literature on the length of stay of a tourist identifies a number of factors as the determinants of length of stay. They include, among others, nationality, repeat visitation, destination image and attitudes (António, Ana, & Jose, 2008), destination information access, preferences, accommodation, and socio-demographic factors (Barros et al., 2010). However, this study does not attempt to identify or examine the determinants of length of stay of tourist, but rather examines whether the length of stay influences the benefits and costs local communities derive from tourism and how they react to either positive or negative impacts of tourism.

3.3.2. Intrinsic Factors

The intrinsic factors are a broad dimension encompassing community involvement in tourism, socio-economic characteristics, residential proximity, and length of residence.

The involvement of residents in tourism may determine the benefits and costs or livelihoods outcomes that communities derive from the tourism industry (Nyaupane et al., 2006; Faulkner & Tideswell, 1997). Butler (1974) argued that local community involvement in tourism presents increased opportunities to get in contact with tourists. Also, residents' perceptions and reactions toward tourism development may depend on their involvement in tourism planning. A bottom-up approach of planning that takes into consideration the aspiration of local residents is important in resolving conflicts. On the other hand, exclusion of residents from making decisions on issues that affect their lives fuels conflicts between destination managers and the community (Pretty, 1995; Scott & Godbey, 1994).

The type of community involvement in tourism recorded in the literature takes one of the following forms: manipulative, passive, consultation, incentive, functional, interactive, and self-mobilisation (Pretty, 1995) as presented in Table 3.

Table 3

Characteristics of Type of Community Involvement/Participation

Type	Characteristic
Manipulative	There is pretence in involvement; people are represented, but are not chosen and do not have power to make decisions
Passive	The community just follows what has been decided by high authorities who are usually planners and managers. Communities responses and concerns are not taken into account
Consultation	Communities are consulted for their views before any decision is taken. Planners and managers usually value the concerns and requests of the local communities.
Incentive	People provide labour in return for food, cash, and other materials as incentives; however people have no power in decision making.
Functional	People are involved in decision making, but at the last stage when major decisions have already been made by external agencies. Local people are seen only serving to help external agencies achieve their project objectives
Interactive	Participation involves analysis of development plans where local groups take over the decision making processes and they are ones to determine how the local resources are to be used to enhance community livelihood (bottom-up decision making approach).
Self-mobilisation	People make decisions without the influence of external agencies, but they remain in contact with the external agencies for resources and technical advice. The use of resources from external agencies is controlled by the local people.

Note. Adopted from Pretty (1995)

Besides community involvement, socio-demographic characteristics of resident

communities have been acknowledged as predictors of tourism impacts and perceptions towards tourism development (Haley et al., 2005). A review of the literature on socio-demographic characteristics reveals that there are dissimilar findings from a range of local communities and their perceptions towards the impact of tourism. For instance, in the studies conducted in Victoria and Cairns (Australia) by Inbakaran and Jackson (2006) and Ross (1991), respectively, they revealed that length of residence determines the reaction of communities towards tourism impacts. Also, Inbakaran and Jackson (2006) and Ross (1991) indicated that residents who had stayed longer in Western Australia showed more negative perceptions towards tourism impacts than the newcomers. But the study in the same country by Sanders (2000) in Victoria had different findings from those of Inbakaran and Jackson (2006). Long-term residents in Victoria perceived tourism impacts more positively than newcomers to the destination. These differing results in the same country seem to suggest that each community is unique and affected by its own demographics differently. Therefore, the perceptions of tourism impacts and development obtained using the demographic variables of one community do not necessarily indicate the same perceptions in another community. Sharma and Dyer (2009, p. 190) commented that the differing results of socio-demographic variables indicate "the knowledge of the local situation in decision making processes at the regional level". Socio-demographic variables that also seem to have an influence on residents' perceptions are the level of education and employment (Andriotis & Vaughan, 2003).

The socio-economic variables, such as age, gender, education level, race and income were proposed in the operationalization of the framework for this study. The goal is not to ascertain whether these variables, as suggested in the framework,

have an influence on residents' perceptions and reactions towards tourism development and its impacts on communities. Studies about socio-economic and demographic characteristics and residents' perceptions have remained inconclusive (Sharma & Dyer, 2009). This is so because the impact of demographic characteristics on residents' perceptions of tourism is not universal and depends on the community under investigation. Based on Husbands' (1989) study in Zambia, Faulkner and Tideswell (1997) concluded that socio-demographics seem to have an outstanding impact on the way residents perceive and respond to tourism, in developing countries. But no explanation was advanced by the authors.

Residential proximity to tourism destinations determines the type of social exchange that residents' experience. Residents close to attractions may be more exposed to both negative and positive impacts than those staying away from attractions (Tomljenovic, 2004).

3.3.3. Social Exchange

Social Exchange Theory illustrates how residents react to the impacts of tourism based on cost-benefit analysis of tourism development at destinations (Ap, 1992). Social Exchange Theory is considered the most suitable framework in understanding residents' perceptions of the impacts of tourism. By definition, Social Exchange Theory is "a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation" (Ap, 1992:668). The theory suggests that residents' perceptions and attitudes toward tourism are determined by the benefits received from tourism. Residents support tourism if they benefit and dislike it when they do not benefit from it (Andereck et al., 2005). This may imply that for tourism to be

perceived positively, residents may generally expect positive social, economic and environmental impacts of the tourism industry (Reisinger & Turner, 2003). Also, Social Exchange Theory suggests that the parties (e.g. local communities, tourists and tourism developers) will be in an exchange if the benefits do not exceed the costs, and that the rewards are of importance in this context (Ap, 1992). Besides the benefits overweighing the costs, social exchange also depends upon the balance of power/influence for mutual benefits and exchange to exist, and there should be a balance of power between the different actors in tourism and how they are satisfied (Ap, 1992). This study improves the original framework by adding residents power/influence in tourism as one of the components of social exchange. As noted by Musinguzi and Ap (2010), the consideration of power/influence in tourism impacts studies, especially those using social exchange theory has received little attention, yet as Ap (1992) argued residents' power/influence in tourism is a major component of social exchange theory. Therefore, the social exchange component has four variables: "overall satisfied with tourism", "overall tourism benefits", "overall costs" and "residents' power/influence in tourism".

3.3.4. Livelihood Outcomes

According to the development literature and perspective, the concept of sustainable livelihoods (SL) is relevant for development as projects are expected to generate sustainable livelihood outcomes for communities. Ashley and Carney (1999, p. 1) refer to sustainable livelihoods as "a way of thinking about the objectives, scope and priorities for development, in order to enhance progress in poverty alleviation. SL approaches rest on core principles that stress people-centred, responsive, and multi-level approaches to development". From a tourism perspective, with the framework for monitoring the impacts of tourism,

the following are the possible livelihood outcomes obtained from tourism for local communities: employment; recreation opportunities; sustainable resource use; community vulnerability; business prospects; involvement; and tourism-revenue sharing. According to the social exchange theory (Ap, 1992), and the embracement-withdraw continuum (Ap & Crompton, 1993), residents' responses depend on the extent they benefit from the above livelihood outcomes.

3.3.5. Residents' Responses

Residents' responses (reactions) towards tourism and its impacts are varied as indicated by Doxey's (1975) Irridex, Dogan's (1989) forms of adjustment framework, and Ap and Crompton's (1993) embracement-withdrawal continuum. The modified framework incorporates all these residents' reactions. Thus, it is important to look at each of the reaction classifications in detail.

3.3.5.1. Irritation Index

Based on the two research projects conducted in West Indies and Ontario, Doxey (1975) proposed the Irridex model and explained that local residents' reactions to tourism development ranges from euphoria, apathy, irritation, and antagonism. He argued that change in communities' perceptions as per the index is determined by the type of tourism impacts at the destination. For instance, if tourism generates positive impacts, the local communities' reaction is generally positive or it can be regarded as euphoria. But, the reaction changes from euphoria to antagonism at the extreme end of the index, when tourism is considered a threat due to increasing number of visitors and more negative impacts (Doxey, 1975). The characteristics of each stage from euphoria to antagonism are shown in Table 4.

Table 4

Characteristics of Doxey's (1975) Irritation Index Model

Stage	Host Community Attitude	Characteristic	Cash Benefit
1	Euphoria	• Small number of visitors • Visitors seek to merge with the local community • Host community welcomes tourism • Limited commercial activities in tourism	Low
2	Apathy	• Visitor numbers increase • Visitors are taken for granted The relationship between tourists and the host community is more formalized	Medium
3	Irritation	• The number of tourists grows significantly • Increased involvement of external commercial concerns • Increased competition for resources between residents and tourists Local concerned about tourism	High
4	Antagonism	• Open hostility from locals • Attempts to limit damage and tourism flows	Low

Note. Source: Keyser (2002) in Ramchander (2004, p. 75)

Although Doxey's (1975) model is one of the first attempts in classifying residents' reactions, it is criticized for making generalizations about community's reactions to tourism development and tourists and for being uni-directional (Ap & Crompton, 1993), yet residents reactions could take any form depending on the nature of tourism impacts. For example, residents of Hawaii (Liu & Var, 1986) and Gold Coast in Australia (Faulkner & Tideswell, 1997) did not show annoyance

with the increasing tourism development and tourist numbers as proposed by Doxey (1975. Communities are not homogenous, but rather heterogeneous and tourism impacts differ from one community to another (Hsu, 2000), and from one location in the community to the other.

3.3.5.2. Forms of Adjustment

Another type of residents' responses is forms of adjustment. Dogan (1989) noted that in the forms of adjustment framework, some cultural reactions of residents towards tourism impacts, in an international setting, range from resistance to retreatism, boundary maintenance, revitalization, and adoption. Some residents may resist tourism if they are excluded from using tourism facilities. It would appear that some kind of discrimination is nurtured by owners or managers of such facilities so that tourists are given favoured treatment unlike residents. In the South African context, the reservation of tourism facilities such as beaches for domestic and international white tourists was one of the issues that sparked off resistance during the apartheid regime (Visser & Rogerson, 2004). Residents may opt for resistance if tourism does not address their concerns in communities (Dogan, 1989). Tourism developers and planners emphasize that the industry generates income, employment and other benefits that are vital in alleviating poverty in rural communities. Residents know this and therefore expect benefits to accrue to their communities. But, they may get upset if tourism does not benefit them as expected. This creates further exasperation due to the fact that some residents live in close proximity to tourism attractions and observe the consumption styles of some affluent tourists. Resistance could manifest in the form of open attacks on tourists by residents who may wish to benefit from tourists in a rude manner. If the culture of tourists conflicts with those at the

destination, residents may resist tourists in order to preserve their cultures from negative influences (Dogan, 1989).

Tourism development also could result in zoning of some protected areas traditionally used for grazing livestock, collecting food, firewood and medicinal plants, and hunting by residents. Resistance is inevitable when residents are denied access to these lands. In some countries such as Tanzania, tourists are allowed to hunt for a fee, but residents are not allowed because they are unable to afford the hunting fee (Nelson, 2003). Such exclusion from resource use partly contributes to resistance in rural areas. Under retreatism, residents avoid contact with tourists (Dogan, 1989). As Dogan (1989) put it, this kind of reaction takes place in communities where the tourism industry generates some negative impacts, but the industry cannot be given up because it is significant in communities. The strategy residents employ is to keep their distance or away from tourists; however positive benefits from the industry are considered important.

Residents may practice boundary maintenance as a reaction strategy to tourism impacts. In this situation, "some regions benefiting economically from tourism, tourism's negative impacts are effectively nullified, so that tourism is accepted by the community without any resistance or negative feelings" (Dogan, 1989, p. 223). The author argued that staged authenticity could be one of the forms through which residents practice boundary maintenance by protecting their traditions from negative influences arising from tourism. In Africa, Nzama (2008) pointed out that some cultural villages such as that for the Zulu people could be practicing staged authenticity. It is hard for tourists to identify the difference between true authenticity and staged authenticity because they lack knowledge on the real

cultural aspects of the residents. In Kenya, East Africa, the crafts and the Masai traditional dances appear to be the forms of staged authenticity. They are produced according to the liking of tourists (Wanjohi, 2000), but have little or no cultural meaning for Kenyan communities. Revitalization involves the belief that tourism has the ability to revitalize or preserve the local cultures. This has been done through cultural celebrations, festivals, and religious ceremonies (Dogan, 1989).

For adoption, residents may decide to take up the culture of tourists. Dogan (1989) has argued that adoption as a strategy is dominant among the educated and youth in developing countries. These classes of residents admire the lifestyle of tourists and it is a manifest of demonstration effect. The adopted culture from tourists where women wearing mini-skirts and other 'revealing' clothes locally known as 'see throughs' has attracted a heated debate on the African continent (Njung'e, 2009). Some people are against women wearing such clothes, while others do not a problem with it. For people who are against such style argue that women in mini-skirts are a source of distraction to some men and such women are prostitutes. The Ethics and Integrity Minister of Uganda, Nsaba Buturo, demanded that the wearing of mini-skirts be banned in the country. He contends that "there is no difference between a naked woman and one wearing a mini… it is indecent and should be punishable by law" (Njung'e, 2009). On the other hand, some of the people argue that men who are distracted by women in mini-skirts, other tight clothes and 'see throughs' are weak mentally (Njung'e, 2009). Although the wearing of mini-skirts and other 'revealing' clothes is normal or accepted in most Western countries, it is regarded as indecent in Africa and may cause conflicts between residents and tourists.

3.3.5.3. Embracement-Withdrawal Continuum

Besides the residents' reactions described by Dogan (1989), Ap and Crompton (1993) advanced the following reactions: embracement, tolerance, adjustment, and withdrawal. Residents embrace tourism because they benefit from it. Also some residents tolerate tourism in that they realize its benefits, but at the same time realize its negative impacts. In order to avoid negative impacts, residents adjust their behavior by avoiding frequent contacts with tourists, especially in peak seasons that result in the crowding of some places. For those residents who do not react in the ways mentioned above, they adopt the withdrawal strategy. It implies that residents resent tourism or tourists and move away from the community either temporarily or permanently (Ap & Crompton, 1993). What can be concluded from Dogan's (1989) forms of adjustment and Ap and Crompton's (1993) embracement-withdrawal continuum is that residents' responses are varied. Although they may overlap, they are not only limited to the categories described by Doxey (1975). Hence, there could be other residents' reactions unknown to tourism impact researchers, given the fact that communities are diverse and could potentially exhibit diverse reactions, other than those reported in the previous studies. But, identifying such unknown residents' reactions is a challenge and requires scholars to fully understand the local cultural setting and also to go beyond the mere testing of what other studies have found out in the past.

Basically, a comprehensive classification of residents' reactions include the following reactions as indicated in the works of Doxey (1976), Dogan (1989) and Ap and Crompton (1993): embracement/euphoria; adoption; revitalization; tolerance/apathy; boundary maintenance; adjustment; irritation; antagonism/resistance; and withdrawal/retreatism. In order to operationalized the

modified framework, these different reactions were classified into three major reactions, following Ap and Musinguzi's (2010) typology of residents' reactions, as follows:

1. "Positive" (Euphoria, Embracement, Adoption, Re-vitalisation

2 "Neutral" (Apathy, Tolerance, Boundary Maintenance)

3. "Negative" (Adjustment, Annoyance/ Irritation, Withdrawal/ Retreatism and Antagonism/ Resistance).

It should be noted that some of the variables of the modified framework (shown previously in Figure 14) could not be operationalized due to lack of relevant measures and data and time constraints. The following variables were left out of operationalizing the modified framework: (1) seasonality; (2) type of tourists; (3) tourist-resident ratio; (4) stage of development; (5) length of stay (6) social demographics

Figure 15 on the next page presents the same framework as in Figure 14, but presenting only the variables that were operationalized in this study.
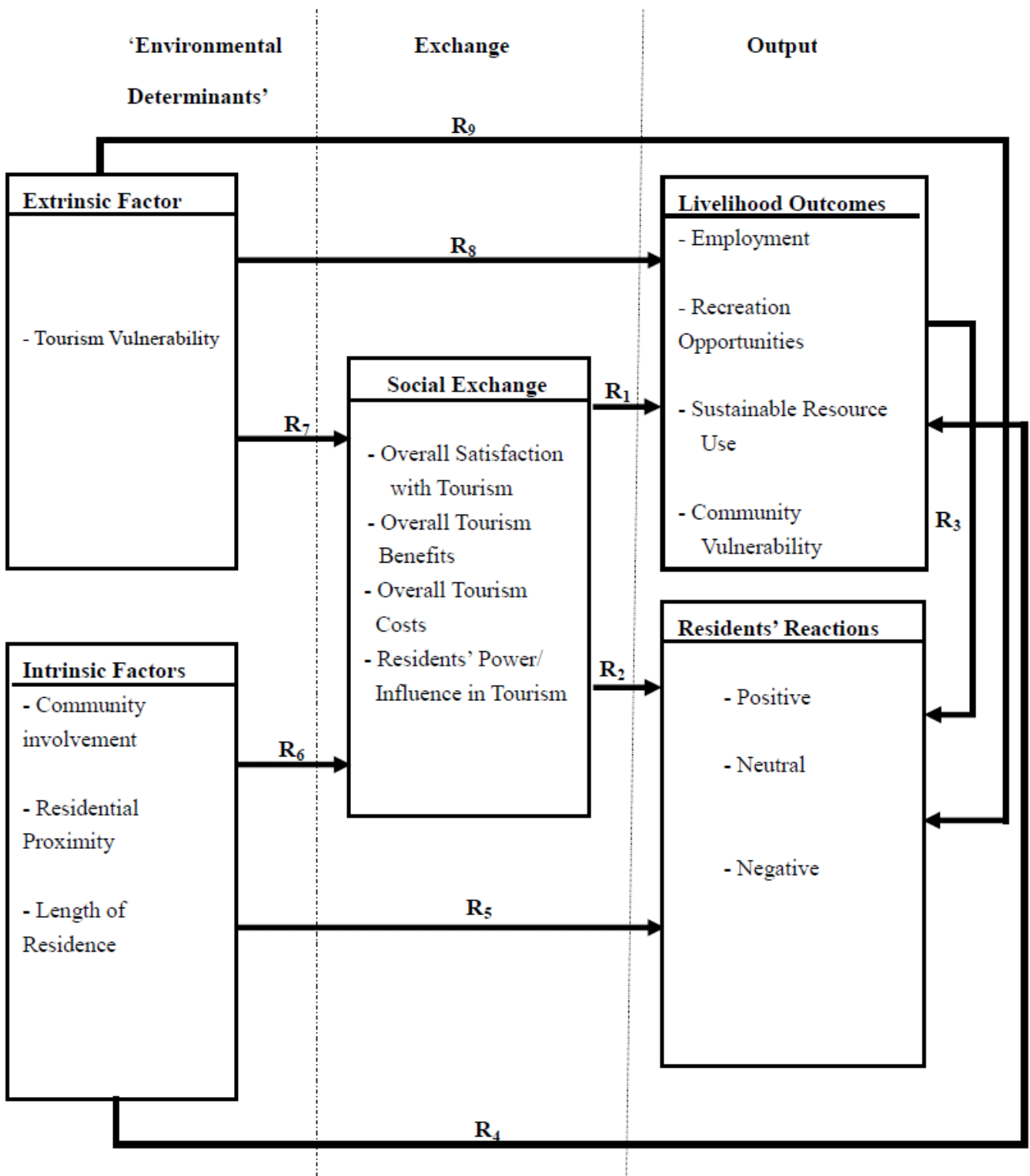
Figure 15. The modified framework and the variables measured in this study

3.4. Conclusion

In conclusion, the review of the literature seems to suggest the following. First, from the tourism impact literature, there have been no new or improved theoretical framework developed to monitor tourism impacts in the 21st Century, and yet tourism impact monitoring is essentially important. Second, tourism impacts have been extensively researched. However, the impacts reported in one community cannot be used to conclude that every community is experiencing the same impacts. This is because local communities are different and tourism affects them differently. Therefore, unless a particular study on the impacts of tourism is conducted in a community, it would not be correct to conclude that the impacts of tourism reported elsewhere are the same to some communities. Third, Faulkner and Tideswell's (1997) original theoretical framework for monitoring tourism impacts in local communities appears not to be practical and comprehensive enough due to the weaknesses that have been pointed out. The weaknesses have necessitated this study to make some modifications in order to improve the original framework. Related to the weaknesses of Faulkner and Tideswell's (1997) framework, Butler's (1980) model has a number of criticisms with most studies that claim to determine destinations' stage of tourism development failing to address them in a comprehensive manner. Therefore, today's destination planners and managers may not benefit a lot from the applicable of Butler's (1980) model due to its measurement problems. The proposed study modified the original framework and replaced Butler's (1980) model with a livelihood outcomes that can be easily measured.

Faulkner and Tideswell's (1997) original framework did not explore the nature and direction of the relationships between the various components. This study

overcomes this limitation by exploring the relationships between: (a) Social exchange and livelihood outcomes; (b) Social exchange and residents' reactions; (c) livelihood outcomes and residents' reactions; (d) intrinsic factors and livelihood outcomes; (e) intrinsic factors and residents' reactions; and (f) intrinsic factors and social exchange.

The researcher proposed the following relationships between the components of the modified framework for monitoring tourism impacts. These relationships were explored/tested using Canonical Correlation Analysis technique (as presented in Chapter 6 of this thesis):

R_1 = *There is a positive relationship between social exchange and livelihood outcomes*;

R_2 = *There is a positive relationship between social exchange and residents' reactions*;

R_3 = *There is a positive relationship between livelihood outcomes and residents' reactions*;

R_4 = *There is a positive relationship between intrinsic factors and livelihood outcomes*;

R_5 = *There is a positive relationship between intrinsic factors and residents' reactions*; and

R_6 = *There is a positive relationship between intrinsic factors and social*

exchange.

This chapter has presented and discussed the modified framework for monitoring tourism impact. As it indicated in the previous section, Faulkner and Tideswell's (1997) framework forms the basis for this study and is the first tourism impact monitoring framework presented in the English speaking literature. Despite the contribution of Faulkner and Tideswell's (1997) framework, it was associated with some weaknesses, including the absence of the nature and direction of the relationships between its components, the framework only incorporates Doxey's (1975) classification of residents' reactions, although there are other classifications such as forms of adjustment and embracement-withdrawal continuum advanced by Dogan (1989) and Ap and Crompton (1993), respectively. In addition, the cores aspects of social exchange such as residents' power/influence in tourism, satisfaction with tourism, among others, were not incorporated in the original framework. Also, the framework had never been operationalized beyond the borders of Gold Coast, Australia. It is against this background that this study was undertaken in order to extend the original framework into a comprehensive one and operationalizing it in a pro-poor tourism context in the local communities of Alldays and Musina, Limpopo Province, South Africa.

CHAPTER 4: METHODOLOGY

4.1. Introduction

Chapter 4 reports on the following aspects of the study methodology: (1) research design; (2) study areas; (3) selection of participants; (4) the data collection; (5) analysis methods; (6) trustworthiness and validity of qualitative data and validity; (7) limitations of the study; and (8) research ethics.

4.2. Research Design

This study adopts a descriptive research design which involved both quantitative and qualitative approaches for data collection and analysis. The main data collection methods for the qualitative data were in-depth interviews, focus group discussions, informal conversations and personal observations with a purposive sample of local residents Alldays and Musina – the study areas for this research. A survey questionnaire was used to collect data of a quantitative nature for this study.

4.3. The Study Areas

This study was conducted in Alldays and Musina in Limpopo Province, South Africa. The location of Limpopo Province in South Africa is shown in Figure 16.

Figure 16. Location map of Limpopo Province in South Africa (www.places.co.za)

Alldays and Musina are the only two and closest local communities bordering Mapungubwe National Park and World Heritage Site (See Figure 17). Alldays and Musina are located approximately 70km and 80km, respectively from the main entrance of Mapungubwe National Park and World Heritage Site.

Figure 17. The location map of Mapungubwe National Park, Alldays and Musina (www.places.co.za)

Before the description of Alldays and Musina is presented, it is important to describe the tourism resources in these areas. One of the major tourist attraction/resource in the two study area is Mapungubwe National Park (MPNP). The park is located on the South African side of the confluence of the Shashe and Limpopo rivers, where South Africa meets with Botswana and Zimbabwe (South Africa National Parks, 2010). According to South Africa National Parks (2010), the viewpoint of the Limpopo-Shashe river confluence is an important and

attractive spot of the park because it is located at the borders of three countries (South Africa, Botswana and Zimbabwe) and virtually visitors can be in these three countries simultaneously. There are four observation decks at the confluence namely: Sunrise, Main, Confluence and Sunset (Fleminger, 2006) which provide visitors with a complete view of the confluence. MPNP comprises of 20 properties managed by different entities (See Appendix 1). The properties of MPNP "lie between the R521 from Alldays to Pontdrift in the west, to the boundary with the farm Weipe in the east. The Limpopo River forms the northern boundary and the R572 between Musina and the R521 forms the southern boundary" (South Africa National Parks, 2010, p. 9).

In 2003, UNESCO declared MPNP as a world heritage site. It became the first national park in South Africa to become a world heritage site (South Africa National Parks, 2010). The park now is formally called the Mapungubwe National Park and World Heritage Site (MPNP&WHS). With its more than 400 archeological sites relating to the period between AD 900 and 1300, MPNP&WHS is a tourism icon in Limpopo Province, South Africa, and Africa (South Africa National Parks, 2010). As a matter of fact, no other national parks around the world have the largest concentration of archeological sites of more than 400 like Mapungubwe National Park and World Heritage Site.

Apart from the archeological sites, Mapungubwe National Park and World Heritage Site boasts of a variety of wildlife species. For example, there are over 400 rare species of birds, including Meve's starling, the shy Pel's fishing owl, verreaux's eagle, common and thickbilled cukoos, white-crested helmetshrike, African eagle, Kori bustards, ground hornbill and other species of birds (South

Africa National Parks, 2010). On the other hand, some of the notable animal species of Mapungubwe National Park are: white rhino, cheetah, spotted hyena, elephant, steenbok, among other species. (South Africa National Parks, 2010).

Mapungubwe National Park and World Heritage Site offers a variety of tourist activities such as:

> game viewing, self-guided or guided visits to viewpoints above the river confluence, bird watching, tree top board walk and viewing platform, bird and game hides, night drives, sunset drives, eco driving trails, guided Walks, Vhembe wilderness walking trails, guided visits to cultural heritage sites on the southern terrace below Mapungubwe Hill and to the top of Mapungubwe hill. (South Africa National Parks, 2010, p. 60)

SANPark established accommodation facilities in form of camps and lodges, and some examples include the following: Leokwe rest camp, Limpopo Forest Camp, Mazhou Camping Site, Vhembe Wilderness Trails Camp, Tshugulu lodge, and Little Muck lodge.

Alldays and Musina are located within the leading hunting zones of South Africa (Limpopo Province). They possess numerous game farms and examples have been presented in the following sections about the description sections of the study areas. They offer hunting as a lucrative business for both national and international trophy hunters. It is important to note that in terms of hunting operators, visiting hunters, species available for hunting and revenue generated from the hunting industry, South Africa is leading on the African continent (Lindsey, Roulet, & Romanach, 2007; Damm, 2005) and is one of the world's major hunting destinations. To be specific, South Africa has over 60 mammalian species available for hunting (See Appendix 2). By and large this number of mammalian

species is the highest worldwide (Damm, 2005). Furthermore, within South Africa, 80% of the hunting activities take place in Limpopo Province (South Africa Government Information, 2011), where Alldays and Musina are located. The following sections will provide a description of Alldays and Musina.

4.3.1. Alldays

Alldays is located in Blouberg Municipality in Limpopo Province, South Africa (as shown in Figure 11). Alldays occupies 1,200 hectares of land which is used for tourism, residential, education, sports and recreation, agriculture, transportation network, health, business, rubbish dumping and cemetery (Blouberg Local Municipality, 2006). In addition, Alldays is described as a tourist destination for hunting due to the presence of a number of private game farms. According to the MUK Development Consultants (undated), Alldays is located within a tourist attraction area dominated by game farms famous for the hunting industry. Apart from being located within game farms, Alldays is located along the R521 road and this makes it a strategic place for most tourists, truckers, miners and contactors traveling between South Africa and the rest of Africa (MUK Development Consultants, undated). Its tourism resources include Mapungubwe National Park and World Heritage Site and game farms. Examples of the major game farms are: Marula game lodge and Safaris; Cosa Nostra game lodge; Tamwoth game ranch; Tovey Matombo game lodge; Twani Safaris; Moyo game farm; Evangelina game farm and lodge; Icon hunting safari; Sethora game farm; Kolobe game farm; and Zelpy game farm. It is argued that "the presence of game farms and lodges in and around Alldays area is important for tourism purpose" (MUK Development Consultants, undated, p. 22). Apart from the game farms, another tourist attraction is the Venetia Diamond mine located 30 km north of Alldays. Some

other nature-based tourism attractions in and around Alldays include Maleboho Nature Reserve, Blourberg Nature Reserve, Mapungubwe National Park and World Heritage Site. Apart from nature-based tourism resources, some cultural resources found in and around Alldays area are: the 1903 prison; Lutheran church; 400 stone and Iron Age sites in Makgabeng plateau; and rock art paintings. With all these attractions, Alldays is within the African Ivory route. The Ivory route is described as a tourism development corridor which contributes to the creation of tourism attraction points and attraction of tourists to the area in South Africa (MUK Development Consultants, undated). Apart from Alldays, another local community bordering Mapungubwe National Park and numerous game farms is Musina.

4.3.2. Musina

Musina (formally known as Messina) is situated in Musina Municipality in Limpopo Province and borders Mapungubwe National Park and World Heritage Site at the northern part of the Province. Musina is near the South African-Zimbabwean border. According to the Musina Local Municipality Individual Development Plan Review (2006/2007), Musina covers 11,000 hectares of land and by 2001 the population was about 25,000 people. The search for iron resulted in the discovery of copper reserves in Musina around 1904. A mixture of copper and iron formed an inferior metal in Musina and therefore the place came to be called Musina, which means 'the spoiler' (Jobu, personal communication, 2010). In terms of tourism, Musina is "characterized by large areas of private game farms which provide not only accommodation facilities and tourism activities, but in some instances also caters for the hunting market both for the national and international market" (Profile of Musina Local Municipality, undated,

p. 5). Some of the game farms and nature reserves that form the tourism resource base of Musina are: Evelyn game farm; Abend Ruhe Gotha farm guest house; Klein Bolayi game farm/lodge; Linton game farm; Nari Danga Safaris; Mapesu ranch; Musina Nature Reserve; Honnet Nature Reserve; Maselele game reserve; and Venetia Limpopo Nature Reserve; waterfalls; ancient rock paintings; archeological sites and Mapungubwe National Park. Other tourism attractions within Musina include: Beit Bridge; the baobab reserve; Tshipise hot springs; Limpopo Valley Conservancy; the Limpopo river; dinosaur footprints; Dongola kop; Dongola nature reserve; Mopane ranch; Popallin range; Nyala Limpopo safaris; Klein Bolayi Game farm; Tshamavhudzi hill; Verdun Venda ruins; Maremani Conservation area; Venetia mine; Ratho and Parma crocodile farms; and Bulayi/Dongola execution rocks (Pieterse and Associates, 2004). In addition, Musina copper mine, iron ore mine DeBeers game farm, Ngoanezhe game farm, DeBeers Venetia Diamond mine, spirulina plant are other important attractions in the area (Musina Local Municipality Independent Development Plan Review, 2006/2007).

With the above tourism resources, "Musina in Limpopo Province is regarded as one of the richest areas in tourism in terms of its scenery and cultural composition…Musina by nature is a world's tourism attraction spot" (Musina Local Municipality Independent Development Plan Review, 2006/2007, p. 340). In order to expand the tourism industry in Musina, it was recommended that the Musina copper mine be refurbished to pave way for the development of a museum, revival of the recreational park and cultural villages plus the expansion of the information centre (Musina Local Municipality Independent Development Plan Review, 2006/2007). Unfortunately, to date, such recommendations have remained

on paper and have not been implemented for the benefit of the tourism industry and the Musina community. Due to a variety of tourism resources especially Mapungubwe National Park and numerous game farms in Alldays and Musina, these places have become important in attracting tourists to Limpopo Province. They cater for a special tourism niche market which is the hunting industry where South Africa is leading on the Africa continent, with 80% of the hunting in the country taking place in Limpopo Province, where Alldays and Musina are situated.

Despite all the tourism resources such as Mapungubwe National Park and numerous game farms of Alldays and Musina and their vital role in the hunting industry of South Africa, the communities have remained under-researched (Personal Communication with South Africa National Parks official, 2009). In addition, Alldays and Musina are characterized by severe poverty and unemployment. For example, Alldays is "characterized by serious poverty and high unemployment rates, particularly among the African population group" (Blouberg Local Municipality, 2006, p. 39). In addition "the large number of people in Alldays do not have access to water at RDP standard. The quality of the available water in terms of daily supply is poor. The large numbers of people living in informal housing have no access to sanitation services" (Blouberg Local Municipality, 2006, p. 42). It should be noted that the abbreviation "RDP" in the above direct quotation stands for Reconstruction and Development Programme.
Alldays is characterized by limited education facilities, water, sanitation facilities and has limited banking and telecommunication services. So, what is really the contribution of tourism to poverty alleviation? How do Alldays and Musina local residents perceive and react to tourism which seems to be 'booming' yet appears

not to have addressed poverty in their communities? What are the barriers to tourism as a tool for poverty alleviation in Alldays and Musina? These are some of the initial questions that triggered the researcher to choose Alldays and Musina as research areas for this study. However, theoretically speaking the researcher was triggered by gap in the tourism impact literature where there was no comprehensive framework for monitoring rural tourism impacts. Therefore, the theoretical goal was to fill the research gap by developing and operationalizing a comprehensive monitoring framework of tourism impacts in a pro-poor tourism context. It should be noted that Alldays and Musina were selected because of their unique tourism market – trophy hunting tourism, and the fact that they remain one of the unresearched local communities in South Africa.

4.4. Selection of Participants for In-depth Interviews and Focus Groups

Purposeful sampling, a non-probabilistic sampling method (Veal, 1997), was employed to select participants from Alldays and Musina for in-depth interviews, focus group discussions, informal interviews and conversations. Purposeful sampling was chosen because the idea of sampling or selecting participants for a qualitative study is not for generalization of the population, but to get participants to provide rich information for the study (Thompson, 1999; Speziale & Carpenter, 2007), as they are regarded to have enough information about the case under investigation. The same argument is advanced by Mays and Pope that the reason for purposeful sampling:

> Is not to establish a random or representative sample drawn from a population but rather to identify specific groups of people who either possess characteristics or live in circumstances relevant to the social phenomenon being studied. Informants are identified because they will enable exploration of a particular aspect of behavior relevant to the

research. This . . . allows the researcher to include a wide range of types of informants and also to select key informants with access to important sources of knowledge. (1996, pp. 12-13)

The number of participants for qualitative approach was determined by theoretical saturation, where the researcher stopped interviewing when there was no new information emerging by interviewing additional participants (Glaser & Strauss, 1967). In order to be able to get a rich data from the lived experiences of participants, the researcher made sure that all the participants were permanent residents of Alldays and Musina and have lived in these areas for at least more than five years. In terms of age, the research considered participants who were considered to be in the age bracket of 25-50 years. It was assumed that participants within this age bracket are aware of various societal issues in their communities, and also by South African law anyone above 18 years is considered an adult and can enter in agreement because he/she is believed to be mature.

4.5. Selection of Respondents for the Questionnaire Survey

Respondents for quantitative study were selected using random sampling in Alldays and convenience sampling in Musina. Systematic random sampling in Alldays was employed because it was easy to find a record indicating the exact location of residents' homes and most importantly most of the homes in Alldays are concentrated in a small area. This made it easy to undertake and use systematic sampling.

However, unlike Alldays, Musina being a border community, it is large and it was not possible to access records from local authorities indicating the exact number of residents' homes and their respective location. So, the researcher resorted to

convenient sampling. The researcher acknowledges convenience sampling as one of the limitations of the study.

4.6. Data Collection

Qualitative and quantitative methods were employed to collect data for this study in Alldays and Musina. A description of the methods employed is presented in the following sections.

4.6.1. Qualitative Data Collection

In-depth interviews, focus groups, informal conversations and personal observation were employed to collect qualitative data for this study. A total of 16 in-depth interviews (8 each in Alldays and Musina), 2 focus groups (all in Alldays) and 10 informal conversations (5 in Alldays and 5 in Musina) were conducted. The participants for in-depth interviews were not considered for focus groups or questionnaire to avoid duplication of information and confusion among participants. In-depth interviews were guided by interview schedules with open-ended and objective questions (See Appendices 3A and 3B). Open-ended questions were purposely designed to minimize biased responses from participants.

The reason why in-depth interviews were selected is that they are appropriate in getting richer data to enable a deep understanding of the phenomenon of tourism, local residents' reactions and perceptions to tourism and also the barriers to tourism development as a tool for poverty alleviation. It is argued that in-depth interviews help in deeply exploring the participants' point of view/perspectives and feelings (Guion, n.d.), which other methods may not adequately explore. With

in-depth interviews the researcher was able to observe and draw valuable information from the interviewees' non-verbal clues like the body language (Guion, n.d). Furthermore, in-depth interviews were preferred due to the high degree of flexibility concerning the interview process. Depending on the interviewees' responses, the researcher was able to adjust the interview process to enable a deeper understanding of the cases being investigated. For example, in cases where the participants fail to understand the questions, the researcher has the opportunity to re-phrase them to enable him/her understand. This may not be possible for other methods of data collection like questionnaires. The third reason, in-depth interviews were used due to the high illiteracy rates in Alldays and Musina, especially among the rural black communities. Sibiya (2005) indicated that high illiteracy rates exist among the rural community members in South Africa. Participants who were unable to read and write were asked to verbally express their opinions and perceptions towards tourism in their communities. This method proved fruitful; it revealed that even though some local residents may not be able to read and/or write, they have valuable information about their communities and reactions to tourism development. This supports the argument that in-depth interviews are useful even if participants are unable to read and write (Robson, 1993), and such interviews yield high returns of data because participants usually feel free in sharing their experiences (Keogh, 1990). In this study appointments were made, where possible, prior to the meeting to enable participants to prepare to share their experiences/perceptions on tourism and its impacts on local communities. The researcher further communicated in advance the duration of each interview sessions. Every session for each participant lasted for approximately thirty to forty five minutes depending on the situation. However, some interviews with participants who had a lot of experiences to share exceed the

mentioned time duration. This duration is based on the argument by Blaxter, Hughes, & Tight (1996) that an interview session lasting less than half an hour may not be enough to yield enough information, and a session exceeding one hour is regarded as too long for participants. Some participants' responses were audio-recorded for precision and later transcribed (Marshall & Rossman, 2006) for further content analysis, while a few residents were not audio-recorded as they did not feel comfortable about the recording of the responses. Care was taken to respect participants' privacy concerning the recording of responses. Apart from using in-depth interviews, focus group discussions were employed.

Focus group discussions were employed for data collection. Focus group discussion is a qualitative data collections method "with the primary aim of describing and understanding perceptions, interpretations, and beliefs of a selected population to gain understanding of a particular issue from the perspective of the group's participants" (Khan & Manderson, 1992, p. 57). Two focus groups were utilized in collecting data in Alldays. One group comprised of eight local residents (4 males and 4 females) who were not employed in tourism and tourism-related businesses and involved in any leadership role in Alldays. On the other hand, the second group comprised of eight residents with similar number of females and males as in group one. Some of the participants in one focus group were employed in tourism or tourism-related businesses and had leadership responsibilities in the community. The two separate groups provided a picture on how different local community residents perceive tourism and its impacts. However, in Musina it was not possible to convene any focus group. As a consequence, no focus group was conducted in Musina as originally planned from the onset of the study. So, in Musina data were collected through in-depth interviews, informal conversations

and questionnaires.

Focus groups were employed in this study because they have an advantage of enabling the gathering of rich information as participants usually have the same expertise or experiences on the issue under investigation (Liamputtong & Ezzy, 2005). In addition, from the researcher's experience and observations of rural communities in Africa, some residents prefer to have their views shared in a collective manner. This is because the communal system of sharing information is still highly valued in some cultures on the African continent and the spirit of 'togetherness' is one of the valuable intangible resources among some rural communities. Beside these advantages, focus groups are cost effective (Sim, 1998) in a way that a group of participants are interviewed at the same time instead of interviewing one participant at a time. As Kitzinger (1994) contends, focus group discussions enabled the researcher to get information from a collective consensus of participants through a face-to-face interactive environment. This unique characteristic of focus group discussions appears to be lacking in other qualitative data collection methods (Kitzinger, 1994). Like in-depth interviews, focus groups appear to be the appropriate data collection methods commonly used to explore people's experiences about a social phenomenon in a particular contextual setting (Kitzinger, 1994). Furthermore, focus groups were appropriate to use when dealing with some illiterate communities because participants were not required to read or write in order to give their responses. Further, Liamputtong and Ezzy (2005:79) pointed out that focus groups are important in giving 'voice' to the marginalized members of the community like the poor, minority groups, women, among others. Given the fact that this study was conducted in rural communities with some illiterate and poor members, focus groups were appropriate for this study. Field notes and personal memos were taken to supplement the recordings

and observations. Apart from in-depth interviews and focus group discussions, personal observations were used to confirm or disconfirm the possible impacts of tourism suggested by local residents. The observable aspects were infrastructure, local businesses, and the indicators of quality of life like access to water and electricity, availability of education and health facilities and communities' recreation opportunities. Simply observing may give partial information due to the fact that the researcher may not be able to exactly tell whether the aspects being observed are a result of tourism and its impacts. To overcome this limitation, the researcher triangulated the above observable aspects with interviews, focus groups and informal conversations with local residents.

4.6.2. Quantitative Data Collection

A questionnaire comprising of 7 sections presented in Table 5 was used to collect quantitative data. A 5-point Likert scale questionnaire was designed and employed for quantitative data collection at the two local communities of Alldays and Musina (See Appendices 4 and 5).

Table 5

Sections of the Questionnaire Administered in Alldays and Musina

Section	Theme	No. of Items for Alldays	No. of Items for Musina
A	Opinions Towards Tourism	18	19
B	Reactions Towards Tourism	13	13
C	Tourism and Employment	13	12
D	Tourism, Poverty and Community Livelihood	10	11
E	Level of Involvement in Tourism	1	1
F	Influence in Tourism Planning and Development	9	9
G	Participant Profile	9	9

The first version of the questionnaire comprised of statements derived from previous studies. Since most of those previous studies were conducted in different local communities, there was a need to localize the questionnaire based on the social and cultural settings in Alldays and Musina. In order to check the clarity/wording of the original questionnaire and whether the statements meet the objectives of the study four university research students in Hong Kong were selected to check the questionnaire. Some corrections regarding the clarity and the wording of some of the questionnaire items were made based on the students' comments and suggestions. In addition, the researcher conducted in-depth interviews and the analysis generated additional statements that were later incorporated in the questionnaire. The English version questionnaire was piloted with a convenience sample of school teachers from Alldays and Musina. The teachers made some suggestions to improve the wording of the questionnaire based on the local settings. After the pilot study, their comments were incorporated and the English questionnaire was finalized. However, since most of the residents in Alldays and Musina do not understand English well, the English questionnaire was translated to Sepedi (one of the commonly spoken and understood languages by local residents). Often translating text from one language to another is associated with the loss of vital meanings/information, especially when inexperienced translators are used for translation. In order to minimize such risk, the researcher used translators who are knowledgeable in the local language (Sepedi) and English. For example, the translator (research helper) who was heavily involved in assisting the researcher in data collection had been teaching Sepedi and English in secondary school for more than ten years. Another four translators are native speakers of Sepedi and at the time of translating the questionnaire they were students at the University of Limpopo, South Africa. All

the four translators were involved in back translating the questionnaire to make sure that it was translated in the right way and there were no mistakes that could often arise when only one translator is involved.

All questionnaires were hand delivered to participants' homes and the researcher and his helpers explained the purpose of the study and requested any member of the family to fill the questionnaire within two days of delivery. A small gift as a token of appreciation was promised to respondents who would complete all the sections of the questionnaires. After two days, the researcher and the helpers returned to collect the questionnaires. Respondents who had not filled the questionnaires within two days were given an extra day to complete the questionnaire.

A total of five hundred and fifty (550) questionnaires were distributed and 500 usable questionnaires (250 from Alldays) were collected. The questionnaire response rate was 91%. This high response rate was partly attributed to two factors. First, most of the questionnaires were administered to the respondents by the researcher or his research helpers as most of the respondents did not know how to read and/or write English or Sepedi (the two languages used in the questionnaires). Secondly, when respondents were invited to complete the questionnaires they were promised a small gift if all the sections of the questionnaire were carefully completed. The small gifts included key holders and novelty pens. It was made clear these gifts were not intended to 'bribe' respondents to fill the questionnaires. Gifts were a token of appreciation to respondents for their willingness to spend some time and effort in filling the questionnaire.

4.7. Data Analysis

This section presents the description on how qualitative and quantitative data were analyzed.

4.7.1. Qualitative Data Analysis

The analysis of qualitative data started when researcher was collecting the first piece of data. The analysis at this early stage involved the synthesis of what participants were sharing with the researcher and thereby such an approach enabled the researcher to think of the next issues to ask participants as follow-up questions during the in-depth interviews, focus groups and informal conversations. The analysis of qualitative data immediately after the first interview or observation is a major feature which differentiates qualitative research from quantitative (Maxwell, 2005). The content analysis technique described by Miles and Huberman (1994) was employed to make sense of the collected data. The researcher first listened to the audio-recorded data in order to get familiar with the data before doing the transcription. Then the audio- recorded data were transcribed verbatim. After word for word transcription, there was immersion into the data where the researcher started reading through the transcripts several times in order to familiarize himself with the data. Following several rounds of reading and re-reading of the transcripts, two types of coding were applied to the data: open coding and latent content analysis. For open coding, the researcher read through all the transcripts and did the following:

1. Identified and underlined all the keywords;

2. Identified and highlighted the qualifiers in the texts;

3. Searched for and marked all the key phrases in the transcript texts;

4. Developed the main message for each paragraph based on the above three

stages;

After opening coding, latent content analysis was applied to the qualitative data. Latent content analysis involved reading the transcripts to identify any hidden or alternative meaning of the participants' responses. The researcher formed categories for the data and categories were either developed by the researcher himself based on the data or from previous knowledge about tourism impacts and residents reactions from the literature. Generally, most of the categories emerged from the primary data more than from the previous research. The initial process of developing categories indicated that some of the categories were similar to each other and the researcher made sure that they were combined into clear categories while the categories that did not resemble the rest of the categories were left as stand-alone categories. In forming categories, care was taken not to jump to premature categorization or conclusion of the data. For this reason, the researcher critically read through all the categories and also looked for if there was another way of categorizing the data. The same process continued until the researcher was sure and satisfied with all the categories and a data display was prepared and is presented in Chapter 5. A data display is an integral part of the qualitative data analysis and emerges at the final stage of the analysis.

It should be noted that like in the data collection, during data analysis process the researcher took memos where new insights/ideas from the data were recorded and later incorporated in the analysis. The memo taking exercise was fruitful; it added vital information to the categorization process, especially where the researcher was looking for a suitable category to assign to a certain section of the data.

Three types of codes were developed which included: descriptive, interpretive and pattern (Miles & Huberman, 1994). The descriptive codes were developed first and involved labeling each section of the transcript. After developing descriptive codes, interpretive codes helped the researcher to make some conclusions of the analysis. Finally, pattern codes were developed and they identified relationships between the different categories. A data display is presented in chapter 5 to show the qualitative findings of this study.

4.7.2. Quantitative Data Analysis

The survey data was analyzed using SPSS Software Version 18. In the analysis, descriptive statistics were used to explore the nature of respondents' responses to questionnaire items. Some for the descriptive statistics include percentages and means. Factor Analysis was conducted on Alldays and Musina merged data files in order to identify factors based on the statements and their loadings. Similar statements on residents' opinions, reactions, and employment in tourism in Alldays and Musina were considered for Factor Analysis. Correlation and Canonical Correlation Analysis were conducted to explore the nature and direction of the relationships between the different components of the modified framework for monitoring tourism impacts.

The results from qualitative and quantitative data analysis are presented and discussed in Chapters 5 and 6, respectively. But, before the qualitative and quantitative results are presented and discussed, trustworthiness, limitations of this study and research ethics are presented first.

4.8. Trustworthiness

Establishing trustworthiness in qualitative research is important because qualitative research has been criticized for not having 'good' science or the lack of rigor and credibility (Decrop, 1999). Maxwell (2005) contends that the question about trustworthiness in research is: how might you be wrong in your research? Identifying threats to trustworthiness and devising strategies to minimize them is an important step. However, it is important to remember that trustworthiness or validity in research cannot be bought by methods or strategies/techniques (Brinberg & McGrath, 1985). This means trustworthiness is not as a product, but rather it is a goal that researchers strive to achieve. Maxwell (2005) cautions that instead of listing all the methods for achieving trustworthiness as proposed by various authors, it is better to identify a validity threat for the research in question and then present strategies that were employed to reduce the threat. This study takes the same approach. In Table 6, the researcher presents the threats to trustworthiness and the strategies he employed to minimize the threats.

Table 6

Threats to Trustworthiness and Strategies Employed to Minimize them

Threat to Trustworthiness	Strategy
1. Participants giving any information just for the sake of making the researcher happy	➢ Member checking
2. Participants concealing vital information if the researcher is considered to be an outsider	➢ Prolonged engagement
3. Misinterpretations in translating participants' interview responses from Sepedi to English	➢ Selection of research helper with more than 10 years of experience in teaching and translating English and Sepedi

Table 6

(Continued): Threats to Trustworthiness and Strategies Employed to Minimize them

Threat to Trustworthiness	Strategy
4. Loss of vital information during the translation of English questionnaires to Sepedi language	➢ Four students (competent in English and Sepedi native speakers) from The University of Limpopo, South Africa were invited to do the initial translation and back translation of the questionnaire; ➢ Two teachers of English and Sepedi (Sepedi native speakers) were involved in back translating the questionnaire.
5. Researcher bias	➢ During the research design, neutral and open-ended interview questions were used ➢ During data collection no statements showing the researcher's preference of the aspects being investigated were mentioned; ➢ Participants were allowed to talk freely about their lived experiences with no interference from the researcher and his helper; ➢ During data analysis no cases were given priorities over the others ➢ Analysis was based on verbatim transcripts of interview, but not selected notes
6. Reactivity	➢ Personal observations ➢ Informal conversations ➢ The researcher was mindful of the cultures of the participants and tried to adopt some aspects
7. Limitations of a single data collection method	➢ Methodological triangulation was employed. Data were collected through a number of methods: in-depth interviews, informal interviews, personal observations, document analysis, and questionnaires

4.9. Limitations of the Study

Before the findings of this study are presented, it is important to acknowledge that

there is no study without limitations (Patton, 2002). In light of this, the present study is associated with a number of limitations. However, the limitations did not compromise the quality of the findings. The researcher ensured that amid such limitations accurate data collection, data analysis and report were maintained. First, the Limpopo Province is rural and underdeveloped (Agyapong & Oludele, 2003) compared to other province (South African Tourism, 2006). Therefore, the results of this study may not essentially be comparable with urban provinces such as Gauteng, Western Cape, and KwaZulu-Natal. Second, some participants may have offered their own preconceived ideas (Conco, 2004) about the socio-economic and environmental impact of tourism, especially that local people's thinking about societal issues is majorly influenced by the apartheid regime, which did not give them enough voice. In order to minimize this, data were collected from different community categories such as local community leaders, participants employed in tourism, those not employed in tourism, Mapungubwe National Park management officials, and a few selected provincial officials. The selection of various categories of participants gave a multi-perspective understanding on the nature of tourism at the community level and minimized biases that would have emerged if only one category of participants were involved in the study.

Third, some residents migrated from Zimbabwe and settled in Alldays or Musina. They could have been potential participants for this study, but they did not understand English and Sepedi, the main languages used to collect data for this research. Such potential participants were left out in this research despite the possibility that could have had different view points on tourism and local communities.

Fourth, although the researcher employed experienced research helpers fluent in both English and Sepedi, perhaps it may be possible that perhaps some words may have been translated in a different way leading to the loss of some information pertinent to the study. But appropriate procedures were put in place to minimize misinterpretation such as the use of an experienced teacher of Sepedi and English languages.

Fifth, although canonical correlation analysis was employed to simultaneously explore the relationships between the components (variable sets) of the modified framework, three relationships were not explored due to the lack of appropriate measures and data. The relationships that were not explored/tested in this study include:

(a) The relationship between extrinsic factors and social exchange;

(b) The relationship between extrinsic factors and livelihood outcomes; and

(c) The relationship between extrinsic factors and residents' reactions.

5.0. Research Ethics

Research ethics are important aspects of any research (Welman, Kruger, & Mitchell, 2005). The ethics that were considered in this research are: First, the Human Subjects Ethics sub-Committee (HSESC) of The Hong Kong Polytechnic University had to first approve this research before the researcher went out to collect data. The HSESC ensure that the benefits of any research project outweigh its risks to research subjects.

Secondly, a research agreement was signed between the researcher and South African National Parks (a body responsible for overseeing research conducted in

protected areas and in communities bordering them) (See Appendix 6).

Third, permission from all participants was sought first before conducting the research. The privacy of participants and confidentiality of the information obtained were maintained such that no participant is mentioned by name or identified with the information she/he shared with the researchers and his helpers. The names provided in the section of qualitative research findings are pseudo names.

Fourth, one other research ethic that this study takes into account is the accurate reporting of results, proper acknowledgement of sources cited, and a thorough review of relevant literature (Welman et al., 2005).

CHAPTER 5: QUALITATIVE RESEARCH FINDINGS AND DISCUSSION

5.1. INTRODUCTION

This chapter presents and discusses the combined research findings from in-depth interviews, informal conversations, focus groups and personal observations. This chapter is organized, as follows: 1) the data display and the description of its components; 2) the perceived impacts of tourism in Alldays and Musina; 3) local residents' perceptions and reactions to tourism as a tool for poverty; 4) perceived barriers to tourism development; and 5) a summary of the qualitative research findings.

5.2. Data Display of Qualitative Data Findings

The use of data display in qualitative research is an important step towards drawing valid conclusions about the study (Miles & Huberman, 1994). The data display shown in Figure 18 presents the summary from the analysis of the qualitative data in terms of categories. The major categories were: tourism impacts, barriers to tourism, perceptions and reactions to tourism, and residents' recommendations. Each of these categories has sub-categories.

Local Residents' Perceptions

Tourism Impacts

Positive:

- Employment
- Heritage Preservation
- Community Pride
- Awareness about
  Communities
- Income
- Gifts from Tourists

Negative:

- Price increases
- Limited Access to
  Tourist Facilities
- Restricted Access to
  Mapungubwe Park
- Litter
- Dominant Foreign
  Labour

Barriers to Tourism

- Tourists' Short Length of Stay
- The 1913 Natives Land Act
- 'Unbalanced' Ownership of
  Businesses
- Lack of Capital & Skills
- Low Level of Tourism
  Awareness
- Lack of a Tourism Revenue
  Sharing System
- Lack of Tourism Research
- Untapped Tourism Resources
- Limited Community
  Involvement
- Limited Tourist Activities in
  Communities

Perceptions & Reactions Toward Tourism

Tourism Can Reduce Poverty

Communities Need More
Tourism Development

Tourism is for the Rich/ White
Community

Tourists are Good for
Development

Little Impact on
Poverty Alleviation

Illiteracy Hinders Involvement
in Tourism

Residents' Recommendations

Tourism Awareness Campaigns

Access to Tourist Attractions &
Facilities

More Tourist-resident
Interaction

Community Involvement in
Tourism

Introduce Tourism Revenue
Sharing System

Tourism should unlock more
non monetary opportunities

More Tourism Activities,
Research, Jobs & Facilities

Figure 18. Data display of qualitative findings

5.3. THE PERCEIVED IMPACTS OF TOURISM ON THE ALLDAYS AND MUSINA COMMUNITIES

This study investigated the impacts of tourism as perceived by local residents of Alldays and Musina. The issue of local communities and how tourism affects their livelihoods has received a lot of attention in recent years, with a number of studies confirming or disconfirming what previous researchers have found and concluded on tourism impacts. Although the impacts of tourism on local communities have been widely investigated, it may not be a right conclusion to assume that the impacts of tourism reported in other destinations are exactly the same in Alldays and Musina. The reason is, local communities are not homogenous, but rather heterogeneous and tourism impacts differ from one community to another (Hsu, 2000). Therefore, conducting a destination-specific study examining how tourism affects local communities and also how they react to its impacts is critical. Generally, local residents in this study expected tourism development to positively contribute towards reducing societal problems, especially poverty and unemployment which were mentioned as one of the major challenges facing rural local communities. Despite the anticipation that tourism would bring positive contributions, the reality in Alldays and Musina is that tourism has contributed to both positive and negative impacts. Based on the in-depth interviews, focus groups and informal conversations, the following were the positive impacts of tourism perceived by Alldays and Musina residents. Since this study combines the analyses of data from two communities, it is worth noting that in terms of residents' perceptions to tourism most black residents' perceptions were similar. On the other hand, white residents held different views concerning tourism. The differences in perceptions between black and white residents will be highlighted, where necessary, in the following sections about

the perceived impacts of tourism in the two local communities of Alldays and Musina.

5.3.1. Employment

Employment is the dominant positive impact of tourism commonly cited in tourism impact studies (Johnson & Thomas, 1990). Tourism is pursued partly because of its potential to create diverse employment opportunities (Cukier-Snow & Wall, 1993). The broad types of tourism employment are direct, indirect and induced employment. Direct employment encompasses job opportunities in tourism businesses. Johnson and Thomas (1990, p. 38) described direct tourism employment as "employment which serves tourism expenditure". On the other hand, indirect tourism employment includes the provision of goods and services to tourism businesses. For example, someone employed in a local crop farm producing and supplying food to hotels or restaurants is indirectly employed in tourism. Induced tourism employment is the type of employment "which results from successive rounds of expenditure out of the income generated from direct and indirect tourism employment" (Johnson & Thomas, 1990, p. 39). Direct tourism employment plays a significant role; other forms of employment (indirect and induced) are largely dependent on its vibrancy. The measurement of the three types of tourism employment in Alldays and Musina is beyond the scope of this study. The study is limited to how residents perceive the impacts of tourism and employment is one of them.

Alldays and Musina white residents acknowledged that tourism creates employment opportunities for them and their family members or relatives. However, black residents had a different story on tourism employment. They

argued that most tourism jobs are taken up by white residents or foreigners. This is due to the fact that most foreigners are perceived to be more educated and have better qualifications and skills than some local South Africans, especially those in rural areas. The notable form of employment was the direct employment (such as jobs opportunities offered in tourism businesses like game farms, hotels, lodges, guesthouses, among others,). Residents did not only mention that tourism had created employment, but also criticized it. For example, tourism job opportunities were criticized as being limited and low status in nature. A resident commented: *"basically, I cannot give any tangible effect brought by tourism in my life and in the lives of those residents in Alldays, apart from those few people employed at Mapungubwe and the private game farms and lodges in Alldays. But the employment I am talking about is very funny because most of the employees in private game farms earn very low salaries and the jobs are those that every person can do. For example they are employed as cleaners, security men, cooks and other simple jobs"* (Anna).

Apart from the low status of tourism employment opportunities, such opportunities are dominated by foreign labour, especially from Zimbabwe where people were fleeing due to the harsh living conditions. Due to the limited or lack of skills among most rural South Africans, it becomes challenging to compete with skilled foreign nationals living in rural areas (James, Personal Communication, 2010). During the personal communication with the researcher, James further argued that the desperate Zimbabweans escaping from their country offer cheap labour on game farms in South Africa. However, his argument could not be verified or backed up with statistics because it is a sensitive issue. Commenting on the lack of skills and tourism issues in Alldays,

one of the interviewees said: "*in terms of the skills jobs, it is where community is not satisfied. They realized that when the Management of Mapungubwe wants the unskilled labour it will inform the people of Alldays and if they are looking for skilled labour our people will not be informed. So, they finally think that maybe at our area we don't have skilled people*" (SeruAlliba). Another resident commented: "*…if tourism development takes place and yet majority of local residents are not equipped with skills then destination managers find it hard to employ them. For example, here in Alldays most people are illiterate and how can you employ them with their high level of illiteracy? I think local skills development among local residents is important. This goes hand in hand with knowledge about tourism among local residents. If residents lack knowledge about tourism and how they can benefit from tourism, tourism development will not mean much to them*" (Anna).

Similarly, one Assistant Manager of the establishment offering accommodation and game hunting services in Musina also commented on the lack of skills and competence among local residents as follows: "w*e employ people because of their competence, not their country of origin. Now, if the local South Africans do not have the skills that we are looking for, why should they be employed? That is why we go beyond the borders of South Africa and look for people of skills and competence. It is all about competency and not one's country of origin. For example, the owners of this establishment are not from South Africa and I myself I am not from here. You find that most of people, say 99%, of those who are employed are not from here*" (Zuluman).

It appears that direct tourism employment in South Africa is limited in local communities bordering protected areas. For example, the study conducted by

Spenceley and Goodwin (2007, p. 271) on tourism enterprise around Kruger National Park revealed that direct employment to the poor communities was limited. The authors recommended that "to increase the net benefits of employment to poor people, enterprises could improve the level of access to vacancies information locally (e.g. not only advertising through existing staff)" (Spenceley and Goodwin, 2007, p. 271). Generally, the issue of limited employment in tourism for most of South Africa's poor communities is more than access to vacancies information. The lack of adequate skills among the poor is hindering them from competing for tourism opportunities with foreign nationals. Therefore, if residents are to favorably compete for tourism employment, municipality and community leaders should concentrate on skills training and development among the impoverished black communities. As Wang (2010) noted continuous training of local residents to acquire skills is an important step towards empowering them to participate in tourism development in a meaningful way. This aspect is often neglected by local community leaders who assume that as long as there is tourism taking place in a community, local residents have to benefit automatically. However, skills training and development alone may not be sufficient in helping local residents benefit from tourism. In addition to skills training, providing seed money to residents to support them in meeting initial costs of setting up tourism and tourism-related businesses is critical (Elmont, 1995).

Unfortunately, tourism proponents overemphasize many opportunities tourism offers to local communities, but pay little attention on whether communities have what it takes to utilize those tourism opportunities. Jamal and Getz (1995) pointed out that development efforts at the destination could sometimes be

directed towards developing infrastructures to meet the needs and standards of tourists visiting local communities. As such, little attention is paid on how residents can benefit from the development of tourism and its infrastructure. Tourism employment is the common benefit from tourism that was indicated by most of the interviewees. They limited tourism employment to direct employment and seemed not to be aware of other types of tourism employment such as indirect and induced employment. For example, they argued that they only recognize someone as benefiting from tourism employment if she/he works in protected areas, restaurants, hotels, and local lodges. They did not perceive the linkages tourism has with other industry sectors, partly because they exhibited the lack of adequate knowledge on how tourism benefits communities in indirect and induced ways.

Although tourism employment is important, during the assessment of the impact of tourism on poverty alleviation there is a need to go beyond the counting of the number of local residents employed in the tourism industry. The issue of poverty cannot only be assessed in terms of employment alone. The major issue should be how many poor people have been lifted from poverty through tourism development. Keeping a record of people lifted from poor would provide a meaningful indicator on the progress of tourism towards poverty alleviation instead of counting the number of jobs provided. Perhaps learning from China and her tourism could help other developing nations in assessing the impact of tourism on the poor. For example, China not only counts the number of jobs tourism provides, but also the number of people that has been lifted out of extreme poverty by tourism. To be specific, China National Tourism Administration (CNTA) estimated that in Guanxi more than 90,600 employment

opportunities were provided by tourism and approximately 800,000 people were lifted from poverty since 1999 (China National Tourism Administration, CNTA, 2003). The ability of China to know how many people tourism has helped to come out of poverty implies that the policy makers clearly know who the poor are, unlike in other developing countries were development initiatives, including tourism's, go to the non-poor due to the lack of identification and definition of the poor within local communities.

5.3.2. Heritage Preservation

The tourism industry plays a key role in revitalizing and preserving cultural heritage resources at tourism destinations. Mapungubwe National Park, one of the first South African National Parks to be inscribed on UNESCO's list of world heritage and cultural landscapes, is treasured for it cultural and heritage resources. To date, the park boosts of:

> More than 400 archaeological sites for a dynamic interaction between people, natural resources and the landscape. This interaction laid the foundation for a new type of social organisation in the region by Iron Age ancestors of the Venda, North Sotho and Shona between AD 900 and 1300. (South African National Parks, 2010, p. 6)

Mapungubwe National Park and World Heritage Site is treasured as an important cultural heritage place by most Alldays and Musina residents. They believe that the cultural and historical sites discovered in the park belong to their ancestors, and such sites have been preserved because of their importance to the tourism industry in the country. It is recorded that in the park:

There are also more recent historical sites relating to colonial settlement over the past 200 years, graves and intangible heritage and living culture relating to religious and spiritual values attached to places, oral histories, and indigenous knowledge systems. These reflect the sense of pride and belonging, a sense of place and aesthetic values in the landscape, sites of pilgrimage, inter-relationships between people and their environment, and cultural diversity. (South African National Parks, 2010, p. 17)

For residents, had it not been for tourism, perhaps Mapungubwe would not have been what it is today and most of the valuable cultural and natural resources would have been negatively affected by human activities, such as encroachment on the park. So, the Mapungubwe National Park and World Heritage Site has come to be a treasured and admired destination by residents and tourists. One resident from Musina commented that *"Mapungubwe is the major cultural-historical and natural tourist attraction for Musina. It contains a lot of archeological sites, plant and animal species that are of interest to a number of tourists. I have visited many places around the world, but you will never find attractions like those at Mapungubwe in nearly all countries. In other words, Mapungubwe's attractions, especially the cultural and historical ones, are very unique. This explains why tourists like visiting Mapungubwe"* (Kathleen).

Another resident from Alldays commented: *"I would say that Mapungubwe National Park is our national heritage asset because our great fathers used to live there"* (Sandy).

Residents expressed that although the preservation of their heritage at Mapungubwe may not bring them tangible benefits, they seemed to be happy about the preservation of their heritage for the future generations. The fear of

losing valuable heritage to modernization and other factors partly explain why residents feel happy seeing that their heritage resources are still among those protected around the world and that they attract the attention of tourists and conservation agencies like the United Nations Educational, Scientific and Cultural Organization (UNESCO). What can be learnt from the Alldays and Musina cases is that when planning and developing tourism, the focus should not only be on using tourism to provide tangible benefits, but also intangible benefits. This is important especially in the case of resources that are collectively owned by local communities. Furthermore, one of the benefits of tourism is that it breaks the isolation of the poor residents and enables them to interact with people from different countries (Bowden, 2005). Using pro-poor tourism (PPT), as an example, Bowden (2005, p. 389) argued that "while the poor are welcoming tourists from outside world, PPT helps them step out of their physical and mental captivity, throwing themselves into a world of diversity, understanding and enlightenment". But these depend on the degree of community participation/involvement in tourism and whether local residents take pride in a community as a tourist destination.

5.3.3. Community Pride

Community pride is one of the intangible benefits local residents derive from tourism (Faulkner & Tideswell, 1997). Alldays and Musina residents indicated that they are proud of their communities because they receive tourists from different parts of the world. The pride is based on the perception that these two local communities possess resources (specifically in Mapungubwe National Park and private game farms) that are internationally recognized and can attract tourists. Koster and Randall (2005) argued that community pride is a proxy

indicator of success toward a project or a community based activity. In the tourism context, increased community pride among locals could offset any negative perceptions and reactions, especially when tourism does not solve many of the societal problems as fast as residents expected. Lew (1989) commented that the preservation of heritage enhances community pride among local residents. Although Lew (1989) made this comment over 20 years ago, the comment is still relevant today as communities are increasingly recognizing the significance of heritage as an important segment of the tourism industry.

Using the case of Alldays and Musina, the tourism industry would improve the existing local community's pride if residents were involved more in tourism. This would create an opportunity for both tourists and locals to interact and share different cultures. As residents indicated, they need to see and interact with more tourists in their communities. However, attracting visitors to communities is still a challenge because a lot of communal resources are still underdeveloped. The community pride created and sustained by the existence of Mapungubwe National Park and World Heritage Site in Alldays and Musina has been a significant factor in awakening local residents to realize that even amidst poverty they still have resources (their traditions and cultural norms) that could be developed and offered to tourists. They understand the uniqueness and value of their cultural heritage as a potential tourist attraction that needs to be developed. This explains why they need local authorities to support them in developing the untapped cultural resources in communities. One participant from Alldays expressed that: *I wish leaders could take a leading role in helping our community know what tourism is and the opportunities it presents to our community. I think tourism in our community has a lot of potential areas for*

development and this needs to be understood by our planners. For example, we have a lot of tourism resources that are not used at all. Some of them are our cultural dances and performances, local foods, stories we got from our fathers, African poems, etc. Also, we could establish a local museum to house some of our cultural objects, like spears, drums, pots, old clothes" (Anna).

Residents believe that workshops to increase tourism awareness would enhance their community pride. This finding is similar to the comment made by Andereck et al. (2005) that education and awareness campaigns about the tourism industry increase understanding of and support for the industry and as a result could potentially lead to greater benefits to communities. When relating the need for tourism awareness and the possibility of developing the underutilized cultural resources, one of the interviewees commented:

"*the local people need to be taught on how to benefit from tourism. If they had some cultural items to sell, they would automatically benefit more from tourism. If you drive to Kruger National Park you will understand what I am saying. You will find residents along the road lining up their crafts to sell to the tourists who are passing by. This is how they benefit from tourism taking place around Kruger. But for this place, there are nearly no one selling crafts as you drive to most of the attractions such as Mapungubwe National Park and World Heritage Site. This has been a great missing link and tourism will not have great contribution to the local masses if they are not helped to start making crafts. I know the people have the skills of making crafts, but the problem to them seems that they are ignorant, so to speak, on how they can benefit from the tourism taking place here in Musina and also to benefit from tourists driving to other destinations/ attractions such as Mapungubwe park. Basically we are underutilized as a*

tourist destination" (Lesowarren).

Measuring intangible benefits from tourism such as community pride and cultural heritage preservation is more challenging and is often ignore when considering the overall contribution of tourism to society. There is a need to develop appropriate methods to measure the intangible benefits of tourism in poor communities.

5.3.4. Gifts from Tourists

Although gifts from tourists may appear to be a small contribution compared to what tourism contributes at the national level, they have played a key role in developing positive tourist-resident interactions and relationships. In Alldays and Musina, gifts from tourists were one of the tangible benefits local residents pointed out during the in-depth interviews. Some of the gifts from tourists are simple items ranging from shoes to clothes, travel bags, pens, etc. One educator from Alldays Combined School commented that an American couple who were visiting Alldays bought school uniforms for twenty schoolchildren as a gift to the school. Such a contribution not only pleased the schoolchildren but also their parents/ guardians and the local community. Due to the gift from the American couple, Alldays community developed a perception that tourists are good for local community development and they should be protected whenever they visit the community. Therefore, a good relationship exists between tourists and residents. During the interviews, participants expressed that although South Africa is known for its high crime rate, no major crimes have been committed on tourists when they visit Alldays. Local residents see tourists as agents of change who want communities to develop. However, due to the limited interaction

between locals and tourists, it was indicated that this is a major constraint in developing deep and lasting relationships between the two parties. Although residents wish to keep relationships with tourists (even when tourists have left the local communities), limited and unreliable access to technology such as Internet makes their wish impossible.

Giving residents gifts is one of the ways that has worked in establishing resident-tourist relations and interactions in Alldays and Musina. A study conducted in Bigodi (Uganda) by Lepp (2004) revealed that local residents recognized gifts from tourists as an important positive impact brought by tourism to their area. However, it should be noted that when residents always expect tourists to give them gifts, the begging culture can be developed, and residents could feel frustrated when tourists do not give them gifts. This could potentially hurt their relations. In addition, expecting to be given gifts may negatively affect the productivity and social norms of a local community. For instance, the study conducted by Gossling (2003) in Kiwengwa, Tanzania revealed that many children abandoned school and started 'begging' for tourists at hotels' entrances in order to be given gifts. Begging is one of the social effects of tourism development in communities (George, 2003), especially those that are impoverished and perceive every tourist as being rich and having material things to handout to the less fortunate. Although the giving of gifts by tourists to locals forms a basis for developing and maintaining interaction and relations between the two parties, it is not a sustainable way. Instead of residents always expecting and waiting to be given gifts, training them to engage in producing products (such as local arts and crafts, etc) to sell to tourists is more sustainable and productive for the local people. By doing so they will not only be able to get

income but also enhance their skills and minimize the habit of always expecting to be given in order to survive.

5.3.5. Income

The tourism industry is regarded as an income generator for local residents through employment (Okech, 2010). Alldays and Musina residents perceived that little income is generated from tourism because the jobs are limited and of low status. The high paying jobs are occupied by non-local residents, who are believed to be earning reasonably higher incomes since they occupy better positions compared to most locals. The phenomenon of locals occupying low status jobs is attributed to the lack of adequate skills for tourism jobs. The lack of tourism skills among local residents is not just a problem in the Alldays and Musina communities, but a general problem in most rural communities throughout Africa. For instance, Sindiga (1999) mentioned that approximately 75% of tourism employees lack skills and have little or no training for tourism job. The lack of skills and training also affects the quality of productivity in the tourism industry (Okech, 2010). This explains why foreign labour, perceived to be more skilled and able to offer high quality services, is preferred in some tourism establishments catering for international tourist markets. The low incomes from tourism may create a negative perception among locals towards tourism employment. Alldays and Musina residents believed that if they had adequate skills their income levels would have been better than what they receive. The incomes they receive were described as meager. A resident commented:

"Yes, through low status employment in tourism and tourism related businesses, some residents earn meager salaries/wages. But such ways are too little

compared to what we expect from the tourism industry. Tourists who come to South Africa have a lot of money and they pay a lot in lodges and other accommodations owned by the whites. I wonder why the blacks employed in accommodations earn just peanuts. It is unfortunate!" (Sandy).

Another local resident in Musina commented on tourism incomes are follows: "*it is only the people working for the sites are the ones getting income and their lives would be better. They mix with tourists, beside tourists when they stay they give some workers money direct to them and when they convert it to the local currency they have a lot of money* (Greg). Residents with skills were happy about the incomes they get from tourism unlike their counterparts who were unskilled. In using tourism as a tool for poverty alleviation, equipping local residents with necessary skills, to enable them identify and exploit the opportunities tourism brings is important.

In summary, the previous section has presented and discussed the perceived positive impacts of tourism on Alldays and Musina. Employment, income, gifts, heritage preservation and community pride were the major positive impacts of tourism that residents identified. It should be noted that most residents emphasized that heritage preservation and community pride were more important to the community than the rest of the benefits. This was common among residents whether employed or not employed in tourism and also between white and black residents in Alldays and Musina. Despite the positive contribution of tourism development in Alldays and Musina, the local residents perceive tourism to have had negative impact on their communities, as presented and discussed in the next section.

5.4. THE NEGATIVE IMPACTS OF TOURISM IN ALLDAYS AND MUSINA

The pre-1973 era perceived tourism as a 'smokeless' industry – an industry with no negative impact. This perception was later challenged by Young (1973) who cautioned that the tourism industry could be a blessing and also blight, or a two-edged sword (Zhang, 2007; Admiral, 1999) in local communities. This is because tourism is a multi-faceted, consumer and private sector industry (McKercher, 1993), and as much as tourism can make significant positive and negative contribution in societies. For the negative contribution, the industry has the potential to destroy itself and local communities if it is not properly planned and managed. The following section presents and discusses the perceived negative impacts brought about by tourism in Alldays and Musina local communities. Local residents perceived the following as the major negative impacts of tourism in communities: increased prices; limited access to tourist facilities; restricted access to natural resources; dominance of foreign labour; and littering.

5.4.1. Tourism and Its Effect on Prices

Residents were concerned about the increase of prices on goods and services in their communities. They attributed the increases of prices to tourism or the presence of tourists in their communities. The prevalence of poverty and unemployment explains why residents are concerned about the increasing prices of good and services. A few of the residents pointed out that local businessmen perceive tourists to be very rich and able to buy without complaining about high prices. Due to such a perception towards tourists, local businessmen unexpectedly hike prices anticipating significant profits to help them invest and

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solve financial burdens caused by poverty. One Alldays resident commented on price increases, as follows:

"*prices of goods in Alldays are up because the providers (whites) of those goods are used to selling their products to tourists who seem to have a lot of money and don't complain about the high prices. But to the local person, the prices of goods here is horrible. For example, there is a certain restaurant that serves mainly whites or tourists. The price of a small cup of coffee is R19.00. This is very expensive for an ordinary resident who is not employed or depending on meager income from low status jobs in and around Alldays*" (Sandy).

Similarly, a resident from Musina simply pointed out that: "*things are very expensive…prices are high*" (Zuluman). But residents with low levels of incomes are likely to always complain about prices of goods and services.

Price increases not only irritate locals, but could also have a negative impact on tourists' perceptions towards Alldays and Musina. However, no tourists were interviewed on the issue of prices of goods and services in Alldays and Musina. This was beyond the scope of this study. The following two comments from interviewees (Kathleen & Creg) may imply that the issue of increasing prices is a concern to tourists as well. Kathleen commented:

"*there is a need for the standardization of prices of goods and services so that the tourists are not taken advantage of. They should not feel that a destination is too expensive to the extent of affecting their return visit intentions. I think if this is implemented, even the local people who are poor could be saved from becoming poorer due the high prices that business owners set, but end up for tourists, unfortunately make the poor people get poorer since they are charged*

high prices on the essential goods and services" (Kathleen).

Also, Creg commented, as follows: "*You find that some people like in a lodge there are tourists and the prices are charged in dollars because you are a tourist. You are charged in a foreign currency. You want a bottle of beer of 350mL, they will say it is 2 dollars. To local people it is at 7 Rands but because you are a tourist it will cost you 15 Rands, two times what other people are paying*".

However, increasing prices in Alldays and Musina is not a result of tourism alone as some interviewees claim. Price increases are a combination of factors that are not obvious to local residents. For example, Musina is located at the border of South Africa with Zimbabwe. As a border town, Musina faces an increasing number of people crossing over to or from South Africa and other countries. And needless to say, the increasing number of travelers amidst limited resources result in price increases.

5.4.2. Limited Access to Tourist Facilities

Accessing tourist facilities is one of the ways through which local communities benefit from the development of tourist infrastructure (such as recreational facilities, hotels, lodges, etc). The findings of this study revealed that most black residents in the study areas feel that business owners set prices with little or consideration of the local residents. This implies that when local tourist businesses focus more on serving international markets rather than the domestic market, their prices are likely to be high as they monopolize local markets in catering for international tourists. A local resident lamented: "*Since there are few businesses owners, there is no competition and as a result their prices are high.*

Some of the businesses around prefer white customers to black local residents. If you go to some restaurants and you are a black, you will be told that a small cup of coffee is R19.00 [approximately US$3.00]. *The operators hike the prices for blacks because they know some of the blacks cannot afford to pay such a high price. At the end of it all, you find such businesses are only frequented by whites"* (Sandy). The phenomenon of focusing on international tourism is common in developing countries. It has resulted in foreign dominance which as limited impact toward poverty alleviation (Brohman, 1996).

Although racial segregation ended in South Africa in 1994, it appears that racial tensions between black and white races still exist, and perhaps they are the major triggers for restricted access to tourist facilities for black residents. As the lingering effect of the apartheid regime, nearly most of the attractions in Alldays and Musina such as game farms are white-owned and operated. The same applies to the tourism facilities such as game farm accommodation establishments. It is perceived that some managers of tourist facilities practice some degree of segregation against black South/Africans who wish to enjoy such facilities. For instance, a local resident from Alldays commented:

"*I remember some blacks were denied accommodation in one of the lodges around owned by whites. I would say there is some kind of racism around. Although people say that today we are in a post-apartheid, racist free South Africa, I would insist that the segregation is still alive in Alldays*" (Sandy).

Furthermore, commenting on the issue of racial tensions, a resident from Musina commented that "*When I started my professional hunting, whites did not want us to do it. Because this industry has money. They don't want us to get us there. So, they exclude us because they know there is money*" (Zuluman). In terms of the

composition of the ownership of tourism facilities in Musina, it was revealed that: "*tourism businesses like lodges, game farms, hotels have whites as their owners. I think the black community still perceives tourism as a business for the chosen few, the white community*" (Zuluman).

5.4.3. Restricted Access to Natural Resources at Mapungubwe National Park

Traditionally, natural resources are source of livelihood for most rural local communities in the developing world. Local communities bordering national parks and other protected areas used to access resources in such areas with no restrictions before they were declared protected areas. The protection of areas with natural and cultural resources of international significance has caused tensions in some communities, because residents still want free access to natural resources. The need to access protected areas' resources is attributed to the prevalence of poverty. Residents in this study indicated that they feel restricted in accessing resources they once accessed freely. They indicated that had it not been for the idea conservation, they would be accessing natural resources without restrictions and their way of life would not be constrained. Tourism is perceived to have brought the negative impact of restricted access to local resources, for example medicinal plants, firewood, building materials, fruits, among others. These resources mean a lot in communities faced by poverty.

Whereas, some residents regard restricted access to natural and cultural resources in Mapungubwe National Park is a necessary step of conservation, others want to be allowed access to the park to harvest resources, especially the *Mopane* worms that they used to harvest before the park was declared a protected area. Residents

from black communities want access to the park despite their argument that Mapungubwe is important for conserving their cultural heritage resources. They argued that the Park can still be a conservation area while allowing them to harvest natural resources for a living. On the other hand, the rest of the residents especially from the white community opposed the need for allowing access to the park. Interviews with the management and the employees of Mapungubwe National Parks confirmed that residents are not allowed access to the park for conservation reasons. Also, the park contains dangerous wildlife (elephants, lions, etc) that could cause harm to residents if they were allowed access for harvesting park resources.

The lack of land for residents to cultivate and the prevalence of severe poverty are the forces causing the need to access park resources. As a result of restricted access they perceive tourism as a limiting factor on their previous form of livelihood (free access to park resources). But, what residents fail to understand is that restricted access to park resources is not necessarily because of tourism, but rather the need to protect resources from human influences that may cause them to go extinct. Even without tourism in protected areas, access to resources can still be restricted.

It can be argued that the livelihood status of local residents affect their perceptions towards tourism. Commenting on the socio-economic situation, Fiallo and Jacabson argued that "economic and social problems facing many developing countries jeopardize the effectiveness and very existence of their national parks and protected areas. Rural poverty exacerbates the need for access to natural resources in protected areas and increases public conflict with

protected-area management (1995, p. 241). In the case of Alldays and Musina, local residents lamented that from the time Mapungubwe National Park and World Heritage Site became known as a potential area for tourism until when it was declared as a world heritage site by UNESCO, access to the park for natural resources has been restricted. In Lepp's (2004) study, he argued that the restriction of local residents to access park resources could ignite negative perceptions towards the conservation management and tourism development at large.

Another form of restriction to the park is the payment of entrance and park activities fees. Mapungubwe National Park like any other parks around the world charges entrance and activities fees to local and international tourists. But the fees for local South Africans and those from Southern Africa are lower compared to other categories of tourists (See Table 7).

Table 7
Mapungubwe's Park Entrance Fees

Visitor Category	Fee in Rands
South African Nationals	25
Southern Africa Development Community Nationals	50
Other Nationals	100

Note. Source: http://www.places.co.za/html/parks_conservation_fees.html#List

When comparing the fees charged by Mapungubwe National Park with other South Africa's national parks or protected areas, the fees are reasonably low (See Table 8).

Table 8

Comparison of Entrance Fees between Mapungubwe and Other Parks in South Africa

Park	South African Nationals	SADC Nationals	Other Nationals
Augrabies Falls	R25	R50	R100
Mapungubwe National Park	**R25**	**R50**	**R100**
Kgalagadi Transfrontier	R45	R90	R180
Mokala	R20	R40	R80
Namaqua	R20	R40	R80
Richtersveld	R45	R70	R120
Kruger National Park	R45	R90	R180
Bontebok	R20	R30	R50
West Coast - in flower season	R40	R60	R80
West Coast - outside flower season	R30	R40	R40
Addo Elephant	R35	R70	R140
Karoo and Mountain Zebra	R25	R50	R100
Tsitsikamma - Storms River	R30	R60	R100
Tsitsikamma - Nature's Valley	R25	R25	R50
Wilderness	R20	R40	R80
Golden Gate and Marakele	R25	R50	R100

Note. From http://www.places.co.za/html/parks_conservation_fees.html#List

Although the entrance fee of R25 (approximately US$3) may be considered a reasonable amount by international standards, interviewees expressed that most of their fellow residents from impoverished families in Alldays and Musina cannot afford it. In addition to the entrance fee all visitors pay a standardized fee for park activities, regardless of their country of origin. The activities fee ranges from R100 and above depending on park activities tourists chooses to engage in. The two types of fees are perceived as restricting the poor local residents to visit the park and enjoy the tourism attractions in Mapungubwe National Park. However, from the South African perspective, the lack of money, transport, and

interest in protected areas are the major hindrances for locals to visit national parks (Simelane, Kerley, & Knight 2006). The authors further argued that sometimes local residents are not aware of all the resources in parks and also they fail to understand how national parks operate (Simelane et al., 2006). As a result, negative perceptions and attitudes to park management may occur, when residents do not benefit from parks as expected. But local residents' negative attitudes towards paying for park entrance and activities can be minimized through the sharing of park revenue such as entrance fees with local communities to help reduce poverty through the establishment and funding of poverty alleviation projects. The impact of tourism revenue sharing system in tourism destinations has been acknowledged as a significant vehicle for linking conservation with community development (Peters, 1998). He further argued that:

> Sharing park entrance fees can potentially create substantial goodwill. Moreover, although entrance fees at any particular site may contribute insignificantly to the national treasury, a few thousand dollars a year may be significant locally. (Peters, 1998, p. 525)

What can be concluded on the issue of restricted access to protected areas (that once used to be free for access by locals) is that care needs to be taken. Otherwise, as residents continue to experience poverty and its effects, their reactions towards tourism may change to negative and sour the guest-host relations, and this will hinder the growth of the tourism industry.

5.4.4. The Dominance of Foreign Labour

The dominance of foreign labour was pointed out as one of the challenges facing the tourism industry and its role in alleviating poverty in Alldays and Musina.

Interviewees revealed that although tourism offers diversified job opportunities most of them are taken by non-locals. The reason is that most of the non-local residents are better skilled and more competent than locals. Commenting on the lack of skills and competence among locals one Manager expressed that their hunting and accommodation establishment hires non-local South Africans because they are competent and he further argued that there is no point in hiring local residents because they lack skills and competence for job opportunities. The dominance of foreign labour in the tourism industry is associated with limited opportunities (like jobs) for local residents and it becomes a challenge to alleviate poverty when opportunities are limited or accrue to non-local residents. In the study conducted in the Okavango Delta of Botswana, Mbaiwa (2005) concluded that tourism had failed to alleviate poverty among the locals majorly because of foreign dominance in terms of job opportunities and/or the management of tourist facilities. Similarly, Scheyvens and Momsen (2008) studied small Island developing states and acknowledge that the dominance of foreign labour in form of foreign companies is a hindrance toward the development of tourism and its role in alleviating poverty. Generally, before local communities can expect to use tourism for poverty alleviation, there is a need to equip them with adequate skills and competences that will enable them compete with non-local residents. Tourism may not benefit communities if they are lacking the basics such as skills and knowledge. Therefore, the first and best starting point for alleviating poverty through tourism is ensuring that communities have the skills to enable them to exploit numerous opportunities that tourism presents to them. This should be the role of government through the local community leaders. Otherwise, advocating for tourism benefits in alleviating poverty without giving communities adequate 'tools' to tap tourism

benefits will not lead to development and sustainable poverty alleviation at the community level.

5.4.5. Littering

Tourism is not a smokeless industry but rather an industry that generates waste materials including litter at destinations. The characteristic of tourism that consumers (tourists) come to the producers (local communities) makes the generation of litter unavoidable in destinations visited by tourists. Most residents of Alldays and Musina complained that tourism is one of the major contributors of litter. On the other hand, one group of residents disagreed with the argument that tourists litter communities. They pointed out that littering of their communities can be attributed to other factors, not tourism alone. To be specific, they argued that most local residents have a poor culture for disposing of litter. To some residents, littering is perceived as a form of creating 'job opportunities' for those who are not unemployed, given the fact after littering someone has to be hired by the municipality to remove litter. Apart from some local residents deliberately littering to create opportunities for others, the situation is worsened by the inadequate services for waste or litter management in the country. Korfmacher (1997) argued little attention is paid to proper waste management in most urban areas. He commented that: "any developing urban areas in South Africa are characterized by piles of rubbish...The direct cause of this large-scale litter problem is that there is no effective and appropriate way for residents to dispose of their solid waste" (Korfmacher, 1997, p. 477). Although Korfmacher's (1997) study was conducted nearly fourteen years ago and in the urban context, its conclusions on litter/waste management still apply to rural areas of South Africa. Little seems to have changed.

Residents who are not employed in tourism and who also expressed that they are not benefiting from tourism were the ones commenting that tourists were responsible for littering communities unlike their counterparts who are employed in tourism. This scenario indicates that when local residents do not benefit from tourism development they are likely to blame it for negative aspects in society even for those that are caused by other factors. Some scholars such as Marjavaara (2007), Cooper and Ozdil (1992) and Macnaught (1982) argue that sometimes tourism can be a convenient scapegoat for social changes that it does not even bring in society. Apart from blaming tourism for the social evils that are caused by other factors, when residents do not benefit their perceptions and attitudes towards tourism can easily change from negative to positive, especially when the Social Exchange theory (Ap, 1992) is considered. It would be vital if tourism is planned to benefit residents in need. This can only be achieved through pro-poor strategies such as involvement/participation of the poor in tourism, tourism revenue sharing/ corporate social responsibility strategies, and skills training of local residents.

Despite the positive and negative impacts of tourism on local communities of Alldays and Musina, residents hold certain perceptions and attitudes towards tourism in their communities. The perceptions are formed based on what tourism contributes or it does not contribute to local communities. Also, the racial discrimination that exists between the white and black communities has strongly shaped local residents' perceptions toward tourism development.

5. 5. LOCAL RESIDENTS' PERCEPTIONS TOWARD TOURISM

Local residents perceived tourism in their community as (a) a business for the white community; (b) a tool for poverty alleviation; (c) communities' need for more tourism development; and (d) tourism has had little impact on poverty alleviation. The findings and discussion of these perceptions are presented next.

5.5.1. Perceptions on Tourism as a Business for the White Community

Local residents' perceptions toward tourism could be a proxy indicator of the performance level of the tourism industry. If its contribution to community livelihood is satisfactory, most residents would have positive perceptions towards tourism and vice versa. In this study, the perception that tourism is a business for the white community was common in the interviews, focus groups and informal conversations conducted with local residents (mainly the black South Africans). This perception stems from the apartheid regime that existed in South Africa from 1987 to 1994. During apartheid, separate development (of black South Africans and White South Africans) was practiced whereby the later were underprivileged in social, economic and political spheres. For example, sharing of facilities, services and any aspect in life between the whites and blacks were prohibited by the former. Maharaf et al. (2006) argued that based on the Group Areas Act of 1950 and the Separate Amenities Act of 1953, South Africa's "best beaches, hotels, tourist attractions were reserved for the exclusive use of whites" (p. 266).

Further, ownership of land by most blacks was not permitted during the apartheid regime. Although the regime ended in 1994, South African society has been struggling to overcome the lingering effects of the past regime (Gibson & Gouws,

1999). The lingering effects include unequal distribution of land, socio-economic inequalities, and traces of hatred between the white and black communities. The challenge that remains is that the apartheid regime had further-reaching implications, that were deep-rooted in the social and value systems of the people. For example, using Durban as a case study, Maharaf et al. (2006) pointed out that the economic and recreational benefits from tourism continue to accrue to whites because of the apartheid legacy.

Another destructive aspect of apartheid legacy is the self-pity among some black South Africans. They believe that they were underprivileged and 'crippled' by the apartheid regime and therefore are unable to exploit many opportunities for rural development, including tourism. This thinking keeps the majority of locals from striving to exploit opportunities (*Musa* – pers.comm). In addition, the land acquired and kept by the white community is today used for tourism businesses such as game farms and accommodation establishments. Game farms are significant attractions for hunting and game viewing. It is against this background that local residents perceive tourism as a business reserved for the white community.

These findings imply that the political systems have an impact on the way residents perceive tourism. For the case of Alldays and Musina, residents' perception that tourism is a business for the white communities was shaped by the apartheid policies and unless the inequalities created by the apartheid regime are solved, residents are most likely to continue holding such a wrong perception about tourism. Whenever advocating for tourism as a poverty reduction tool, one needs to also consider the historical and socio-cultural contexts of communities.

If tourism fails to meet local communities' expectations, residents may become frustrated and thereby developing negative perceptions towards tourism. Sometimes tourism could be making a certain degree of contribution to poverty alleviation, but the over-estimation of its contribution overshadows the actual contribution. Not over-estimating tourism's contribution involves a thorough examination of the historical, political and socio-economic situation prevailing at destinations and finding sustainable strategies to address inequalities. Chok, Macbeth and Warren (2007) warned that if the local communities structural inequalities are not addressed, any form of tourism (even pro-poor tourism) cannot offer significant contribution towards alleviating poverty.

In summary, residents of Alldays and Musina perceive tourism as a business for the white community because of the following four factors. First, during the apartheid regime, many tourism attractive places were reserved for the white residents to enjoy as tourists. This made the oppressed black residents believe that tourism has to be a business for the rich and the minority whites. Second, tourism and tourism-related courses at university level were undertaken by white students, since such courses were offered in the schools for whites where black students did not have the right of admission. So, the majority of the tourism graduates during and after apartheid were mostly whites and this meant that they had better chances for benefiting from and shaping the tourism development arena in South Africa (Joh, Personal Communication, 2010). Third, tourists that local residents used to see were mostly whites, though now the situation is changing. Sandy, a local resident from Alldays, expressed that "*all the tourists I used to see when I was still a young girl were whites. I never saw blacks or black South Africans touring our place the way whites do. This made me believe that*

maybe tourism is only reserved for the white community". Fourth, during and after apartheid, tourism businesses were and have been continued to be owned and operated by the minority whites, given the fact that they have enough resources unlike most of their local black counterparts. For instance, one local resident from Alldays commented: "*It is the whites who know how to make tourism valuable and beneficial to the community. It can play a vital role. You can say that most of us lack knowledge to make sure that tourism benefits the local community*" (Serulib). Similarly, interviewees expressed that the fact that most of their fellow residents lack enough knowledge about tourism and how they can benefit from tourism, and such a phenomenon has kept many blacks from developing the under-utilized tourism resources in communities. One local resident commented that: "*Alldays has a lot of tourism potential which our leaders need to develop. Also, residents especially the black communities do not know much about tourism. We need seminars / workshops on tourism and how we can benefit from tourists we usually see passing here in big cars. Alldays has no museums, crafts centres, tourist information centres which can create employment opportunities for the locals*". One may wonder, if Alldays has no museums, craft centres, etc, why is it regarded as a tourism destination? Even if Alldays is missing museums etc, it is still a tourist destination because it has numerous game farms (as listed in Chapter 4) which cater for a unique segment of tourists interested in game hunting or hunting for trophies. Referring to local residents of Alldays, an interviewee from Alldays commented:

"*people need to be taught about the issues of tourism. So, if we can make some workshops on how people could respond to tourism. For example, if I am having a business site here, after being 'workshoped' about the importance of tourism I can make it a tourism business or a tourist attraction/centre*" (Machabam).

Similarly, a local resident from Musina had a similar request for tourism workshops to enlighten residents about tourism and its importance, "*tourism is a new phenomenon in our community and most people may not have a clear idea of what tourism is. I would say that if there could be some workshops on tourism to enlighten Musina residents about tourism would be important. This calls for cooperation between the municipality and other community organs*" (Kathleen). Looking at the need for training in tourism as a stepping stone to community involvement, one participant commented this "*I think the community should be involved in tourism, the best way being by first training them in tourism field starting by short courses until they reach the desired level because it is useless if the town has opportunities but residents are not getting anything, what they do the planners here they only employ them in lower ranks positions where they get low salaries. The communities are the ones who must get first preference. If also at schools they include tourism as a subject also learners will be more acquainted with it and get interest*" (James). While another Musina resident commented that "*the residents of Vhembe district [in Limpopo Province] need to be made aware of what tourism is about they need to take advantage of available tourism opportunities and to be empowered on how to enter the tourism industry and market*".

Basically, what is reflected from these direct quotations of the interviewees is that there is a lack of adequate knowledge about tourism and how residents can exploit the opportunities. This lack of adequate knowledge is attributed to two issues. First, tourism planners and developers may assume that everybody in the local community understands tourism and how to benefit from it. When such a perception exists, no one sees a need to conduct tourism awareness programs.

Secondly, usually rural communities, specifically in developing countries, are associated with high level of illiteracy. Illiteracy then becomes a stumbling block to understanding even simple tourism issues at local levels. Local residents together with their leaders may have limited understanding or awareness on the role of tourism to alleviate poverty if tourism awareness campaigns are neglected. In China, due to the lack of awareness of the contribution of tourism in poor regions, the National Tourism Bureau of China allocated approximately US$90,600 every year to hold free training seminars for the leaders from the poverty-stricken regions in order to raise their awareness on the role of tourism (Gao, 1997). As a result, tourism in China is making a significant impact on poverty alleviation and a number of people are being lifted from extreme poverty (Bowden, 2005). Perhaps tourism organizations in South Africa such as Limpopo Tourism Board and South Africa National Parks (SANParks) could learn from China and start offering tourism training seminars to poor residents bordering protected areas/ places with tourism resources. As Bowden (2005) put it, the availability of natural and cultural resources is not enough to contribute to the success of tourism development in alleviating poverty. The success of tourism in alleviating poverty largely lies in the capacity and availability of human resources. Training seminars on tourism is one of the ways of building local human resources that can be utilized for the development of the tourism industry.

5.5.2. Perceptions on Tourism as a Potential Tool for Reducing Poverty

Interviewees' responses revealed that tourism is perceived as a potential tool to reduce poverty in communities. Their perception is based on the belief that Alldays and Musina all have tourism resources that if properly developed and managed for tourism, could reduce poverty. The tourism resources include: local

tales, traditional music and dances, poems, local cuisines, etc which have not been fully utilized for tourism development in local communities. Local residents argued that most of the current tourism more based on nature and an integration of community cultural resources could diversify tourism and offer more opportunities for poverty alleviation. It was observed that apart from Mapungubwe National Park and World Heritage Site which offers a mixture of nature and cultural heritage tourism, most of the attractions in the study areas are purely nature-based, especially the game farms. Community cultural resources are great potentials for future development that could benefit locals. McKercher, Ho, du Cros, & Chow (2002) noted that cultural tourism is becoming a special/niche market and although many tourists visit heritage attractions they do not feel attached to a destination compared to when they visit cultural places in communities.

5.5.3. Perceptions on Communities' Need for More Tourism Development

The support for tourism can be expressed by the community's need for more tourism development at a destination. Even though most of the residents expressed that they did not benefit from tourism, they were supportive of more tourism development. Also, they expressed that tourists are good for the development of local communities. The interviewees pointed out that most of their resources such as cultural and heritage resources are not fully developed for tourism. The support for more tourism development is hoped to utilize undeveloped resources and create more opportunities for reducing poverty. Although expanding tourism development can result in more benefits to the poor, from a pro-poor perspective additional tourism development does not guarantee more benefits. The Department for International Development (1999, p. 1)

advised that pro-poor "strategies focus less on expanding the overall size of tourism, and more on unlocking opportunities for specific groups within it (on tilting the cake, not expanding it)". This advice appears to have not been carefully considered in the planning and development of tourism in developing countries. The focus is more on increasing the level of tourism development than how local residents benefit from tourism development. Jamieson and Nadkrni (2009) observed that the traditional ways of measuring the growth and contribution of tourism still exist. For example, the growth of tourism is gauged in terms of the increasing number of "international arrivals, length of stay, bed occupancy, tourism expenditures and the value of tourism spending" (Jamieson & Nadkrni, 2009, p. 113). However, it should be noted that these measures do not provide a full picture on the actual contribution of tourism to the poor.

Basically, for tourism to make a significant impact on poverty alleviation, it is not how much tourism development a destination has, but rather how well the existing tourism is planned and managed to yield benefits for the poor as well, provided there is involvement of residents. Community involvement is vital for successful tourism development. Hoddinott, Adato, Besley, & Haddad (2001, p. 1) observed that community participation "is a rapidly growing area of discourse among donor agencies, nongovernmental organizations (NGOs), and development practitioners, a discourse complemented by increasing documentation of its impact". Despite the importance of community participation in any development initiatives, by and large, it remains a challenge to destination managers, tourism policy makers, development practitioners and other parties interested in poverty alleviation through tourism.

5.5.4. Perceptions on the Impact of Tourism on Poverty Alleviation

As many rural communities continue to experience and battle with the social problem of severe poverty, tourism is advocated as an effective tool in the fight against poverty, especially in communities with tourism resources. The advocacy is based on the argument that the tourism industry has pro-poor characteristics that make it more suitable for the rural poor unlike other traditional industry because of its pro-poor characteristics. A summary of the characteristics of tourism are as follows: First, the tourism industry is labour intensive and low-capital intensive for the rural poor (Gerosa 2003; World Tourism Organization, 2004). Second, the resource base of the tourism industry is the natural and cultural resources, which are often abundant in poor communities (Aref, Ma'rof, & Zahid, 2009b). The consumption of tourism resources takes place at a destination that is the place of production (Richards, 1996) unlike in other industries. The consumption taking place at a destination is expected to bring tourists (consumers) into contact with local residents (producers) thereby generating pro-poor benefits. Fourth, when compared to other industries such as agriculture, the tourism industry is less vulnerable to the vagaries of nature and even when the industry is negatively affected it has the ability to recover fast (United Nations World Tourism Organization, 2011). Fifth, tourism is vital in re-distributing wealth from the richer in developed economies to the poor in developing or less developed countries (Sharpley & Telfer, 2002). Sixth, "tourism offers, in principle, more opportunities for backward linkages throughout the local economy than other industries" (Muhanna, 2007, p. 57). Seventh, the tourism industry is diverse and that its diversity presents many opportunities for livelihood diversification for the poor (Muhanna, 2007; United Nations World Tourism Organization, 2009). Eighth, unlike other forms of

international trade, tourism does not normally suffer from the imposition of trade barriers, such as quotas or tariffs" (Muhanna, 2007, p. 57). Ninth, the infrastructural developments that tourism requires/brings, such as transport, health care services, water and sanitation, among others, can also benefit poor communities by uplifting their living conditions (Denman, Denman, & World Tourism Organization, 2004). Tenth, it is increasingly becoming recognized that tourism not only contributes to material benefits but also generates non-material benefits like cultural pride (Denman et al., 2004).

However, despite the above pro-poor characteristics of tourism, most Alldays and Musina residents (specifically the black South Africans) pointed out that tourism has had little or no impact towards alleviating poverty among the black residents who are facing the problem of poverty. Interviews further indicated that tourism has not been able to achieve poverty alleviation goals because there are barriers to tourism development in Alldays and Musina. The barriers include: tourists' short length of stay; the impact of apartheid regime; unbalanced ownership of local businesses; lack of capital; skills and knowledge about tourism; lack of a tourism sharing system; lack of tourism research; untapped tourism resources; limited community participation and involvement in tourism; and limited tourist activities. These barriers will be presented and discussed in the following section.

5.6. BARRIERS TO TOURISM DEVELOPMENT IN ALLDAYS AND MUSINA

Tourism barriers are destination-specific. In the context of this study conducted in Alldays and Musina, the following are the barriers (identified by local

residents) that have hindered tourism development from making a significant impact on alleviating poverty.

5.6.1. The Short Length of Stay of Tourists

The total length of stay of tourists at destination is one of the important factors that determine the extent of the impact of tourism. Usually, the long stay by tourists is regarded necessary as it increases chances for them to spend at the destination. Musinguzi and Ap (2010, p. 40) commented that "length of stay by tourists influences the nature and quality of tourist interactions between host and guest". It is expected that when tourists stay for a long time at a destination, more economic, socio-cultural and opportunities are likely to be generated. Tourist-resident interaction is one of the many opportunities expected from tourists' prolonged stay at a destination. However, tourist-resident interactions cannot be achieved if a destination lacks tourist activities and facilities. In Israel, the lack of communal dining rooms, central cooking facilities, theatres or entertainment halls limits the interaction between tourists and Moshav community members (Pizam, Uriely, & Reichel, 2000). Opportunities that promote understanding between tourists and local residents created when tourists stay for a long time in local communities. For this reason, managers of tourism destinations/facilities work hard to prolong the stay of tourists in order to experience some of the benefits associated with the prolonged stay. For tourists to prolong their stay the availability of finances plays a significant role. For example, using the case study of Israel, Pizam et al. (2000) noted that for low-budget and long-term travel tourists to extend their stay they engaged in city work so as to generate extra funds to finance their prolonged stay. However, apart from finances, the time available to tourists, emergency situations at home,

visa limitations, community relations to tourists, among others are some of the factors that could determine how long tourists stay at a destination. In this study, local residents have the indicated that tourist do not stay in their communities for a long time and this leads to little or no benefits from tourists to alleviate poverty. For instance, an Alldays resident commented that:

"*tourists do not stay long in our community. We just see them driving through the community or stopping at the petrol stations for fuel. Really, the interaction between tourists and local residents is limited to some degree. As a result the influence on daily activities and our culture are limited. I think there is a need for tourists and residents to interact more. This can only be achieved if tourists stayed for long in Alldays mixing with residents*" (Jebu).

Similarly, when asked about whether the presence of tourists affects her daily activities, another resident from Alldays replied: "*I think it does not because tourists do not stay long in Alldays. Otherwise, if their stay in Alldays in prolonged perhaps I can be able to tell whether their presence influence my daily activities*" (Anna). She went ahead to comment that: "*I would also say that the time tourists stay in the area is critical. If tourists just spend few hours in communities, then their spending power is limited. But if they stay say for four days or so then during their stay they are able to spend and their spending can generate benefits to alleviate poverty*" (Anna).

Similarly, another respondent from Alldays community argued that: "*In general, it is difficult to tell whether the tourists have had an influence on our culture because they do not spend a lot of time mixing with local residents in Alldays. They only drive in and out of petrol stations and leave for Mapungubwe*". For

the tourists that reside in accommodations in Alldays they always stay indoors because there is nearly nothing special for them to do outside such accommodations. And above all, some accommodations have most of the things that tourists would need. So, going out may seem unnecessary. Some fear that local communities are insecure given the South African image of being one of the countries where security is of great concern" (Sandy).

Local residents argued that tourists stay for a short time in their communities perhaps because they lack a variety of tourist attractions and activities. For example, one of them commented: "*I can also think of the limited activities that appeal to tourists can hinder their stay in a community*" (Anna). While another interviewee also argued along the same line that: "*I think Alldays is lacking additional attractions that would attract visitors and prolong their stay in our community. We don't have recreational facilities such as swimming pools, recreational parks, sports grounds, hiking or cycling trails. We cannot afford to depend on Mapungubwe as our only attraction around. Our leaders need to think harder and develop some man-made attractions that would revise Alldays' life which is stagnant and steadily disappearing*" (Sandy). She concluded that "*If we had craft centres they could attract tourists and at the same time provide employment to some of our people who are currently unemployed. As long as our community continues to have no such facilities, believe me or not, tourists will only pass through it and our work will be looking at them and not benefiting from them* (Sandy).

Some residents pointed out that if Alldays could provide a number of tourist activities and facilities, perhaps tourists will find the place more attractive and

could stay for longer hence interacting with the local people. The facilities that residents emphasized most that need to be renovated are the public swimming pool and the tennis courts (See Figures 19 and 20) which used to be areas for entertainment and relaxation for both tourists and local residents.

Figure 19. Non-functional swimming pool in Alldays (Researcher)

Figure 20. Abandoned tennis court in Alldays (Researcher)

From the tourists' perspective, there might be other reasons why they do not stay

long in Alldays. The investigation of tourists' preferences for length of stay in Alldays and Musina was beyond the scope of this study.

5.6.2. The Lingering Effect of the Apartheid Regime and the 1913 Natives Land Act

As already pointed out in the introduction section, the apartheid regime had and continues to have a negative impact on tourism development. The 1913 Natives Land Act introduced in 1948 continues to deprive majority of black South Africans the opportunity to acquire and own land. When the 1913 Natives Land Act was instituted, 87% of the total land in South Africa was given to the minority whites while 13% was allocated to majority South Africans (Jeffrey, Robert, & John, 1977; Beinart, 1994). Although the apartheid regime and the various racial acts that were enacted had ended in 1994, some acts specifically the 1913 Natives Land Act still have a lingering negative effect on local communities and tourism development, and has shaped the way local residents' perceive tourism. The land redistribution and restitution process initiated to correct land ownership inequalities created by the apartheid regime, has been very slow and characterized by a lot of inefficiencies (Aliber, 2003; Zimmerman, 2000). Consequently, to date, the majority of black South Africans do not have adequate land to settle on or conduct business unlike their white counterparts. One of the local residents commented that:

"*tourism in Alldays has had little benefits for the black residents. Most of those benefiting from tourism are whites who own a lot of land and at the same time they have the money to start any business for tourism. On the other hand, the black community is in poverty, you just go around and see and you will confirm what I am telling you now. The majority of our black people don't have land.*

Remember in the African culture, land is a valuable asset because with land someone can start a business or grow food to sell. How can the majority of the residents with no land benefit from tourism? It is a real challenge. So, for them benefiting from tourism is very minimal as they just stay in poverty situation" (Anna).

Due to lack of land, some of the black residents in Alldays shared their opinion with the researcher that they had to set up their mini-businesses in the road reserve (See Figure 21) because no one, apart from the government, owns the reserve. In one of the informal conversations with James, the owner of one of the tomato stalls along the roadside commented that "*we will move our businesses from the road reserve when the South African government requires us to do. I am worried because I am not sure where we will relocate our businesses if such a thing happens. We don't have any land at all and we are depending on the availability of the reserve to conduct business*".

Figure 21. Business areas for the poor along the road (Researcher)

On the other hand, most of the descent and big business premises (See Figure 22)

are owned or operated by the white South Africans or other nationals from other countries. This has caused a concern among locals that the negative effects of apartheid are visible in their communities.

Figure 22. View of some of the "descent" business premises in Alldays (Researcher)

Apart from the issue of lack of land among the poor residents, another lingering effect of the apartheid regime is the perception among most of the black South Africans that engaging in tourism as a tourist or a business operator is a business reserved for the well-to-do white residents. For instance, Sandy (Alldays resident) commented: "*all the tourists I used to see, when I was still a young girl were whites. I never saw blacks or a black South Africans touring our place the way whites do. This made me believe that maybe tourism is only reserved for the white community*". Also, Anna had a similar comment: "*all the tourists we saw were whites and also whites were more engaged in the business of tourism. On the other hand, our black people never used to tour all that much and their businesses in tourism were very few. Again, I blame the apartheid regime for the idea of segregation, because this created a division between races in South*

Africa which resulted in setting aside facilities or attractions for whites only. In fact, in our provinces, areas accessed by whites were a no go zone for a common black person". This scenario indicates that the policies of former regimes have had a significant impact on tourism and local community development. Therefore, encouraging tourism development as a poverty alleviation tool without understanding the political and socio-economic environment and not correcting the inequalities created by the former regimes has not benefited the poor in a sustainable manner.

5.6.3. The Lack of Tourism Knowledge/Awareness and Skills

Residents indicated that the lack of knowledge and skills were a barrier to participating in tourism. The black community members expressed that the white community is knowledgeable and skilled in utilizing tourism opportunities. A resident commented that: "*I think local skills development among local residents is important. This goes hand- in- hand with knowledge about tourism among local residents. If residents lack knowledge about tourism and how they can benefit from tourism, tourism development will not mean much to them...Our people lack the knowledge of tourism and how they can benefit from it. Here we don't have people selling crafts along the road to Mapungubwe like as in the case of communities along the road to Kruger National Park*" (Anna). Similarly, Jebu commented that: "*our people still lack a clear understanding of what tourism is. I think the current trend of tourism in Alldays has not helped residents know tourism because all that is seen and done in terms of tourism is the business operated by the minority white farmers who own nearly all the businesses here in Alldays*". Aref, Ma'rof, & Zahid (2009a) acknowledged that adequate tourism knowledge and skills are important for local capacity building

and tourism development and community development. The authors argue that there is an interaction between skills and knowledge, tourism development, community development and community capacity development (See Figure 23).
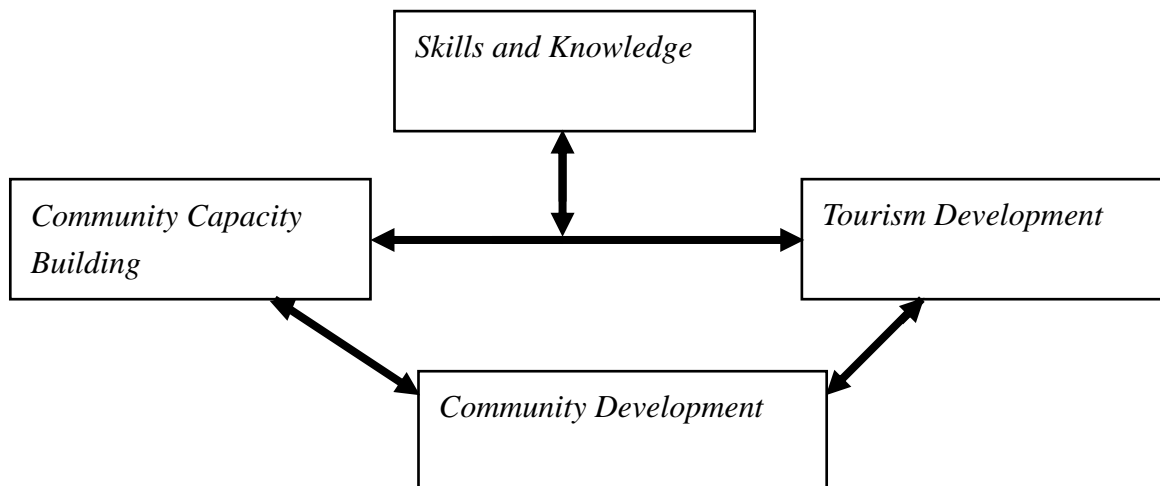
Figure 23. Interaction between skills and knowledge, tourism, community development and capacity building (Aref et al., 2009a, p. 667)

Since the above components in Figure 21 are related and influence each other, Aref et al. (2009a) noted that the most serious barrier to tourism development is lack of skills and knowledge about tourism. Providing skills and knowledge/awareness about tourism to local residents is a way of ensuring that they benefit from tourism and compete favorably with non-locals for tourism opportunities. It should be noted that providing tourism skills and knowledge to communities is not an easy task as it often requires local community's support, time and resources. Basically, it is a long process that some tourism planners and development practitioners may find challenging to implement, especially for private companies that are driven by profit motives. Forstner (2004, p. 504) cautioned that "private companies might use existing power imbalances and the lack of awareness at local levels to exploit tourism resources without providing

local communities with their fair share". However, in the case of Alldays and Musina it is a few wealthy residents benefiting from tourism while the majority of poor residents are not, due to the lack of knowledge on tourism and skills to exploit the opportunities that tourism presents. As Aref et al. (2009a) put it: Knowledge + Skills = Tourism Development, it is important that tourism policy makers and development practitioners should strive to equip communities with adequate skills and knowledge to exploit tourism opportunities. This is the sustainable way of using tourism to alleviate poverty.

5.6.4. The 'Unbalanced' Ownership of Local Businesses

The International Council on Local Environmental Initiatives (1999) noted that tourism businesses are vital 'engines' for local community development. In the same vein, the United Nations World Tourism Organization (2008) acknowledges that tourists' expenditure on local businesses say accommodation, local transport, entertainment, food and drink is a pillar for development through tourism in destination areas. Local tourism businesses encourage tourists to spend and also create tourist-resident interactions. These interactions could result in either positive or negative impacts, depending on how they are developed and managed. In this study, local residents expressed that the Alldays community suffers from 'unbalanced' ownership of local businesses (such as game farms, petrol stations, supermarkets, accommodation establishments, etc) that directly benefit from the tourism industry are owned a few wealthy residents. Although technically speaking no one should expect a balanced ownership of tourism businesses, the case of Alldays and Musina is quite strange. The nature of local business ownership in Alldays was described by the residents, as follows:

Sandy: "*I guess having local businesses could help tourism development to*

address poverty and unemployment in local communities. The local businesses could absorb the youth that are not employed and this could help a lot. However, the ownership of local businesses is important and influences whether or not tourism will address these problems. For example, Alldays has some local businesses, but they are not benefiting a big number of poor people. The problem or challenge is that Alldays local businesses are owned by a few white farmers or Indians". Similarly, "*Unfortunately, most of the local residents do not own businesses instead it is just a few whites, Indians, and also Somalis with businesses. You find nearly 50% of the businesses here are owned by one person. All their businesses are frequented by tourists and hence benefit from tourism*" (Andries).

Another local resident (Anna) described the situation as follows: "*…the ownership of local business is important. For example, if most of the local businesses are owned by foreigners, those who are not residents of the area where an attraction is located, I think this can be a hindrance in one way or the other. Because most people would love to employ their home people and also they care less in developing the place that is not theirs*".

The unbalanced ownership of local businesses in Alldays can be attributed to the lack of capital and skills among some local residents, and gain the lingering effects of apartheid regime.

However, there are untapped local business opportunities that some poor residents could engage in with minimal capital and skills. Using Guizhou and Yunnan in China as examples, Bowden (2005, p. 392) reported that pro-poor tourism (PPT) has "boosted small and family businesses in the production of

jewels and jade, butterfly staffs, wood carving, ethnic costumes, Naxi musical products and Dongba customs. So far, almost one million people in Yunnan and Guizhou are involved in various productions and gradually being lifted from poverty". Such a big number of people in China that have bee lifted from poverty gives to other communities struggling with poverty that if tourism is well planned and managed, local residents are able to use their traditional resources in ending the vicious circle of hard core poverty.

5.6.5. The Lack of a Tourism Revenue Sharing System

Protected or conservation areas are expected to help local communities improve their living conditions. One way of achieving this expectation is for protected areas to share the revenue collected from tourists with adjacent local communities and initiate or support pro-poor development projects. The sharing of tourism revenue is a vital force for tourism development and at the same time reduces potential conflicts between protected areas management and local communities on critical conservation dilemmas and poverty alleviation (Adams & Infield, 2002; Archabald & Naughton-Treves, 2001).

However, residents indicated that Mapungubwe National Park and private game farms do not share tourist revenue with Alldays and Musina communities. An interview and informal conversations with the management and employees of Mapungubwe confirmed what the residents had indicated. The lack of sharing of tourism revenue remains one of the potential areas that South Africa National Parks and the Mapungubwe National Park need to undertake if tourism is to make a significant contribution towards alleviating poverty. One participant expressed that the sharing of revenue from tourism attractions like Mapungubwe

National Park and some of the surrounding private game farms could help in providing community needs like buying computers which are very few in the community library and yet there is an overwhelming demand for access to computers, especially among the youths and schoolchildren (See Figures 24 and 25). Participants further argued that the five computers available in the community library are not enough for increasing number of schoolchildren and other community members who want to learn or use computers. They indicated that they would be happy if the government through tourism development in their community could be used to help them acquire more computers so that their children can have access to computers and learn how to use them.

Figure 24. Alldays community library- the computer section
(Researcher)

Figure 25. Children sharing computers in Alldays community library (Researcher)

5.6.6. The Lack of Tourism Research

Concerning the lack of tourism research, Alldays interviewees indicated that their local leaders, including municipality officials, do not conduct research to get to know the actual contribution of tourism to the poor. They suggest that if leaders had conducted research on the local community, they would have realized how tourism is not benefiting the many poor people and perhaps they would have proposed strategies to enable the poor to benefit. A lack of research on tourism at a destination hinders identification of impacts and proper ways of addressing them. The absence of tourism research could be attributed to the generalization that exists among some people that the impact of tourism reported elsewhere is the same to the rest of the communities, and that there is no need to research on how tourism affects a community. Also, the lack of skills and resources to conduct research is yet another barrier to tourism research. Timothy (1998) argued that there is a significant lack of research on tourism (especially on

tourism planning) in developing countries. Tourism policy makers and development practitioners cannot make proper pro-poor decisions if there is inadequate information on the current performance of tourism. Unless local leaders or municipality officers embrace research on tourism, its leakages and linkages with the poor and how they can be reduced and strengthened, respectively will remain unknown.

5.7. SUMMARY

Chapter 5 of this thesis has presented and discussed qualitative findings from Alldays and Musina – the only two local communities bordering Mapungubwe National Park and World Heritage Site, Limpopo Province, South Africa. Some of the major findings of the qualitative section of this study are summarized as follows. First, although Alldays and Musina have a vibrant tourism industry based on hunting and other natural and cultural based resources, the industry has not made a significant contribution towards poverty and unemployment alleviation, especially among the black communities. One of the participants put it: *"People are still trapped in serious poverty, although tourism is taking place around and in Musina. The main reason for this is that majority of the poor lack the ability to start up businesses so as to start benefiting from tourism. Tourism cannot benefit locals if they are having nothing"* (Kathleen)

This phenomenon raises the argument that alleviating social problems such as poverty through tourism is not automatic nor is it an overnight event. There are local community barriers that need to be addressed before tourism can contribute significantly to local community development. Needless to say, community development is a process that takes time. But also, this study echoes Nepal's

(1997) observation on tourism and protected areas in developing countries that:

> As protected area tourism occurs in isolated and remote rural regions, it is often assumed that such regions will experience stimulation of economic activities induced by tourism from which local people will be able to derive tangible benefits. Evidence suggests that this is rarely the case. Indeed, in the majority of protected areas, benefits have hardly reached the local community which bears the heaviest burden of protected area management. When a protected area is established and opened for tourism, it is often outsiders who rush in to siphon-off a major portion of the tourism income generated locally. (Nepal, 1997, p. 123)

The majority of the local residents perceive tourism as a business for the white community. This perception is attributed to the phenomenon that most of the local tourism businesses such as games, supermarkets, petrol stations, shops and restaurants are owned and operated by the 'minority' white community members. Also, the lingering effect apartheid regime could explain this phenomenon. During apartheid regime, social interactions between black and white people was restricted or not allowed. The regime advocated for separate development between the white race and the black race. Basically, apartheid disadvantaged the black communities in that they had limited access to resource land. For example, with reference to the ownership of game farms in Alldays, one of the participants said that "*I think I can say that 100% is owned by the whites….the blacks are the disadvantaged group. They don't have money to buy farms and make lodges. I cannot start making a lodge if I don't have resources. That is why it will always be the whites because they owned 87% of the land in the country* [during apartheid]. *So, no farm is belonging to a black person around her*e" (MachabaM).

Concerning residents' reactions to tourism, the study revealed that most local

residents still have positive perceptions and attitude towards tourism even though it has had minimal contribution to towards most of the black residents. Despite this phenomenon, communities are anticipating that in future tourism will alleviate poverty and unemployment in future. Some of the participants' direct quotations indicating their hope in tourism as a tool for poverty alleviation include the following: "*As I have said, tourism here benefits more especially whites and Indians who own a lot of businesses in this place. But I think tourism has a big potential of developing Alldays, if proper planning and development options are put in place" (*Andries).

"*Tourism in Alldays has a lot of potential that is not fully tapped for the benefit of our people. I wish our leaders could make efforts to enable tourism reduce poverty in our community*" (Jebu).

"*Also, our municipality should be fully engaged and active in planning and directing the future of tourism in Musina. Without their proper planning tourism will continue to be at a slow pace of development and yet our community has a lot of potential resources for development*" (Kathleen).

Although most local residents expressed that tourism has not had a significant positive impacts towards poverty alleviation, they believe that the following recommendations, would help their community to benefit from tourism. First, local residents in Alldays and Musina suggested that there is need for tourism awareness campaign to equip them with the necessary knowledge and awareness about tourism n their communities and how they can benefit from it. This was the case due to the concern that most of the local community members especially the

poor black residents lack awareness about what really tourism is and how they can benefit from the opportunities it presents to the local communities.

Basically, tourism has potential to develop Alldays and Musina, but it should be given time and communities need to re-organize themselves and put in place new strategies of how they can benefit from the present level of tourism development. Using Nepal as a case for his study, Nepal (1997, p. 132) commented that "small-scale and quality tourism often does not give immediate results". Perhaps this is the case with tourism in Alldays and Musina.

CHAPTER 6: QUANTITATIVE RESEARCH FINDINGS AND DISCUSSION

6. 1. INTRODUCTION

Chapter 6 presents the analysis and discussion of the quantitative findings collected using a questionnaire administered to Alldays and Musina residents in Limpopo Province, South Africa. The total number of questionnaire responses reported in this section is 500. Two hundred and fifty (250) were collected from each community.

This chapter is organized, as follows. First, the descriptive statistics for Alldays and Musina are presented, followed by an analysis of combined results of the two data files for Alldays and Musina. The types of analyses conducted on the merged files include: Factor Analysis; Correlation Analysis; and Canonical Correlation Analysis. Factor Analysis was employed to reduce/summarize some questionnaire items into a smaller and meaning number of factors. Correlation Analysis was conducted in order to establish the nature and strength of the relationship between the various variables in the modified framework. In order to simultaneously explore the relationships between the variable sets of the modified framework, Canonical Correlation Analysis technique was employed to examine the direction and strength of the relationship between the variable sets of the modified framework.

In order to explore the nature of responses from each of the study areas, the descriptive statistics are presented, starting with Alldays followed by Musina.

6.2. DESCRIPTIVE STATISTICS FOR ALLDAYS SURVEY DATA

The general descriptive statistics presented in this section include: Alldays residents' demographic characteristics and residents' responses to the questionnaire items. First, the demographic characteristics of the respondents are presented in the form of frequencies and percentages.

6.2.1. Alldays Respondents' Profile

Table 9 presents the general profile of respondents in terms of gender, age group, education level, race, monthly income, period of residence, residential proximity, among other aspects.

Table 9

Alldays General Respondents' Profile (n=250)

GENDER	Frequency	Percentage (%)
Male	120	48.0
Female	130	52.0
Total	**250**	**100.0**
AGE GROUP		
$\leq$ 19	24	9.6
20-24	60	24.0
25-29	44	17.6
30-34	39	15.6
35-39	31	12.4
40-44	31	12.4
45-49	6	2.4
>50	14	5.6
Total	**249**	**100**

Table 9

(Continued): Alldays General Respondents' Profile (n=250)

EDUCATION	Frequency	Percentage (%)
No Schooling	20	8.1
Some Primary	29	11.8
Completed Primary	20	8.1
Some Secondary	63	25.6
Grade 12	69	28.0
Higher Education	45	18.3
Total	**246**	**100.0**
RACE		
Black African	195	78.3
Coloured	31	12.4
Indian or Asian	6	2.4
White	17	6.8
Total	**249**	**100.00**
MONTHLY INCOME		
<R500	107	43.1
R501-1000	28	11.3
R1001-1500	34	13.7
R1501-3500	40	16.1
>3501	39	15.7
Total	**248**	**100.0**
PERIOD OF RESIDENCE		
≤ 5	87	38.7
6-10	99	44.0
11-15	32	14.2
16-20	4	1.8
≤ 21	3	1.3
Total	**225**	**100**

Table 9

(Continued): Alldays General Respondents' Profile (n=250)

RESIDENTIAL PROXIMITY	Frequency	Percentage (%)
≤20	6	2.4
21-49km	19	7.6
50-69km	71	28.5
≥70	153	61.4
Total	**249**	**100.0**
EMPLOYED IN TOURISM		
Yes	36	14.4
No	214	85.6
Total	**250**	**100.0**
FAMILY OR RELATIVES EMPLOYED IN TOURISM		
Yes	63	25.4
No	185	74.6
Total	**248**	**100.0**

Table 9 indicates that 52% and 48% of the respondents were females and males, respectively. The largest percentage of females reflects the fact that in most rural communities of Africa, most women stay at home to attend to domestic work unlike most of their male counterparts. In terms of age, 57% of the respondents were aged between 20-34 years. Most of the young people in this age bracket have attained some form of education and therefore are able to read and write English, including Sepedi, which are the two languages used for the questionnaire. Respondents of 35 years and above accounted for the smallest percentage at 33%. Since Alldays is "characterized by serious poverty and high unemployment rate, particularly among the African population group" (Blouberg Local Municipality, 2006, p. 39), it is more likely that residents of 35 years old and above could have moved to the nearest city, Polokwane in search of better

employment or other opportunities. Although the above comment on the poverty situation in Alldays was made six years ago, it still has relevance because poverty remains one of the apartheid legacies facing the Alldays community.

For education attainment, 26% of the respondents have "some secondary" education while 8% of respondents have "No schooling". The majority of the respondents was black Africans and accounted for 78% of the sample. The second largest group of respondents was the coloureds (12.4%). The Indian/Asian group comprised of the lowest percentage at 2.4%. This lowest percentage is not surprising because Alldays is regarded as a rural area and most of the business-oriented people like Indians/Asians may prefer cities such Polokwane for business investment purposes.

Forty three percent (43%) of Alldays respondents indicated that their monthly income is below 500 South African Rand (approximately US$70). This low income indicates the poverty situation for the majority of local residents. Regarding the length of residence in Alldays, highest percentage (44%) of local residents had lived in Alldays for 6 to 10 years, while the lowest percentage (1%) of respondents had spent more than 21 years in Alldays.

Descriptive statistics on the proximity to Mapungubwe National Park and World Heritage Site indicate that the majority of residents (61%) live 70km away from the park and the small percent of 2.4% live close to the park (within less than 20km). Proximity of Alldays residents to Mapungubwe Park is quite different from other communities in Africa and elsewhere in the world because local residents are often close to parks or protected areas. In the case of Alldays,

residents who stay close to the park are the few rich and private game farmers who own large pieces of land and this explains why most of Alldays residents live far from the park.

For employment in the tourism industry, majority of the respondents (86%) were not employed in tourism and tourism-related industry. Similarly, 75% of them indicated that that none of their family members and relatives was employed in tourism. These percentages revealed that most of the local residents are not employed in tourism. Although tourism is not expected to employ every local resident, it was expressed by residents that many of the tourism jobs are occupied by non-locals. One of the reasons for such phenomenon was that non-local residents have better qualifications and skills compared to most of the local residents. This phenomenon indicates a need for community and government leaders to work towards equipping local residents with better qualifications or skills in order to enable them compete favorably with non-locals in securing tourism opportunities.

Besides residents' demographic characteristics, this study further explored other issues such as residents' opinions towards tourism, reactions to tourism, employment in tourism issues, poverty and community livelihood, level of involvement in tourism, and residents' influence in tourism planning and development. The following section presents the descriptive statistics of the issues mentioned above in the order they appear.

6.2.2. Residents' Opinions towards Tourism in Alldays

Table 10 presents residents' responses to the statement items about opinions

towards tourism in their community.

Table 10

Residents' Opinions towards Tourism in Alldays (n=250)

Statement	Level of Agreement: Percentage (%) Scores					Mean Score
	Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**	
I like seeing tourists in Alldays	5.2	6.0	8.0	33.2	47.6	4.12
Tourism benefits the well-to-do such as the people who own local businesses in Alldays	8.8	9.6	13.2	26.0	42.4	3.84
Although tourism may not benefit many people in Alldays, it is still important for my community	4.8	10.8	18.8	36.8	28.4	3.73
Overall, I am satisfied with tourism in Alldays	7.2	9.6	18.4	33.6	31.2	3.72
Tourism has enabled me to know about other cultures	8.4	11.2	11.6	37.6	31.2	3.72
The number of tourists visiting Alldays has increased because of the 2010 FIFA World Cup	8.0	13.6	14.8	32.8	30.8	3.65
The tourism industry has the potential to reduce poverty in Alldays	10.0	16.4	19.2	32.0	22.4	3.40
Some tourists' unsocial behaviors irritate Alldays residents	14.8	18.0	16.4	22.4	28.0	3.31
Not many people in my community are better off because of tourism	9.6	19.2	22.8	28.0	20.4	3.30
The price of goods have increased because of tourism in Alldays	13.2	18.4	18.8	22.8	26.2	3.30

Table 10

(Continued): Residents' Opinions towards Tourism in Alldays (n=250)

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
I would like to interact more with non- African tourists than African tourists in Alldays	13.2	17.6	21.6	22.8	24.8	3.28
Tourism resources in the Mapungubwe National Park will be negatively affected by the coal mine	12.8	16.8	21.6	28.8	20.0	3.26
Tourism has not improved the quality of life for most residents in Alldays	14.0	16.0	23.2	23.2	23.2	3.26
Political stability has contributed to tourism development in Alldays	11.2	20.0	24.8	23.2	20.8	3.22
I perceive tourism as the business of the 'White' community	18.4	22.4	14.8	17.6	26.8	3.12
Tourism has resulted in more litter in Alldays	21.2	23.2	14.8	19.6	20.8	2.96
Tourism development has contributed to the destruction of our natural environment	19.2	24.5	18.5	21.2	16.5	2.91
Tourists stay only for a short period in Alldays because of security/ crime concerns	24.4	31.2	14.4	15.6	14.4	2.64

There were 18 statement items about "Residents' Opinions towards Tourism in

Alldays". Out of the 18 items, one item "*I like seeing tourists in Alldays*" had the highest mean score above 4.00, and 47% of the respondents strongly agreed with this statement. This may imply that local residents are happy with the presence of tourists in their community and associate the presence of tourists with benefits (monetary and non-monetary). In the study by Nzama (2008) on residents near iSimangaliso Wetland Park in Kwazulu-Natal in South Africa, majority of the residents (79%) also indicated that they liked seeing tourists in the community. In Nzama's (2008) study, the item "I like seeing tourists in this area" ranked second after "Tourists are a common sight in this area" , with the response of 88% (Nzama, 2008). The fact that residents like seeing tourists may be regarded a proxy indicator for residents' support for further tourism development, because residents like and are tolerant to the presence of tourists – this is an important ingredient for good host-guest relationship. However, when interpreting this finding caution should be taken, because the questionnaire item did not indicate that tourists are important for community development. One assumption made in this regard is that when respondents strongly agree to the item "I like seeing more tourists in Alldays", they may have understood that tourists play a role in the development process. On the other hand, the presence of tourists in communities may not necessarily translate to community development unless there strategies to enable residents setup businesses and benefit from the presence of tourists.

Five items on residents' opinions to tourism had mean scores ranging from 3.65 to 3.84, as follows: "*Tourism benefits the well-to-do such as the people who own local businesses in Alldays*" (3.84), "*Although tourism may not benefit many people in Alldays, it is still important for my community*" (3.73), "*Overall, I am*

satisfied with tourism in Alldays" (3.72), *Tourism has enabled me to know about other cultures*"(3.72), and "*The number of tourists visiting Alldays has increased because of the 2010 FIFA World Cup*" (3.65). This indicates participants' responses to these ranged from neutral to agree on a 5-point Likert scale. The rest of the items on residents' opinions towards tourism in Alldays had low mean scores below 3.5.

6.2.3. Tourism and Employment in Alldays

Thirteen (13) statement items were used to seek residents' responses to tourism employment (See Table 11). Results indicate that in terms of tourism employment, Venetia Diamond mine offers more employment opportunities unlike the tourism industry in Alldays. The statement item: "*The Venetia diamond mine provides more jobs for Alldays residents than the tourism industry*" scored the highest mean of 3.90 with a percentage of 41.2%. Furthermore, the other two statement items with high mean scores were, "*The tourism industry employs more migrant workers than Alldays residents*" (3.79) and "*Most tourism jobs in Alldays are part-time*" (3.70). Overall, tourism employment was rated low compared to the employment opportunities created by the Venetia mine. In addition, most residents indicated that they are not employed in the tourism or tourism-related industries; rather most of them and their relatives are employed by the Venetia mine. But, this situation raises a major concern; what would happen to Alldays community if the Venetia mine suspended its mining operations for good, due to unforeseen conditions? Depending on one industry for most employment opportunities is risky and may increase a community's vulnerability of becoming poorer if the industry providing most of the employment stops its operations. Tourism, therefore needs,

to be planned effectively so that it can provide more employment opportunities

to local residents and this would diversify the employment base of Alldays.

Table 11

Tourism and Employment in Alldays (n=250)

Statement	Level of Agreement: Percentage (%) Scores					Mean Scores
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
The Venetia diamond mine provides more jobs for Alldays residents than the tourism industry	6.0	8.0	16.8	28.0	41.2	3.90
The tourism industry employs more migrant workers than Alldays residents	7.2	13.2	14.8	22.8	42.0	3.79
Most tourism jobs in Alldays are part-time	5.6	10.4	20.0	36.4	27.6	3.70
Tourism jobs offer low pay compared to other jobs like those in the mining industry	5.6	13.6	18.8	36.0	26.0	3.63
I lack access to land to start a business in order to benefit from tourism	8.8	10.0	19.6	32.4	28.8	3.63
Alldays residents generally lack the skills that would enable them to get better jobs in the tourism industry	9.2	12.0	18.0	35.3	25.3	3.55
Overall, tourism has not helped reduce unemployment as I had expected	8.4	11.2	23.2	32.4	24.8	3.54
The working conditions in the tourism industry are not as favorable as in other industries	5.2	16.0	24.8	28.8	25.2	3.53
I lack the skills to start a business in order to benefit from tourism	9.6	15.6	14.8	34.4	25.6	3.51
Most of the tourism jobs in Alldays require unskilled or/ and semi-skilled labour	7.6	13.2	27.2	32.8	19.2	3.43

Table 11

(Continued): Tourism and Employment in Alldays (n=250)

Statement	Level of Agreement: Percentage (%) Scores					Mean Scores
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Tourism jobs are affected by social instability such as the 2008 attacks on non-South Africans, and conflicts among Alldays residents	16.0	19.2	20.8	23.2	20.8	3.14
The tourism industry employs most Alldays residents in low status jobs	15.6	20.0	22.8	22.0	19.6	3.10
The opening of jobs in the tourism industry has resulted in workers abandoning traditional jobs in Alldays	10.0	28.8	23.6	25.6	12.0	3.01

6.2.4. Tourism, Poverty and Livelihood

Table 12 presents residents' responses to tourism, poverty and livelihood issues in Alldays. The four items with the highest mean scores were: "*Tourism has resulted in restricting residents access to Mapungubwe National Park for medicinal plants and mopane worms*" (3.52), "*Tourism has increased the cost of living in Alldays*" (3.49), "*Overall, I am satisfied with some of the livelihood opportunities (employment, income, etc) provided by tourism* (3.48)" and "*Overall, tourism has the potential to reduce poverty in Alldays*" (3.44). On the other hand, the two items with the lowest mean scores are "*Tourism has not improved accessibility to clean water*" (3.25) and "*Tourism has resulted in the use of Alldays resources such as culture, fauna, and flora in a sustainable way*" (3.18). The first two statement items indicated that tourism is perceived as a cost to local community and this could be a potential problem because residents are

likely to develop negative reactions towards tourism.

Table 12

Tourism, Poverty and Community Livelihood (n=250)

Statement	Level of Agreement: Percentage (%) Scores					Mean
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Tourism has resulted in restricting residents access to Mapungubwe National Park for medicinal plants and *mopane* worms	12.4	12.0	15.2	32.4	28.0	3.52
Tourism has increased the cost of living in Alldays	9.6	15.6	19.6	26.8	28.4	3.49
Overall, I am satisfied with some of the livelihood opportunities (employment, income, etc) provided by tourism	7.6	12.4	26.0	32.4	21.6	3.48
Overall, tourism has the potential to reduce poverty in Alldays	8.8	13.2	19.2	39.6	19.2	3.47
Tourism has not created any recreation opportunities in Alldays	7.2	16.4	22.4	32.8	21.2	3.44
Tourism has created employment opportunities for Alldays residents	11.6	15.3	22.8	24.5	25.7	3.37
Tourism has not helped reduce poverty in Alldays	10.4	17.6	18.4	31.6	22.0	3.37
Tourism has enhanced community cohesion/ togetherness in Alldays	8.1	21.9	25.9	23.9	20.2	3.26
Tourism has not improved accessibility to clean water	10.8	22.4	20.4	23.6	22.8	3.25
Tourism has resulted in the use of Alldays resources such as culture, fauna, and flora in a sustainable way	12.0	20.8	24.4	22.4	20.4	3.18

6.2.5. Local Residents' Level of Involvement in Tourism

Local residents' level of involvement in tourism is very important in the tourism

industry. Table 13 presents the descriptive results of Alldays residents' level of involvement in tourism. Thirty four percent (34%) of the residents expressed that their level of involvement in tourism is medium. While the smallest percentage of 10% of the respondents indicated that their level of involvement in tourism is very high. If tourism is to benefit majority of the residents, they need to have high or very high level of involvement in tourism, especially in the decision-making process.

Table 13

Residents' Level of Involvement in Tourism (n=250)

Statement	Level of Involvement: Percentage (%) Scores				
	Little or None	*Low*	*Medium*	*High*	*Very High*
My level of involvement in tourism is	16.0	17.6	34.0	22.0	10.4

6.2.6. Influence in Tourism Planning and Development

The influence/power between different tourism actors is critical in creating a win-win situation. In addition, Ap (1992) argued that influence/power among tourism actors is an important component of social exchange. Table 14 presents participants' responses about their influence in tourism planning and development in Alldays. The influence of tourist business owners ranked first with the mean score of 3.6, with 32% of the respondents indicating that tourist business owners have "very great influence" in tourism planning. The influence of municipal/government leaders ranks second with the mean score of 3.4, and 31% of the respondents indicated that municipal/government leaders have "great influence" in tourism planning. The influence of local residents in tourism

planning ranks last with the lowest mean score of 2.6 and the big percentage of 28% (for the specific statement on residents' level of influence) of the respondents indicated that residents have "little influence" in tourism planning.

In terms of influence/power in tourism development, the influence of tourist business owners ranks first with the highest mean score of 3.7, and also 34% of the respondents perceived tourist business owners to have "very great influence" in tourism development. The influence of municipal/government leaders was ranked second with the mean score of 3.4 and 31% indicated that municipal/government leaders have "great influence" in tourism development. Furthermore, local residents' influence in tourism development was ranked last with the lowest mean score of 2.7 and 27% of the respondents indicated Alldays residents have "little influence" or power in tourism development in their community.

Based on these descriptive statistics, the level of influence of tourist business owners in tourism planning and development is "very great". The municipal/government leaders have "great influence", while local residents have "little influence" in tourism planning and development. This reveals unbalance influence or power between tourism actors. In this scenario, local residents' seem to be at the losing end since they have little influence while their counterparts have "great influence" or "very great influence" in tourism planning and development. As long as this phenomenon continues, there will always be a win-lose scenario, whereby tourist business owners and municipal leaders receive most of the benefits generated by tourism while the poor local residents receive little or no benefits.

Table 14

Influence in Tourism Planning and Development in Alldays (n=250)

Statement	Level of Influence: Percentage (%) Scores					
	No Influence	*Little Influence*	*Moderate Influence*	*Great Influence*	*Very Great Influence*	*Mean*
In tourism planning in Alldays tourist business owners have	8.1	13.3	18.1	29.0	31.5	3.63
In tourism planning in Alldays municipal/ government leaders have	5.6	18.4	26.0	31.2	18.8	3.39
In tourism planning in Alldays residents have	26.0	28.4	23.2	9.2	13.2	2.55
For tourism development in Alldays tourist business owners have	8.8	10.0	19.2	27.6	34.4	3.69
For tourism development in Alldays municipal/ government leaders have	6.8	14.4	22.8	31.6	24.4	3.52
For tourism development in Alldays residents have	19.6	27.2	26.4	16.4	10.4	2.71
Generally, in the tourism industry in Alldays tourist business owners have	7.6	7.2	18.0	30.4	36.8	3.82
Generally, in the tourism industry in Alldays municipal/ government leaders have	5.6	17.6	31.2	31.6	14.0	3.31
Generally, in the tourism industry in Alldays residents have	21.3	29.6	26.0	12.4	10.4	2.61

6.3. DESCRIPTIVE STATISTICS FOR MUSINA SURVEY DATA

The general descriptive statistics of Musina are residents' demographics characteristics and their responses to the statement items of questionnaire. The demographic characteristics include: gender, age group, education, race, monthly income and period of residence.

6.3.1. Musina Respondents' Profile

Table 15 indicates an equal number of male and female respondents (50%). The majority of the respondents (43%) were between 20 and 34 years old. This is the same phenomenon in Alldays where the young adults were the majority. Thirty two percent (32%) had had some secondary education. In terms of race, the majority of the respondents (78%) were black Africans, and the least represented race was the coloured, which accounted for 5%. Since poverty and unemployment are a major concern in Musina, 46% of the respondents indicated that their monthly income is less or equal to 500 South African Rands (approximately US$70). Results about residents' period of residence in Musina indicate that 35% of the residents have been residing in the community for more than 21 years. Like in Alldays, majority of Musina residents stay far away from Mapungubwe National Park and World Heritage Site. To be specific, 57% of residents lived between 61km and 80km away from Mapungubwe National Park and World Heritage Site. On the contrary, the smallest percentage (5%) of residents live close to the park (less than or equal to 20km). Turning to employment in tourism, 86% indicated they are not employed in the tourism or tourism-related industry. Similarly, 84% expressed that none of their family members or relatives was employed in tourism. Although tourism is touted as the world's leading industry in creating numerous employment opportunities for

local residents, this appears not to be the case in Musina, as evidenced by the highest percentage of Musina residents who are not employed in tourism or tourism-related industry.

Table 15

Musina General Profile of Respondents (n=250)

GENDER	Frequency	Percentage (%)
Male	125	50
Female	125	50
Total	**250**	**100.0**
AGE GROUP		
$\leq$ 19	33	13.2
20-24	42	16.8
25-29	34	13.6
30-34	33	13.2
35-39	39	15.6
EDUCATIONAL LEVEL		
No Schooling	17	6.8
Some Primary	19	7.6
Completed Primary	11	4.4
Some Secondary	80	32.0
Grade 12	74	29.6
Higher Education	49	19.6
Total	**250**	**100**
RACE		
Black African	196	78.4
Coloured	12	4.8
Indian or Asian	18	7.2
White	24	9.6
Total	**249**	**100.00**

Table 15

(Continued): Musina General Profile of Respondents (n=250)

MONTHLY INCOME	Frequency	Percentage (%)
≤ R500	111	46.3
R501-1000	27	11.3
R1001-1500	35	14.6
R1501-3500	31	12.9
>3501	36	15.0
Total	**240**	**100.0**
PERIOD OF RESIDENCE		
≤ 5	51	22.0
6-10	33	14.2
11-15	41	17.8
16-20	27	11.6
≥ 21	80	34.5
Total	**232**	**100**
RESIDENTIAL PROXIMITY		
≤ 20	13	5.3
21-40	10	4.0
41-60	22	8.9
61-80	140	56.7
>81	62	25.1
Total	**247**	**100**
EMPLOYED IN TOURISM?		
Yes	34	13.7
No	215	86.3
Total	**249**	**100.0**
FAMILY OR RELATIVES EMPLOYED IN TOURISM?		
Yes	39	15.7
No	209	84.3
Total	**248**	**100.0**

6.3.2. Residents' Opinions towards Tourism

Besides residents' demographics, this study also explored the opinions of residents towards tourism development in Musina. The responses to questionnaire statements are presented in the Table 16.

Table 16 *Local Residents' Opinions towards Tourism in Musina (n=250)*

Statement	Level of Agreement: Percentage (%) Scores					Mean
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
I like seeing tourists in Musina	2.0	4.8	7.6	38.2	47.2	4.24
Tourism benefits the well-to-do residents	6.0	10.9	8.9	21.8	52.4	4.04
Although tourism may not benefit many people in Musina, it is still important for my community	4.4	6.4	10.4	47.6	31.2	3.95
Tourism has enabled me to know about other cultures	6.4	13.6	18.4	32.8	28.8	3.64
Overall, I am satisfied with tourism in Musina	7.9	13.1	23.1	27.1	28.8	3.56
Tourist activities such as sightseeing, swimming, and shopping etc. enable tourists to stay for a long period in Musina	6.4	15.7	21.3	30.1	26.5	3.55
The number of tourists visiting Musina has increased because of the 2010 FIFA World Cup	10.4	21.2	9.2	28.4	30.8	3.48
The tourism industry has the potential to reduce poverty in Musina	11.3	13.7	20.2	27.4	27.4	3.46
Not many people in my community are better off because of tourism	6.4	17.7	25.3	26.5	24.1	3.44
Tourism resources in the Mapungubwe National Park will be negatively affected by the coal mine near the park	13.6	12.8	16.0	31.6	26.0	3.44

Table 16

(Continued): Local Residents' Opinions towards Tourism in Musina (n=250)

Political stability has contributed to tourism development in Musina	10.4	13.6	20.8	35.2	20.0	3.41
Tourism has not improved the quality of life for most residents in Musina	14.5	14.5	19.3	26.5	25.3	3.34
The price of goods have increased because of tourism in Musina	14.1	19.3	13.7	26.5	26.5	3.32
The lack of a system of sharing revenue from tourism with local residents hinders tourism from reducing poverty in Musina	9.2	20.4	28.8	27.2	14.4	3.17
Some tourists' unsocial behaviors irritate Musina residents	17.7	21.7	17.7	21.7	21.3	3.07
Tourism development has contributed to the destruction of our natural environment	18.9	16.5	22.9	29.2	12.4	3.0
Tourism has resulted in more litter in Musina	23.2	23.2	11.4	19.9	22.4	2.95
I would like to interact more with non- African tourists than African tourists in Musina	26.0	13.6	22.4	19.2	18.8	2.91
Tourism is generally the business of the 'White' community	30.8	17.6	16.4	17.2	18.0	2.74

The first 3 statements with the high mean score are: "*I like seeing tourists in Musina*" (4.24), "*Tourism benefits the well-to-do residents*" (4.04), "*Although tourism may not benefit many people in Musina, it is still important for my community*" (3.95). Generally, these statements seem to indicate that residents have favorable opinions towards tourism, even though it has not benefited most

of them.

The rest of the items about residents' opinions to tourism had mean scores ranging from 2.74 to 3.64. The statement items with the lowest mean scores were: "*I would like to interact more with non- African tourists than African tourists in Musina*" (2.91) and "*Tourism is generally the business of the 'White' community*" (2.74).

6.3.3. Residents' Reactions to Tourism

The nature of residents' reactions to tourism is one of the aspects that tourism planners and developers need to consider in local communities. This is because positive reactions enhance support for tourism development and on the other hand, negative reactions may hinder support for tourism. The following section presents the descriptive statistics about the questionnaire statements on Musina residents' reactions toward tourism.

From Table 17, the following three items had high mean scores: "*I am welcoming to international tourists* (4.27), "*I am happy with the tourism that has resulted from Mapungubwe National Park being a major tourist attraction*" (4.17), and "*I am friendly to South African tourists*" (4.08). This implies that residents' responses to these items tended to "*Agree*", hence indicating favorable reactions to tourists/tourism in Musina. This is corroborated by the low mean score of the last two statements: "*I frequently do not share my culture with tourists*" (2.78) and "*I often avoid places crowded with tourists*" (2.67) which indicated unfavorable reaction toward tourism.

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Table 17

Reactions' towards Tourism (n=250)

Statement	Level of Agreement: Percentage (%) Scores					Mean
	Strongly Disagree	*Disagree*	*Neutral*	*Agree*	*Strongly Agree*	*Mean*
I am welcoming to international tourists (such as other Africans, Westerners, Asians, etc)	3.2	1.6	9.3	36.0	49.4	4.27
I am happy with the tourism that has resulted from Mapungubwe National Park being a major tourist attraction	5.2	6.4	8.0	27.2	53.2	4.17
I am friendly to South African tourists	3.6	6.8	13.2	30.4	46.0	4.08
I am eager to see the development of the tourism potential in Musina	5.6	9.2	13.3	31.7	40.2	3.92
I like tourism in Musina because it has the potential to reduce poverty in Musina	4.9	10.2	18.3	33.7	32.9	3.80
Tourism has kept my cultural heritage alive	8.0	11.6	16.9	34.9	28.5	3.64
I enjoy staying in Musina because of the benefits tourism is likely to bring	11.6	18.4	12.0	33.6	24.4	3.41
I like imitating (copying) the lifestyle of the tourists	10.0	15.6	23.6	27.6	23.2	3.38
My inability to communicate well in English limits my interaction with English-speaking tourists	11.2	18.9	18.1	32.1	19.7	3.30
Tourism has led to traffic congestion in Musina during the hunting season	12.4	22.0	18.4	28.0	19.2	3.20
The negative effects of tourism irritate me	18.5	19.3	15.7	23.3	23.3	3.14
I frequently do not share my culture with tourists	21.2	27.2	20.4	15.2	16.0	2.78
I often avoid places crowded with tourists	21.2	33.6	18.0	11.6	15.6	2.67

6.3.4. Tourism and Employment

Table 18 summarizes the respondents' responses to items related to tourism and employment issues in Musina. The first four items with high mean score are: "*The Venetia diamond mine provides more jobs for Musina residents than the tourism industry*" (4.12), "*I lack access to land to start a business in order to benefit from tourism*" (3.81), "*The 2008 attacks on non-South Africans affected tourism in Musina*", (3.63), "*Most tourism jobs in Musina are part-time*" (3.63). The rest of the items scored the means ranging from 3.14 to 3.60. These latter mean scores indicate that residents' responses to the items in this mean category tended to the neutral option. Tourism employment situation is Musina is not very different from the one in Alldays, which has been commented on in the previous section.

Table 18

Tourism and Employment in Musina (n=250)

Statement	Level of Agreement: Percentage (%) Scores					Mean
	Strongly Disagree	*Disagree*	*Neutral*	*Agree*	*Strongly Agree*	
The Venetia diamond mine provides more jobs for Musina residents than the tourism industry	3.6	10.8	11.2	18.8	55.6	4.12
I lack access to land to start a business in order to benefit from tourism	7.2	6.8	20.5	28.9	36.5	3.81
The 2008 attacks on non-South Africans affected tourism in Musina	8.4	14.5	16.1	27.3	33.7	3.63
Most tourism jobs in Musina are part-time	6.8	11.6	22.0	30.8	28.8	3.63
The working conditions in the tourism industry are not as favorable as in other industries	7.2	14.4	19.2	29.6	29.6	3.60
Overall, tourism has not helped reduce unemployment as I had expected	10.4	14.5	14.9	30.1	30.1	3.55
Tourism jobs offer low pay compared to other jobs like those in the mining industry	9.2	14.0	18.4	30.0	28.4	3.54
The tourism industry employs most Musina residents in low status jobs	8.8	17.6	19.2	26.0	28.4	3.48
I lack the skills to start a business in order to benefit from tourism	13.3	13.3	16.5	30.5	26.5	3.44
Musina residents generally lack the skills that would enable them to get better jobs in the tourism industry	5.6	15.6	31.2	24.4	22.8	3.43
Most of the tourism jobs in Musina require unskilled or/ and semi-skilled labour	4.8	17.7	32.9	27.7	16.9	3.43
The tourism industry employs more migrant workers	21.6	18.6	12.8	18.8	28.4	3.14

6.3.5. Tourism, Poverty and Community Livelihood

Table 19 indicates that the following statements on tourism, poverty and livelihood issues scored high means: "*Tourism has Resulted in restricting residents access to Mapungubwe National Park for medicinal plants and mopane worms*" (3.71), "*In general, tourism has the potential to reduce poverty in Musina*" (3.58), and "*Tourism has increased the cost of living in Musina*" (3.54). Looking at the above statements, it is clear that residents had mixed responses on the matter. For example, even though most residents perceived tourism to have contributed to costs in the community, they still perceive it as a potential tool for reducing poverty in their communities. The statements with the low mean scores were: "*Tourism has not created recreation opportunities in Musina*" (3.21) and "*Tourism has created employment for local r*esidents" (3.16). The last statement coincides with the fact that the high percentage (86%) of Musina residents indicated that they are not employed in the tourism or tourism-related industry. Similarly, 84% of them expressed that none of their family members or relatives is employed in the tourism or tourism-related industry.

Table 19

Musina Residents' Responses to Tourism, Poverty and Community Livelihood Issues (N=250)

Statement	Level of Agreement: Percentage (%) Scores					Mean
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Tourism has Resulted in restricting residents access to Mapungubwe National Park for medicinal plants and *mopane* worms	7.6	12.0	17.7	26.9	35.7	3.71
In general, tourism has the potential to reduce poverty in Musina	7.6	12.8	18.0	37.6	24.0	3.58
Tourism has increased the cost of living in Musina	9.6	16.8	16.0	24.8	32.8	3.54
Tourism has enhanced community cohesion/ togetherness in Musina	6.4	11.6	32.5	24.5	24.9	3.50
Tourism has not improved income for the poor residents in Musina	12.9	19.0	12.1	25.4	30.4	3.42
Overall, I am satisfied with some of the livelihood opportunities (employment, income, etc) provided by tourism	12.8	15.5	15.9	30.1	25.7	3.40
Tourism has resulted in the use of Musina resources such as culture, fauna, and flora in a sustainable way	7.2	16.5	28.9	25.7	21.7	3.38
Tourism has not helped reduce poverty in Musina	14.4	20.4	17.6	18.8	28.8	3.27
Tourism has improved local services such as medical, police, and banking services etc.	14.4	16.8	21.2	28.0	19.6	3.22
Tourism has created recreation opportunities in Musina	10.0	24.8	16.4	31.6	17.2	3.21
Tourism has created employment for local residents	15.7	17.3	19.3	30.4	17.3	3.16

6.3.6. Involvement in Tourism in Musina

As pointed out earlier, residents' involvement in tourism remains an important ingredient for successful local tourism development. This study sought Musina residents' involvement in tourism in their community and Table 20 presents their responses. The majority of the residents (39%) indicated that their level of involvement in tourism is medium. Although the medium level of involvement in tourism could be regarded as fair, it is not good enough to bring about sustainable tourism benefits to the poor. The researcher argues that the best level of involvement that residents should have is "high involvement" or "very high involvement". The more residents get involved in tourism, the better they are likely to understand and appreciate its contribution to communities, and also they can develop a sense of ownership in protecting resources that attract tourists.

Table 20

Level of Residents' Involvement in Tourism in Musina (n=250)

Statement	Level of Involvement				
	Little or None (%)	*Low (%)*	*Medium (%)*	*High (%)*	*Very High (%)*
My level of involvement in tourism is	10.9	19.0	38.7	19.4	12.1

6.3.7. Influence in Tourism Planning and Development

Tourism actors in this study's context refer to local residents, municipal/government leaders and tourism business owners. The level of influence of tourism actors determine the level of benefits they accrue from tourism and the direction for tourism development. Table 21, presents the finding about the level of influence of the three tourism actors in planning and

development in Musina.

Table 21

Level of Influence in Tourism Planning & Development in Musina (n=250)

Statement	Level of Influence in Percentage (%)					
	No Influence	*Little Influence*	*Moderate Influence*	*Great Influence*	*Very Great Influence*	*Mean*
In tourism planning in Musina tourist business owners have	3.6	8.4	13.6	22.8	51.6	4.10
In tourism planning in Musina municipal/ government leaders have	6.8	8.0	20.4	35.6	29.2	3.72
In tourism planning in Musina residents have	20.0	30.4	22.8	15.6	11.2	2.68
For tourism development in Musina tourist business owners have	3.2	5.2	16.0	20.0	55.6	4.20
For tourism development in Musina municipal/ government leaders have	2.8	8.0	18.8	40.0	30.4	3.87
For tourism development in Musina residents have	14.0	35.0	20.8	15.6	14.4	2.81
Generally, in the tourism industry in Musina tourist business owners have	4.0	6.0	10.4	21.2	58.4	4.24
Generally, in the tourism industry in Musina municipal/ government leaders have	6.4	8.8	16.0	45.6	23.2	3.70
Generally, in the tourism industry in Musina residents have	21.0	31.9	21.0	16.9	9.3	2.62

The majority of the respondents (52%) indicated that tourist business owners have "very great influence" in tourism planning in Musina. Their influence ranked first with the mean score of 4.1. The influence of municipal/government leaders ranks second with the mean score of 3.7, and 36% of the respondents indicated that municipal/government leaders have "great influence" in tourism planning and development. The 30% of the respondents expressed that local residents have "little influence" in tourism planning in Musina. The influence of local residents ranked last with the lowest mean score of 2.7.

In terms of the influence in tourism development, the largest percentage (56%) of respondents indicated that tourist business owners in Musina have "very great influence" in tourism development. In fact, their influence ranked first with the highest mean score of 4.2. On the other hand, 40% of local respondents indicated that municipal/government leaders have "great influence" in tourism development. Lastly, 35% of the respondents indicated that local residents have "little influence" in tourism development. Basically, what is indicated by these findings is that tourist business owners have "very great influence" in tourism planning and development, followed by municipal/government leaders with their influence indicated as "great influence". The influence of local residents in tourism planning and development is "little influence". This 'unbalanced' influence in tourism is responsible for the fact that tourism in Musina is benefiting the non-rich more than the poor residents in the area. The same pattern was also revealed by the findings from Alldays. For tourism to have a noticeable impact at the local community level (especially in terms of poverty and unemployment reduction), the current state of influence in tourism planning and development among the actors needs to change. For example, local residents

should have "great influence" or "very great influence" in the way local tourism is planned and managed. Zhang (2010) noted that if residents had great influence in tourism planning and development, negative impacts of tourism on daily life can be minimized and local benefits from the tourism industry can be maximized. It is not surprising that local residents' expressed that although the tourism industry in their community is booming; it has had little contribution towards addressing the social problems of unemployment and poverty in their community.

Apart from the descriptive statistics of Alldays and Musina, other statistical analysis techniques were employed in this study, specifically on the merged data files of Alldays and Musina. The files were merged because there were no major differences between the responses of the two communities. This is not surprising because the two communities are located in the same province and have similar social demographic characteristics. The statistical techniques conducted on the merged files include: Factor Analysis, Pearson Correlation Analysis and Canonical Correlation Analysis. The results for each analysis technique are presented in the following sections. First, Factor Analysis results presented followed by Correlation analysis. Lastly, Canonical Correlation Analysis results are presented.

6.4. FACTOR ANALYSIS RESULTS

Besides the descriptive statistics for Alldays and Musina, Factor Analysis with principal component analysis and Varimax rotation was applied to the combined data file. Zhou (2007) points out the Factor Analysis summarizes information on large number of variables into small number of variables and more meaningful.

The cut-off score for items to be included in any factor was set at 0.04. The communality for variables ranged from 0 to 1.

6.4. 1. Factor Analysis Results of Residents' Opinions toward Tourism

Seventeen (17) items were included in the questionnaire to seek residents' opinions towards tourism in Alldays and Musina. Out of the 17 items on residents' opinions towards tourism, only 10 were extracted and grouped into two factors. For example, Factor 1 (called Negative Opinions) has 7 items and the Cronbach's Alpha of 0.67. Factor 1 had a variance of 16.9% with an Eigenvalue of 2.9. This factor accounts for the total cumulative variance of 16.9%. The five items with the highest loadings were: "*I perceive tourism as the business of the 'White' community*" (0.63), "*The prices of goods have increased because of tourism in Alldays/Musina*" (0.61), "*Tourism has resulted in more litter in Alldays/Musina due to the lack of public toilets and/or visible rubbish bins*" (0.58), "*Tourism has not improved the quality of life for most residents in Alldays/Musina*" (0.56) and "*Not many people in my community are better off because of tourism*" (0.52). These findings are similar to and confirm the qualitative findings where some of the major concerns expressed by local residents related to these five statements.

Factor 2 (Positive Opinions) had 3 statement items. The Cronbach's Alpha for this Factor 2 was 0.58 and the variance and Eigenvalue were 12.1% and 2.1, respectively. The four statements in Factor 2 included: "*Tourism has enabled me to know about other cultures*", "Overall I am satisfied with tourism in Alldays/Musina", "*The tourism industry has the potential to reduce poverty in Alldays/Musina*", and "*I like seeing tourists in Alldays/Musina*". In general,

Factor 2 accounted for the total accumulative variance of 28.9%.

Table 22

Factor Analysis Results of Alldays and Musina Residents' Opinions to Tourism (n=500)

	Factor Loadings		Communality
	F1	**F2**	
Factor 1: Negative Opinions			
● I perceive tourism as the business of the 'White' community	0.634		0.428
● The price of goods have increased because of tourism in Alldays/Musina	0.606		0.370
● Tourism has resulted in more litter in Alldays/Musina due to the lack of public toilets and/or visible rubbish bins	0.579		0.339
● Tourism has not improved the quality of life for most residents in Alldays	0.563		0.318
● Not many people in my community are better off because of tourism	0.524		0.284
● Some tourists' unsocial behaviors irritate Alldays/Musina residents	0.522		0.280
● Tourism development has contributed to the destruction of our natural environment	0.518		0.270
Factor 2: Positive Opinions			
● Tourism has enabled me to know about other cultures		0.661	0.443
● Overall I am satisfied with tourism in Alldays/Musina		0.634	0.403
● Tourism industry has the potential to reduce poverty in Alldays/Musina		0.539	0.300
● I like seeing tourists in Alldays/Musina		0.501	0.264
Eigenvalue	2.87	2.05	
Variance (%)	16.89	12.05	
Cumulative variance (%)	16.89	28.95	
Cronbach's Alpha	0.67	0.58	
Number of variables (N=10)	7	3	

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization

6.4. 2. Factor Analysis Results of Residents' Reactions to Tourism

Table 23 presents the Factor Analysis results of residents' reactions to tourism. Originally, 13 statement items were included in the questionnaire to seek residents' reactions to tourism, and only 8 of them were extracted. The eight items were grouped into two factors (See Table 23). Factor 1 (Favorable Residents' Reactions to Tourism) comprised five items, with the Eigenvalue and variance were 2.98 and 22.91%, respectively and Cronbach's Alpha was 0.696. This factor accounted for the total cumulative variance of 22.9%. The items with high factor loadings were: "*I am friendly to South African tourists*" (0.67), "*I am eager to see the development of the tourism potential in Alldays/Musina*" (0.66), "*I am happy with the tourism that has resulted from Mapungubwe National Park being a major tourist attraction*" (0.66).

Factor 2 (Unfavorable Residents' Reactions to Tourism) had three items with the Eigenvalue of 1.78; total variance and cumulative variance percentages were 13.7% and 36.6%, respectively. The Cronbach's Alpha for Factor 2 was very low at 0.43. However, according to Schmitt (1996) Cronbach's Alpha lower than 0.5 is acceptable as long as the factor has meaningful items. In the case of this study, Factor 2 contained important items that tourism advocates and planners need to address. Schmitt (1996) further argued that Cronbach's Alpha in any study can increase or decrease if other items could be added.

Table 23

Factor Analysis Results of Alldays and Musina Residents' Reactions to Tourism (n=500)

	Factor Loadings		Communality
	F1	F2	
Factor 1: Favorable Residents' Reactions to Tourism			
● I am friendly to South African tourists	0.668		0.460
● I am eager to see the development of the tourism potential in Alldays/Musina	0.658		0.433
● I am happy with the tourism that has resulted from Mapungubwe National Park being a major tourist attraction	0.657		0.497
● Tourism has kept my cultural heritage alive	0.626		0.410
● I like tourism in Alldays/Musina because it has the potential to reduce poverty	0.602		0.452
Factor 2: Unfavorable Residents' Reactions to Tourism			
● I frequently do not share my culture with tourists		0.680	0.470
● I often avoid places crowded with tourists		0.592	0.370
● Tourism has led to traffic congestion in Musina during the hunting season		0.547	0.374
Eigenvalue	2.98	1.78	
Variance (%)	22.91	13.66	
Cumulative variance (%)	22.91	36.57	
Cronbach's Alpha	0.696	0.426	
Number of variables (N=8)	5	3	

6.4. 3. Factor Analysis Results of Tourism and Employment

Eleven (11) items were used to seek Alldays and Musina residents' opinions on tourism employment in their communities. Out of the 11 items, 8 of them were extracted after conducting Factor Analysis (See Table 24). They were grouped

into two; Factor 1 (Comparison of Tourism Employment) and Factor 2 (Hindrances and Nature of Tourism Employment). Factor 1 contained 5 items with the Eigenvalue of 2.7 and the variance explained by Factor 1 was 24.9%. The total cumulative variance is 24.9% and the Cronbach's Alpha was 0.597. The two items with the highest loadings include: "*The Venetia diamond mine provides more jobs for Alldays/Musina residents than the tourism industry*" (0.71), "*Tourism jobs offer low pay compared to other jobs like those in the mining industry*" (0.62).

Factor 2 (Constraints and Nature of Tourism Employment) had three statement items, including "*I lack the skills to start a business in order to benefit from tourism*" (0.70), "*I lack access to land to start a business in order to benefit from tourism*" (0.65) and "*Most jobs in Alldays/Musina are part-time*" (0.57). The Eigenvalue, variance and cumulative variance were 1.23, 11.1% and 36.2%, respectively. The Cronbach's Alpha for Factor 2 was 0.49.

Table 24

Factor Analysis Results of Tourism Employment in Alldays and Musina (n=500)

	Factor Loadings		Communality
	F1	F2	
Factor 1: Comparison of Tourism Employment			
● The Venetia diamond mine provides more jobs for Alldays/Musina residents than the tourism industry	0.714		0.538
● Tourism jobs offer low pay compared to other jobs like those in the mining industry	0.622		0.439
● The working conditions in the tourism industry are not as favorable as in other industries	0.556		0.342
● The tourism industry employs most Musina residents in low status jobs	0.545		0.297
● Tourism has not helped reduce unemployment as I had expected	0.534		0.341
Factor 2: Constraints and Nature of Tourism Employment			
● I lack the skills to start a business in order to benefit from tourism		0.702	0.494
● I lack access to land to start a business in order to benefit from tourism		0.654	0.430
● Most tourism jobs in Alldays/Musina are part-time		0.566	0.418
Eigenvalue	2.744	1.226	
Variance (%)	24.944	11.143	
Cumulative variance (%)	24.944	36.087	
Cronbach's Alpha	0.597	0.487	
Number of variables (N=8)	5	3	

Note. Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization

The low value for Cronbach's Alpha for Factor 2 (0.487) may suggest that all the items in this Factor may not be reliable measures for tourism and employment in Alldays and Musina. Although these items in Factor 2 may not be good measures of tourism and employment in Alldays and Musina, technically speaking they play an important role in tourism and employment. For example, the lack of skills among residents and the lack of land for residents to start business that would benefit from tourism were some of the major concerns that most local residents expressed when commenting on tourism and employment in Alldays and Musina.

6.4.4. Factor Analysis Results on Tourism and Community Livelihood

Table 25 presents the Factor Analysis Results for tourism and community livelihoods in Alldays and Musina. A total of eight (8) items were used to measure issues related to tourism and community livelihood in Alldays and Musina.

All the 8 items had satisfactory factor loadings and were grouped into two factors. Factor 1 (Tourism's Contribution to Livelihood) had the Eigenvalue and variance of 2.31 and 33.1%, respectively, and the Cronbach's Alpha of 0.71. Among the four items, the first two items with high loadings are: "*Tourism has created employment opportunities for Alldays/Musina residents*" (0.82), "*Tourism has enhanced community cohesion/ togetherness in Alldays/Musina*" (0.77). Factor 2 (Tourism and Issues of Livelihood) contained 4 items. Their Eigenvalue, explained variance and cumulative variance were as follows: 1.18, 21.24% and 54.28%, respectively, with the Cronbach's Alpha of 0.54. The three items contained in Factor 2 are: "*Tourism has increased the cost of living in*

Alldays/Musina" (0.69), "*Tourism has resulted in the use of Alldays/Musina resources such as culture, fauna, and flora in a sustainable way*" (0.54), and "*Tourism has not helped reduce poverty in Alldays/ Musina*" (0.37).

Table 25

Factor Analysis Results on Tourism and Community Livelihood in Alldays and Musina (n=500)

	Factor Loadings		Commu- nality
	F1	F2	
Factor 1: Tourism's Contribution to Livelihood			
● Tourism has created employment opportunities for Alldays/Musina residents	0.82		0.68
● Tourism has enhanced community cohesion/ togetherness in Alldays/Musina	0.77		0.61
● I am satisfied with some of the livelihood opportunities	0.76		0.58
● Resulted in restricting residents access to Mapungubwe National Park for medicinal plants and *mopane* worms	0.54		0.33
Factor 2: Tourism and Issues of Livelihood			
● Tourism has increased the cost of living in Alldays/Musina		0.83	0.69
● Tourism has resulted in the use of Alldays/Musina resources such as culture, fauna, and flora in a sustainable way		0.69	0.54
● Tourism has not helped reduce poverty in Alldays/ Musina		0.60	0.37
Eigenvalue	2.31	1.49	
Variance (%)	33.05	21.24	
Cumulative variance (%)	33.05	54.28	
Cronbach's Alpha	0.71	0.54	
Number of variables (N=7)	4	3	

Note. Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization

6.5. OPERATIONALIZING AND VERIFYING THE MODIFIED FRAMEWORK FOR MONITORING TOURISM IMPACTS: FINDINGS AND DISCUSSION

As highlighted in Chapter 3, one of the major weaknesses of Faulkner and Tideswell's (1997) original framework is that the nature and direction of relationships between the components of the framework were not established. This study aimed to overcome such weaknesses by modifying the original framework, operationalising it and exploring the relationships between its components.

In order to explore the relationships between the variables in the components of the modified framework, Pearson correlation analysis was employed. On the other hand, Canonical Correlation Analysis technique (CCA) was used to explore the nature, direction and strength of the relationships between the variable sets of the modified framework and also to identify the contribution of individual variables to the relationships between the variables sets in which they belong.

6.5. 1. Results on the Relationships between the Components of the Framework

In order to explore the nature of relationships between the variables of the components in modified framework, the Pearson correlation analysis was employed. It is important to highlight that in most cases the correlation analysis is often misinterpreted by researchers to imply causation (Zou, Tuncali, & Silverman, 2003). Even if some variables are highly correlated, it may not necessarily mean that there will always be some degree of causation. This is

because a number of unknown factors could be responsible (Zou et al., 2003). In fact, Field (2005, p. 128) also cautions that "correlation coefficients say nothing about which variable causes the other to change". However, Field (2005) suggested that although conclusions about causality cannot be made by just looking at the correlations, we can however go further and square the correlation (r^2) which gives "the amount of variability in one variable that is explained by the other" (p. 128). Even though the researcher has not indicated the variability for each Pearson's correlation in this section, the variability can be derived by squaring the Pearson's correlation and then multiplying it by 100% in order to get the variability in percentage form.

In the context of this study, the purpose of correlation analysis therefore is to explore relationships been the variables (Zou et al., 2003). The authors recommended that Regression Analysis is an important technique in testing the strength of the relationships between variables. However, since some of the components of the modified framework have more than two dependent and independent variables, Regression Analysis was not employed. Instead Canonical Correlation Analysis (CCA), which enables the simultaneous testing of relationships between many independent and many dependent variables, was employed. The results of the correlation analysis which focus on exploring the relationships between the individual variables of the components of the modified framework are presented first. Later in this section, the relationships between the components of the framework will be presented and discussed.

It should be noted that the following Pearson's (r) correlation values adopted from Field (2005) were used in determining the strength of the relationships

between the variables of the components of the modified framework:

(a) 0.1 to 0.2 = Weak positive relationship

(b) 0.3 to 0.4 = Moderate positive relationship

(c) 0.5 and above = Strong positive relationship

The relationships between the variables of the following components of the modified framework were explored using Pearson's (r) correlation analysis:

1.   Social Exchange and Livelihood Outcomes;

2. Social Exchange and Residents' Reactions;

3. Livelihood Outcomes and Residents' Reactions;

4. Intrinsic Factors and Livelihood Outcomes;

5 Intrinsic Factors and Residents' Reactions

6. Intrinsic Factors and Social Exchange;

7. Extrinsic Factor (Tourism Vulnerability) and Social Exchange;

8. Extrinsic Factor and Livelihood Outcomes; and

9. Extrinsic Factor and residents' Reactions.

These components and their respective variables whose relationships were explored using Pearson's (r) correlation are presented in Figure 25.

'Environmental Determinants'	Exchange	Output

Extrinsic Factor

- Tourism Vulnerability

Social Exchange

- Overall Satisfaction with Tourism
- Overall Tourism Benefits
- Overall Tourism Costs
- Residents' Power/ Influence in Tourism

Livelihood Outcomes
- Employment

- Recreation Opportunities

- Sustainable Resource Use

- Community Vulnerability

Intrinsic Factors
- Community involvement

- Residential Proximity

- Length of Residence

Residents' Reactions

- Positive

- Neutral

- Negative

Figure 26. The components of the modified revised framework and their variables

6.5. 1.1. The Relationship between Social Exchange and Livelihood Outcomes

The variables of social exchange used to operationalize the modified framework included the following: "Overall Satisfaction with Tourism", "Overall Tourism Benefits", "Overall Tourism Costs", and "Residents' Power/Influence" in tourism. On the other hand, the variables of livelihood outcomes are as follows: "Employment", "Recreation Opportunities", "Sustainable Resource Use" and "Community Vulnerability".

The relationships that were statistically strong and positive in Table 26 include the following:

(a) The relationship between "Overall Tourism Benefits" and "Employment" (r = .686, p <0.001);

(b) The relationship between "Overall Tourism Benefits" and "Recreation Opportunities" (r = .548, p < 0.001);

(c) The relationship between "Overall Tourism Benefits" and "Sustainable Resource Use" (r = .524, p < 0.001);

(d) The relationship between "Overall Tourism Costs" and "Community Vulnerability" (r =.754, p < 0.001).

The rest of the relationships in the Table 26 were statistically significant and positive, but very weak.

Table 26

The Relationship between Social Exchange and Livelihood Outcomes

			Livelihood Outcomes	
	"Employment"	"Recreation Opportunities"	"Sustainable Resource Use"	"Community Vulnerability"
Social Exchange:				
Overall Satisfied with tourism	.262**	.071	.2000**	.053
Overall Tourism Benefits	.686**	.548**	.524**	.184**
Overall Tourism Costs	.180**	.138**	.271**	.754**
Residents Power/Influence in Tourism	.198**	-.055	-.45	-.24**

** Correlation is significant at the 0.01 level * Correlation is significant at the 0.05 level

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**6.5. 1. 2. The Relationship between Social Exchange and Residents'
Reactions**

In the context of this study, measures/variables for social exchange comprised
of the following four variables: "Overall Satisfied with Tourism", "Overall
Tourism Benefits", "Overall Costs of Tourism", and "Residents'
Power/Influence in Tourism Planning and Development". On the other hand,
residents' reactions to tourism were broadly classified into "Positive",
"Neutral", and "Negative", following the typology of residents' reactions
proposed by Ap and Musinguzi (2010). Table 27 below presents direction and
strength of the relationship between the variables of social exchange and
residents' reactions.

There was a moderate statistically significant positive relationship between
"Overall Satisfied with Tourism" and residents' "Positive Reaction" ($r = 0.379$,
$p < 0.001$), and between "Overall Satisfied with Tourism" and residents'
"Neutral Reaction" ($r = 0.246$, $p < 0.001$). This may imply that when local
residents are satisfied with tourism, they are likely to have positive reactions
toward tourism development. It should be noted that satisfaction with tourism
means that tourism is offering more benefits that costs. Lankford, Pfister,
Knowles, & Williams (2003) and Perdue, Long, & Kang (1995) found that
local residents had positive reactions because they perceived tourism to have
benefits to their communities. In the case of this study, majority of the residents
(especially black South Africans) expressed that tourism was benefiting the
whites and the rich more than the poor. Although the poor residents indicated
that they are not getting most of the tourism benefits, they were positive about
tourism on the basis that it has the potential to contribute to poverty alleviation.

Local residents did not only evaluate the contribution of tourism based on its current performance, but also they considered its potential to make more contributions in future.

Table 27

The Relationship between Social Exchange and Residents' Reactions

	Residents' Reactions		
	Positive	Neutral	Negative
Social Exchange:			
Overall Satisfied with Tourism	0.379**	0.246*	0.019
Overall Tourism Benefits	0.303**	0.380**	0.287**
Overall Costs of Tourism	0.049	0.192**	0.539**
Residents' Power/Influence in Tourism Planning & Development	0.013	- 0.088	0.004

Note. ** Correlation is significant at the 0.01 level; * Correlation is significant at the 0.05 level

However, the relationship between "Overall Satisfied with Tourism" and "Negative Reactions" was not significant ($r = 0.019$, $p = 0.671$). These findings may imply that if residents are satisfied with tourism, they are likely to have positive or neutral reactions to tourism; thereby negative reactions could be minimized. This requires that tourism makes a contribution to communities and that involving local residents in tourism could be one of the ways of making tourism generate positive benefits to address social problems like poverty and unemployment.

There was a moderate but statistically significant positive relationship between

"Overall Tourism Benefits" and "Positive Reactions" ($r = 0.303$, $p < 0.001$), "Overall Tourism Benefits" and "Neutral Reactions" ($r = 0.380$, $p < 0.001$), and "Overall Tourism Benefits" and "Negative Reactions" ($r = 0.287$, $p < 0.001$). The significant positive relationship between "Overall Tourism Benefits" and "Negative Reactions" is quite surprising (although the strength of this relationship is moderate at $r = 0.287$). However, this finding may cease to be surprising when the qualitative findings of this study are incorporated in the interpretation of quantitative results. For example, during the in-depth interviews, focus groups and informal conversations, what was common among most of the participants was that they acknowledged that tourism has created benefits in their local communities. However, they highlighted that most of the benefits from tourism accrue to a few whites or non-local residents (who are perceived to be well off) who operate most of the tourism businesses. Local residents felt that they did not get what they deserve and this could partly explain the significant positive relationship between "Overall Tourism Benefits" and "Residents' Negative Reactions" to tourism. Again, humanly speaking residents can express positive or neutral reactions, but could also harbor some negative reactions. Ap and Crompton (1993) noted that local residents may hold concurrent opinions towards tourism which may be at odds with each other and this depends on the situation. The researcher would argue that it is may be impossible to always satisfy human beings. What this means in the tourism context is that even if tourism generates benefits to communities, still there will always be some residents who are not satisfied and could potentially express negative reactions towards tourism, especially if benefits accrue to a few members of society who are already well off. Also, if most of the tourism benefits accrue to non-local residents, while the locals suffer from

social problems such as poverty and unemployment (as is the case in Alldays and Musina) negative reactions are likely to be evident in local communities. For example, in Alldays and Musina, residents indicated that tourism has created some benefits such as employment in their communities. But going beyond the word "employment" and looking at who is employed, the reality is most of the employees in tourism establishments, especially in game farms or lodges are non-locals. This emerged as a major concern among most residents during the interviews, informal conversations and focus groups for this study.

Concerning "Overall Costs of Tourism" and "Residents' Reactions", the analysis indicates that there is no statistically significant relationship between "Overall Costs of Tourism" and residents' "Positive Reactions" ($r = 0.049$, $p = 0.293$). For "Overall Costs of Tourism" and "Neutral Reactions", correlation results indicated that there is a significant weak positive relationship ($r = 0.192$, $p < 0.001$).

On the other hand, there is a strong and statistically significant positive relationship between "Overall Costs of Tourism" and residents' "Negative Reactions" ($r = 0.539$, $p < 0.001$). This may implies that the costs of tourism to a community could potentially result in residents having negative reactions towards tourism. It is therefore important that tourism stakeholders work towards minimizing most of the negative costs of tourism if local residents are to have positive or neutral reactions towards tourism in the community. If residents continue to have negative reactions towards tourism, sustainable tourism development is likely to face resistance from the locals.

Finally, there is no significant relationship between "Residents' Power/Influence in Tourism Planning and Development" and their: (1) "Positive Reactions" ($r = 0.013$, $p = 0.778$); (2) "Neutral Reactions" ($r = -0.088$, $p = 0.051$); and (3) "Negative Reactions" ($r = 0.004$, $p = 0.932$). This can be attributed to the fact that in developing countries most local residents often do not have power/influence in tourism planning and development because they are often excluded from being involved in decision making about tourism and its development (Goodwin, 2000). Mbaiwa (2003) and Ryan et al. (2009) argued that one of the reasons why local residents are excluded from decision-making is that tourism planners and developers regard them as illiterate and having no adequate knowledge about tourism and tourism related issues to provide any meaningful input. Such a phenomenon is mostly like to create a perception among local residents that tourism planning and development is the job for experts and investors, yet residents' indigenous knowledge plays a significant role in tourism development (Mbaiwa, 2003). The absence of a statistically significant relationship between "Residents' Power/Influence in Tourism Planning and Development" and "Residents' Reactions (positive, neutral and negative) should not be misinterpreted to mean that residents power/influence is not important in tourism. Local residents' power/influence remains one of the important aspects of social exchange, even though it has been largely neglected. Musinguzi and Ap (2010) noted that most of the tourism impacts studies that incorporate social exchange often overlook the issue of power relations between tourism actors, yet the power/influence between tourism actors determines the outcome of the exchange (Ap, 1992). Therefore, Musinguzi and Ap (2010) recommended that it is important to consider the dimension of power/influence among key tourism actors in

tourism impact studies, especially those incorporating social exchange theory.

6.5. 1.3. The Relationship between Livelihood Outcomes and Residents' Reactions

Livelihood outcomes include the following four variables: "Sustainable Resource Use", "Recreation Opportunities", "Employment" and "Community vulnerability" (See Table 28).

Table 28

The Relationship between Livelihood Outcomes & Residents' Reactions

	Residents' Reactions		
	Positive	Neutral	Negative
Livelihood Outcomes:			
Sustainable Resource Use	0.208**	0.331**	0.277**
Recreation Opportunities	0.036	0.077	0.135**
Employment	0.139**	0.202**	0.138**
Community Vulnerability	0.097**	0.197**	0.447**

Note. ** Correlation is significant at the 0.01 level; * Correlation is significant at the 0.05 level

The analysis revealed that there is a weak significant positive relationship between "Sustainable Resource Use" and residents' "Positive Reaction" ($r = 0.208$, $p < 0.001$). For "Sustainable Resource Use" and "Residents Neutral Reactions", there was a moderate and significant positive relationship ($r = 0.331$, $p < 0.001$). On the other hand, there was a significant moderate positive relationship between "Sustainable Resource Use" and "Negative Reactions" ($r = 0.277$, $p < 0.001$). The significant positive relationship between "Sustainable

Resource Use" and "Negative" Reactions" can be attributed to the fact that efforts to manage sustainable resource use such as restricting local residents' access to Mapungubwe National Park and other nature reserves may generate negative reactions among residents. This is because most of the local residents are faced with severe poverty and unemployment and these breed negative feelings when residents are now not allowed to harvest park resources such as *mopane* worms, medical plants, building materials, firewood, and wild game from protected areas. Although from a conservation point of view, restricting residents from harvesting protected resources is a good move towards sustainability, Alldays and Musina residents may have regarded it as cost and this is the major reason for the significant positive relationship between "Sustainable Resource Use" and "Residents' Negative Reactions". The implication of this finding is that when planning and managing protected areas, some of the most pressing needs such as poverty among local communities surrounding protected areas should be addressed. Otherwise, even good strategies for enhancing resource protection or sustainability are likely to cause negative reactions among residents, especially if they fail to understand why the 'booming' tourism industry is not alleviating social problems as expected.

The relationship between "Recreation opportunities" and "positive reactions" was not significant ($r = 0.036$, $p = 0.430$). Similarly, there was no statistically significant relationship between "Recreation Opportunities" and "Neutral Reactions" ($r = 0.077$, $p = 0.087$). On the other hand, there was a weak but statistically significant positive relationship between "Recreation Opportunities" and "Negative Reactions" ($r = 0.135$, $p = 0.003$). The significant positive relationship between "Recreation Opportunities" and

"Negative Reactions" (although is its strength is weak) is quite surprising, because one would expect that recreation opportunities brought about by tourism would create or enhance favorable reactions such as positive or neutral reactions among local residents. However, this was not the case with Alldays and Musina residents. The possible explanation for this phenomenon is that for poor residents struggling to meet their basics of life, recreation opportunities may not be regarded important or as an essential need. Therefore, residents would prefer to have their social problem addressed by tourism instead of it creating opportunities such as recreation which are perceived as leisure activities for the rich and well-to-do residents. Again, as noted in Chapter 5, there is a paucity of recreation facilities in the study areas.

Regarding the relationships between "Employment" and residents' reactions, the Pearson's (r) correlations indicated the following: there was a statistically significant but weak positive relationship between "Employment" and "Positive Reactions" ($r = 0.139$, $p = 0.002$). Furthermore, for "Employment" and "Neutral Reactions" there was a significant weak positive relationship ($r = 0.202$, $p = < 0.001$). Finally, the relationship between "Employment" and "Negative Reaction" was statistically significant and positive, but weak at $r = 0.138$, $p = 0.002$. The significant positive relationship between "Employment" and "Negative Reactions" is attributed to the phenomenon that most of the tourism jobs in Alldays and Musina are occupied by non-South Africans (migrants) as presented in the descriptive statistics for the two study areas. For example, the largest percentage (43%) of Alldays residents "strongly agreed" that "The tourism industry employs more migrant workers than Alldays residents". Similarly, in Musina the highest percentage (28%) of Musina

residents "strongly agreed" that tourism employs more migrant workers than Musina local residents. Also, the concern of tourism jobs being occupied by foreigners was repeatedly mentioned during the in-depth interviews, focus groups and informal conversations, as indicated in the qualitative findings chapter. The implication of this phenomenon is that unless some of the jobs created by tourism are occupied by local residents, they are bound to have negative reactions towards tourism employment on the grounds that they are not benefiting from tourism taking place in their communities, given the fact that employment is one of the benefits most residents would expect from any development venture in order to get income and be able to meet their social needs. In addition, the perception that migrant workers often repatriate their money back to their home countries, leaving few options for local investment, could also be another reason which creates negative reactions towards tourism employment in Alldays and Musina. Local skills development can be one of the strategies through which local residents can compete with non-local for tourism opportunities.

The relationship between community vulnerability and residents' reactions was also explored. It should be noted that in the context of this study, "Community Vulnerability", refers to the existence of poverty and tourism costs in the community. A community with poverty is more vulnerability and community members are faced with the danger of becoming poorer in the face of any changes. So, if poverty and tourism costs are not reduced in a community, it means that community is vulnerable. Relationships between "Community Vulnerability" and residents' "Positive Reactions" and residents' "Neutral Reactions" were positive and significant, but very weak ($r = 0.097$, $p = 0.036$)

and (r = 0.197, p = < 0.001), respectively. The relationship between "community vulnerability" and "negative reactions" was significantly moderate and positive (r = 0.447, p < 0.001). It can be argued that since "community vulnerability" in this study was looked at in terms of costs of tourism in communities and the fact that tourism has not helped reduce poverty, it may imply that residents could develop negative reactions when tourism is perceived as creating costs and unable to help in the reduction of poverty among residents. Therefore, it is important to plan tourism around protected areas to help in reducing "community vulnerability" (such as existence of poverty and the negative impact of tourism). Otherwise, the more the community becomes vulnerable, the more residents are likely to develop or express negative reactions to tourism. Such reactions, sour relationships between the protected areas management or tourism developers and communities adjacent to tourism resources such as national parks, game farms, and other tourism attractions.

6.5. 1. 4. The Relationship between Intrinsic Factors and Livelihood Outcomes

Table 29 presents the direction and strength of the relationships between the variables of these components in the modified framework: intrinsic factors and livelihood outcomes. The variables for the intrinsic factors include the following: (a) Community Involvement in tourism; (b) Residential Proximity, and (c) Period of Residence.

The relationships between the individual variables for the components of intrinsic factors and livelihood outcomes were statistically significant, except

for the relationships between: (a) community involvement and community vulnerability; (b) residential proximity and recreation opportunities; (c) residential proximity and community vulnerability; (d) period of residence and recreational opportunities; (e) period of residence and sustainable resource use; and (f) period of residence and community vulnerability.

Table 29

The Relationship between Intrinsic Factors and Livelihood Outcomes

	Livelihood Outcomes			
	Employment	Recreation Opportunities	Sustainable Resource Use	Community vulnerability-
Intrinsic Factors:				
Community Involvement	-.101**	-.146**	.167**	.028
Residential Proximity	.093*	.067	-.090*	-.019
Period of Residence	.157**	.038	-.092	-.013

Note. ** Correlation is significant at the 0.01 level; * Correlation is significant at the 0.05 level

6.5. 1.5. The Relationship between Intrinsic Factors and Residents' Reactions

From Table 30, it is clear that there was a statistically significant and positive relationship between "Community Involvement" and residents' "Positive Reactions. For the rest of the variables of intrinsic factors and residents'

reactions there were no significant relationships. The statistically significant and positive relationship between involvement and residents' "positive reaction" (See Table 30), may imply that local residents' involvement in tourism could potentially enhance their positive reactions towards tourism. Although correlations do not necessarily mean causality, at least they indicated that there is a relationship between "Involvement" in tourism and residents' "Positive Reactions" to tourism. Generally speaking, from the tourism planning perspective, community involvement in tourism is a vital ingredient for sustainable tourism development and could determine the nature of residents' reaction to tourism. Planning tourism at destinations should take into account how the locals can be involved in all the stages of tourism development. Needless to say, this implies that local residents should not be spectators in the arena of local tourism development, but rather should be active participants in tourism, if a 'win-win status' is to be attained.

Table 30

Correlations between Intrinsic Factors and Residents' Reactions

	Residents' Reactions		
	Positive	Neutral	Negative
Intrinsic Factors:			
Period of Residence	-.062	-.025	-.097
Residential Proximity	.034	.033	.018
Involvement	.108*	.040	-.053

Note. ** Correlation is significant at the 0.01 level, * Correlation is significant at the 0.05 level

6.5. 1.6. The Relationship between Intrinsic Factors and Social Exchange

The relationships between the components of intrinsic factors and social exchange were explored next. The results presented in Table 31. There were no statistically significant relationships between the variables of intrinsic factor component and social exchange component, except for the relationships between the following variables:

(a) "residential proximity" and residents' "power/influence" in tourism (r = .126, p = 0.006);

(b) "period of residence" and "residents' power/influence" in tourism (r = .301; p<0.001).

Table 31

The Relationship between Intrinsic Factors and Social Exchange

	Social Exchange Components			
	Overall Satisfied With Tourism	Overall Tourism Benefits	Overall Tourism Costs	Residents' Power
Intrinsic Factors:				
Community Involvement	.001	-.011	.009	.021
Residential Proximity	.088	.028	.009	126**
Period of Residence	.002	.065	.029	.301**

Note. ** Correlation is significant at the 0.01 level, * Correlation is significant at the 0.05 level

6.5. 1.7. The Relationship between Extrinsic Factor (Tourism Vulnerability) and Social Exchange

As mentioned earlier, "Social Exchange" includes the following variables: "Overall Satisfied with Tourism", "Overall Tourism Benefits", "Overall Costs of Tourism", and "Residents' Power/Influence in Tourism Planning and Development". It is important to note that the variable "Tourism Vulnerability" was measured using the questionnaire statement item on the impact of 2008 attacks on non-South African nationals and the perceived negative impact of the coal mine on tourism resources in and around Mapungubwe National Park and World Heritage Site. The results of the relationships between the extrinsic factor which is "Tourism Vulnerability" and "Social Exchange" are presented in Table 32.

Table 32

The Relationship between Tourism Vulnerability and Social Exchange

	Social Exchange Components			
	Overall Satisfied With Tourism	Overall Tourism Benefits	Overall Tourism Costs	Residents' Power
Tourism Vulnerability	0.132**	0.236**	0.324**	0.144**

Note. ** Correlation is significant at the 0.01 level, * Correlation is significant at the 0.05 level

From Table 32, it is clear that "Tourism Vulnerability" and the components of social exchange (except for Overall Tourism Costs) have a weak significant positive correlation between them, as follows: "Tourism Vulnerability" and

"Overall Satisfied with Tourism" ($r = 0.132$, $p = 0.002$); "Tourism Vulnerability" and "Overall Tourism Benefits" ($r = 0.236$, $p < 0.001$); and "Tourism Vulnerability" and residents' "Power/Influence" in tourism planning and development ($r = 0.144$, $p < 0.001$). On the other hand, there was a statistically significant moderate positive relationship between "Tourism Vulnerability" and "Overall Costs of Tourism" ($r = 0.324$, $p < 0.001$).

6.5. 1.8. The Relationship between Extrinsic Factor (Tourism Vulnerability) and Livelihood Outcomes

The relationship between "Tourism Vulnerability" and the four components of "Livelihood Outcomes" was significant and positive, but weak (See Table 33). Correlations indicate that "Tourism Vulnerability" and "Employment" have a weak significant positive relationship ($r = 0.204$, $p < 0.001$). For "Tourism vulnerability" and "Recreation Opportunities", there was a significant positive relationship ($r = 0.090$, $p = 0.023$). However, the relationship is very weak as indicated by low correlation (r) coefficients. Furthermore, "Sustainable Resource Use" and "Tourism Vulnerability" have a significant and positive relationship, although the relationship is somewhat weak ($r = 0.157$, $p < 0.001$). Finally, there was a statistically significant moderate positive relationship between "Tourism Vulnerability" and "Community Vulnerability" ($r = 0.267$, $p < 0.001$).

Table 33

The Relationship between Extrinsic Factor and Livelihood Outcomes

_____

	Livelihood Outcomes			
	Employment	Recreation opportunities	Sustainable resource use	Community vulnerability
Tourism Vulnerability	0.204**	0.090**	0.157**	0.267**

_____

Note. ** Correlation is significant at the 0.01 level, * Correlation is significant at the 0.05 level

The significant moderate positive relationship between "Tourism Vulnerability" and "Community Vulnerability" ($r = 0.267$, $p < 0.001$) could imply that when planning tourism at local destination, there is a need to mitigate tourism vulnerability if the community is to be less vulnerable due to the presence of poverty and more worse is the likelihood of a community becoming poorer in the face of change. The significant positive relationship between the "Tourism Vulnerability" and the remaining livelihood outcomes (employment, recreation opportunities, and sustainable resource use) is very strange (though weak) and no explanation has been offered in this study for such a phenomenon. Perhaps future studies could explore the underlying reasons for such strange relationship.

6.5. 1.9. The Relationships between Extrinsic Factor (Tourism Vulnerability) and Residents' Reactions

Table 34 presents the relationships between the variables of extrinsic factor (i.e. tourism vulnerability) and residents reactions (positive, neutral and negative).

Table 34

The Relationship between Extrinsic Factor and Residents' Reactions

	Residents' Reactions		
	Positive	Neutral	Negative
Extrinsic Factor:			
Tourism Vulnerability	0.033	0.116**	0.271**

Note. ** Correlation is significant at the 0.01 level, *Correlation is significant at the 0.05 level

The correlations analysis indicated that there is no significant relationship between "Tourism Vulnerability" and "Positive Reaction" ($r = 0.033$, $p = 0.234$). However, for neutral reactions there was a weak significant position relationship between 'Tourism Vulnerability" and "Neutral Reactions" ($r = 0.116$, $p = 0.005$). Similarly, "Tourism Vulnerability" and "negative reactions" has a significant moderate positive relationship ($r = 0.271$, $p < 0.001$). The descriptive statistics for Alldays and Musina indicated that residents agreed or strongly agreed that attacks on non-South Africans affected tourism in their area. Twenty three percent (23%) of Alldays residents "agreed" and 34% of Musina residents "strongly agreed" that the 2008 attacks on non-South Africans affected tourism in their communities. Similarly, the largest percentage of Alldays and Musina residents agreed with the questionnaire statement that "*Tourism resources Mapungubwe National Park will be negatively affected by the coal mine near the park*." Activities that threat tourism and its potential contribution to communities trigger negative reactions, especially when residents support tourism. Therefore, identifying and addressing the potential threats that may endanger the tourism industry at the destination is critical in tourism planning and development and monitoring tourism impacts. Tourism stakeholders and community leaders need to put in place strategies to mitigate

tourism vulnerability. Vulnerability assessment enables the formulation of strategies to mitigate the negative consequences or exposure to risk (Sterr, Klein, & Reese, 2003).

6.5.1.10. Summary on the Relationships between the Variables of the Components of the Modified Framework

The preceding section, Pearson (r) correlations was employed in exploring the nature and strength of the relationship between the variables of the following pairs of the components of the "modified revised" framework showing which variables were operationalized for the revised framework.

1. Social exchange and livelihood outcomes;

2. Social exchange and residents' reactions;

3. Livelihood outcomes and residents' reactions;

4. Intrinsic factors and livelihood outcomes;

5. Intrinsic factors and residents' reactions;

6. Intrinsic factors and social exchange;

7. Extrinsic factor (tourism vulnerability) and social exchange;

8. Extrinsic factor (tourism vulnerability) and livelihood outcomes; and

9. Extrinsic factor (tourism vulnerability) and residents' reactions.

A summary of the nature and strength of the relationships between the variables for very

set of components in the framework are presented next. The variable sets with the strong relationships whose Pearson's (r) correlation coefficients were 0.5 or above are:

(a) "Overall Tourism Costs" and "Community Vulnerability" ($r = .754$, $p <$

0.001);

(b) "Overall Tourism Benefits" and "Employment" ($r = .686$, $p < 0.001$);

(c) "Overall Tourism Benefits" and "Recreational Opportunities" ($r = .548$, $p < 0.001$); and

(d) "Overall Tourism Benefits" and "Sustainable Resource Use" ($r = .524$, $p < 0.001$).

On the other hand, the variable sets with moderate positive and significant relationships at Pearson's (r) correlation coefficients between 0.30 and 0.40 are listed, as follows:

(a) "Overall Tourism Benefits" and "Neutral Reactions" ($r = .380$, $p < 0.001$);

(b) "Overall Satisfied with Tourism" and residents' "Positive Reaction" ($r = .379$, $p < 0.001$);

(c) "Sustainable Resource Use" and "Residents Neutral Reactions" ($r = .331$, $p < 0.001$);

(d) Tourism Vulnerability" and "Overall Costs of Tourism" ($r = .324$, $p < 0.001$);

(e) "Overall Tourism Benefits" and "Positive Reactions" ($r = .303$, $p < 0.001$);

(f) "Period of residence" and "residents' power/influence" in tourism (r = .301; $p < 0.001$);

(g) "Overall Tourism Benefits" and "Negative Reactions" ($r = .287$, $p < 0.001$);

(h) "Sustainable Resource Use" and "Negative Reactions" ($r = .277$, $p < 0.001$);

(i) Tourism Vulnerability" and "negative reactions" has a significant moderate positive relationship ($r = .271$, $p < 0.001$); and

(j) "Tourism Vulnerability" and "Community Vulnerability" ($r = .267$, $p <$ 0.001).

The rest of the relationships between variables though significant, they were weak with the Pearson's (r) correlations coefficients below 0.30.

Although Pearson (r) correlation analysis was able to identify the nature and strength of the relationships between the different variables, it has one limitation, that is, it is unable to examine/explore the nature and strength of the relationships between two variable sets, and the contribution of a variable to the relationship between variable sets. Therefore, Canonical Correlation Analysis was employed to explore the relationships between the components of the revised framework and the contribution of each variable to the variable set relationship. A presentation of the Canonical Correlation Analysis results is presented in the following section. The presentation of the canonical correlation analysis will also incorporate a discussion of the findings and will not be presented separately (which is the usual protocol).

6.5. 2. CANONICAL CORRELATION ANALYSIS RESULTS AND DISCUSSION

The canonical correlation analysis results for the components of the modified framework are presented in this last section of quantitative research findings. But, before presenting the results, it important to present some issues related to canonical correlation analysis. Firstly, canonical correlation analysis developed by Hotelling (1935 and 1936) is an important technique of simultaneously examining relationships between two variable sets with multiple variables. In

fact, Sherry and Henson (2005) indicated that canonical correlation analysis is a form of multivariate technique that helps in exploring relationships between two independent and dependent variable sets in a simultaneous manner. The fact that CCA accommodates multiple dependent and independent variables means that type 1 error is often minimized. Secondly, CCA captures the human behavioral reality that multiple causes often have multiple effects. Investigating a single cause or effect separately is believed to go against the complex reality that many factors influence each other or "the complex reality of human behaviour and cognition" (Sherry & Henson, 2005, p. 38). However, canonical correlation analysis (CCA) has largely received relative very little attention in numerous studies, and more so in the field of tourism. This could be due the difficulty involved in interpreting canonical correlation analysis results which can challenge even the most seasoned analyst (Thompson, 1991). Similarly:

> one reason why the technique is [somewhat] rarely used involves the difficulties which can be encountered in trying to interpret canonical results... The neophyte student of canonical correlation analysis may be overwhelmed by the myriad coefficients which the procedure produces... [But] canonical correlation analysis produces results which can be theoretically rich, and if properly implemented, the procedure can adequately capture some of the complex dynamics involved in educational reality. (Thompson, 1991, p. 88)

Based on the researcher's observation, the difficulty of using and interpreting canonical correlation analysis situation is worsened by the fact that most researchers who employ canonical correlation analysis technique use complicated canonical terminologies which are challenging to understand, and also clear and comprehensive orientations on canonical analysis are limited in most canonical studies. In addition, the canonical analysis procedure produces many tables with numerous coefficients that are overwhelming and challenging

to interpret, especially if one is not familiar with what to look for among the many canonical tables.

In this thesis, the descriptions of the Canonical Correlation Analysis terms borrowed from Sherry and Henson's (2005) paper are presented in Appendix 3 in order to enable the interpretation of canonical analysis findings. In addition, Canonical Correlation Analysis produces many tables and most of them are provided in the appendices. The tables presented in this section contain vital information captured from many tables produced during the canonical correlation analysis procedure.

The importance of canonical correlation analysis is that it explores whether there is any noteworthy relationship between two variable sets (containing more than one variable), and it also determines the contribution of every variable to the relationships between variable sets. The nature and strength of the relationship between any two variable sets is given by the canonical correlation (Rc). On the other hand, the contribution of a variable to the relationship is given by the communality coefficient, denoted by $h^2(\%)$ in the tables on canonical correlation analysis. It is arrived at by summing up the $r_s^2(\%)$ values across all the noteworthy canonical functions (Sherry and Henson, 2005). For instance, if there are two noteworthy functions, communality coefficient $[h^2(\%)]$ is equal to $r_s^2(\%)$ for Function 1 + $r_s^2(\%)$ for Function 2. However, if there is only one Function being analyzed community coefficient is equal to $r_s^2(\%)$ for every variable in Function 1.

Before the canonical correlation results are presented, the researcher would like

to restate the relationships being investigated and the same framework from Chapter 3 is again presented in this section for reference purpose. The relationships being explored are marked with letter "R" on the framework (See Figure 26). There are six relationships (R_1 to R_6) that were examined in this study:

(a) R_1 represents the relationship between "Social Exchange" and "Livelihood Outcomes"

(b) R_2 represents the relationship between "Social Exchange" and "Residents' Reactions"

(c) R_3 denotes the relationship existing between "Livelihood Outcomes" and "Residents' Reactions"

(d) R_4 stands for the relationship between "Intrinsic Factors" and "Livelihood Outcomes".

(e) R_5 represents the relationships between "Intrinsic Factors" and "Residents' Reactions".

(f) R_6 denotes the relationship between "Intrinsic Factors" and "Social Exchange".
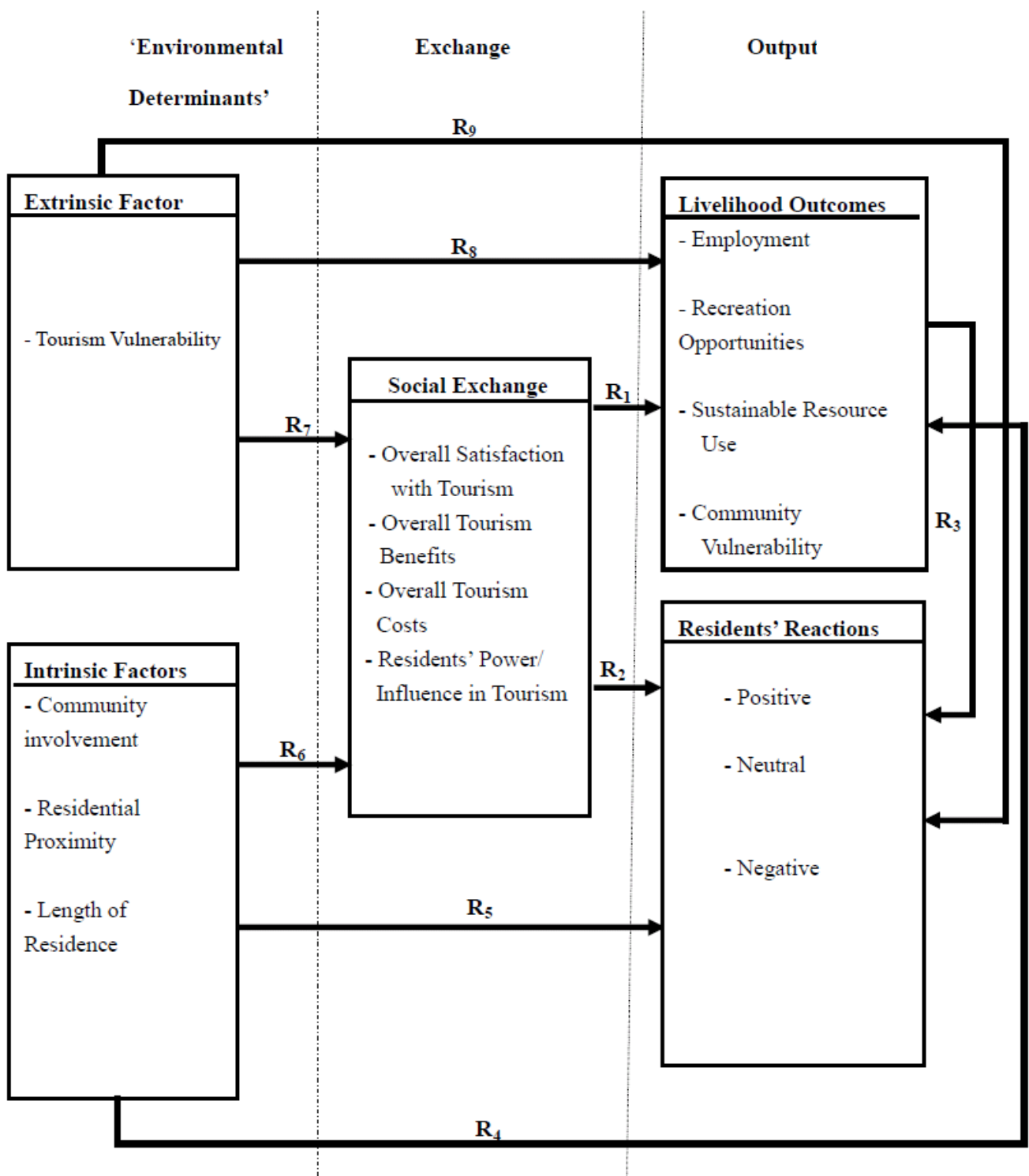
Figure 27. The modified revised framework indicating the relationships explored

It should be noted that relationships R₇, R₈ and R₉ were not examined by

canonical analysis due to practicality issues such as the lack of appropriate measures for the extrinsic factors. For example, one of the variables for extrinsic factors is the stage of tourism development of a destination. However, the major challenge remains on how to quantify the stage of development in order to be incorporated in the analysis.

Only one variable called "tourism vulnerability" was proposed in this study as a measurable variable for the extrinsic factors component. In short, further studies should develop appropriate measurable variables to represent the extrinsic factors and employ canonical correlation analysis to simultaneously examine these unexplored canonical relationships. They include the relationship between:

(a) "Extrinsic Factors" and "Social Exchange" (R_7);

(b) "Extrinsic Factors" and "Livelihood Outcomes" (R_8); and

(c) "Extrinsic Factors" and "Residents' Reactions" to tourism (R_9).

6.5.2.1. The Relationship between Social Exchange and Livelihood Outcomes (R_1)

A canonical correlation analysis was conducted to examine the relationship between social exchange and livelihood outcomes. The analysis yielded four functions with the squared canonical correlations (R^2_c) as follows: Function 1 (.83181); Function 2 (.53860), Function 3 (.05153) and Function 4 (.01024). The canonical model across all the above four functions was statistically significant with the Wilks Lambda of .07285 criterion, F (16.00, 1421.24) = 120.54, $p < 0.001$ (See Appendices 8A to 8G). From the detailed Appendices 8 A and 8B, it is clear that there a strong and statistically significant positive

relationship between "Social Exchange" and "Livelihood Outcomes" was significant as follows: r = .91204, p < 0.001. The hypothesis that: ***"There is a positive relationship between social exchange and livelihood outcomes"*** is confirmed by these findings. In fact, the relationship was strong (as indicated by the canonical correlation coefficient (Rc) of .91204 and statistically significant and positive.

According to Sherry and Henson (2005), Wilk's Lambda represents the variance that is not explained by the canonical model. This means to get the variance explained by the model, the following formula is applied: 1 − Wilk's Lambda = variance explained by the model. It follows that 1- .07285 = .92717. The model explained a large variance of 93%, which is shared between "Social Exchange" and "Livelihood Outcomes". The standardized coefficients, structure coefficients, the squared structure coefficients, and the communality coefficients for every variable across Functions 1 and 2 are presented in Table 35.

Table 35 *The Relationship between Social Exchange and Livelihood Outcomes (R_1)*

Variable	Function 1			Function 2			
	Coefficient	r_s	r_s^2 (%)	Coefficient	r_s	r_s^2 (%)	h^2 (%)
Livelihood Outcomes:							
Community Vulnerability	-.20974	-.35361	12.5040	-.99493	**-.93511**	87.4430	**99.95**
Employment	-.54572	**-.71880**	51.6673	.19044	.24324	5.9166	**57.58**
Sustainable Resource Use	-.45598	**-.59032**	34.8477	.19447	-.03207	0.1028	34.95
Recreation Opportunities	-.46016	**-.57457**	33.0131	.17428	.16952	2.8737	35.89
R^2_c			83.18			53.86	
Social Exchange:							
Overall Satisfied with Tourism	.05942	-.29648	8.7901	.01295	.06567	0.4313	9.22
Overall Tourism Benefits	-.94009	**-.97750**	95.5506	.47736	.20448	0.0418	**95.59**
Overall Tourism Costs	-.21119	**-.47091**	22.1756	-1.00816	**-.87731**	76.9673	**99.14**
Residents Power/Influence	.01546	-.04973	0.2473	.08647	.19744	3.8983	4.14
Rc	*.91204*			*.73389*			

Note. Structure coefficients (r_s) greater than |.45| are underlined and bold. Communality coefficients (h^2 = the sum of r_s^2 (%) for Function 1 & 2 for each variable) greater than 45% are underlined and bold. Coefficient = standardized canonical function coefficient; r_s = structure coefficient; r_s^2 = squared structure coefficient; h^2 = communality coefficient; R_c = canonical correlation coefficient which indicates the strength of the relationships between the variable sets.

The second step in the analysis is to consider the dimensional reduction analysis which informs the researcher about the important functions that warrant analysis (Sherry & Henson, 2005). By examining the dimension reduction analysis Table (See Appendix 8C), all the four functions were statistically significant. Although all the four functions were significant, it does not necessarily mean that all of them are worth interpreting. Thompson (1991) and Sherry and Henson (2005) recommended that it is better to check the squared correlations and by doing so one can easily determine which functions are important and warrant interpretation. Therefore, the squared correlation (R^2_c) for each function is checked. Upon checking, the results indicated that Functions 1 and 2 are noteworthy because they have high squared correlations, as follows 83 % and 54% for Function 1 and Function 2, respectively. Functions 3 and 4 explained the small variance of 5% and 1%, respectively, and as a rule of thumb they were not considered for further analysis.

Table 35 on the previous page presented the standardized canonical function coefficients and structure coefficients for Functions 1 and 2. In addition, the communality shared by every variable for the noteworthy Functions (1 and 2) is presented. Looking at the structure coefficients for Function 1, the relevant criterion variables are: "Employment", "Sustainable Resource Use" and "Recreation Opportunities". This observation is confirmed by the high squared structure coefficients for these variables. Regarding the predictor variable set (social exchange), overall tourism benefits and overall tourism costs were the primary contributors in the set. For Function 2, the only relevant criterion was community vulnerability. For social exchange in Function 2, overall costs of tourism were meaningful and their respective coefficients, structure correlations

and the squared structure correlations were presented in Table 35.

6.5.2.2. The Relationship between Social Exchange and Residents' Reactions (R₂)

As in the previous example, canonical correlation analysis was conducted to test the relationship between social exchange and residents' reactions to tourism in Alldays and Musina (See Table 36). The canonical correlation analysis for social exchange and residents reactions yielded three Functions (See Appendices 9A to 9G). The squared canonical correlations for each Function 1, 2 and 3 were: .35710, .17927 and .03336, respectively. The whole model was statistically significant using Wilk's Lambda, which was .51004, F (12.00, 1172.36) = 28.31, $p < 0.001$ (refer to Appendices 9A & 9B). In order to get the variance explained by the canonical model, the following formula is applied: 1- Wilk's Lambda = Variance explained by the model. Therefore, 1- .51004 = .489, which means that the canonical model explained 49% of the variance. By looking at the dimension reduction analysis results (See Appendix 9C), it is evident that all the three functions were statistically significant. However, the squared correlations were checked to help in determining the Functions to be interpreted. Functions 1 and 2 have high squared correlations, as follows: .35710 (35.71%) and .17927 (17.9%), respectively, and therefore are relevant. Although Function 3 was significant, it has the lowest squared correlation of .03336 (3.3%), and for this reason it was not considered for further interpretation.

Table 36

The Relationship between Social Exchange and Residents' Reactions (R₂)

Variable	Function 1			Function 2			
	Coefficient	r_s	r_s^2 (%)	Coefficient	r_s	r_s^2 (%)	h^2 (%)
Residents' Reactions:							
Positive Reactions	.03815	.30177	9.1065	.68599	**.86992**	75.6761	**84.79**
Neutral Reactions	.33309	**.52959**	28.0466	.38964	**.69092**	47.7370	**75.78**
Negative Reactions	.86662	**.93707**	87.8100	-.44112	-.30385	9.2325	**97.04**
R^2_c			35.71			17.93	
Social Exchange:							
Overall Satisfied with Tourism	-.02142	.23714	5.6235	.71962	**.79208**	62.7391	**68.36**
Overall Tourism Benefits	.47505	**.66872**	44.7186	.45968	**.53786**	28.9293	**73.65**
Overall Tourism Costs	.76651	**.89479**	80.0649	-.54175	-.31486	9.9137	**89.98**
Residents' Power/Influence	-.04827	-.03193	0.1019	-.20987	-.05806	0.3371	0.44
R_c	*.59758*			*.42340*			

Note. Structure coefficients (r_s) greater than |.45| are underlined and bold. Communality coefficients (h^2 = the sum of r_s^2 (%) for Function 1 & 2 for each variable) greater than 45% are underlined and bold. Coefficient = standardized canonical function coefficient; r_s = structure coefficient; r_s^2 = squared structure coefficient; h^2 = communality coefficient; R_c = canonical correlation coefficient which indicates the strength of the relationships between the variable sets.

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The standardized canonical coefficients, the squared structure coefficients and communalities for both Functions 1 and 2 were presented in Table 36 on the previous page. Considering the structure coefficients of Function 1, it is clear that neutral reactions and negative reactions were the relevant criterion variables in the canonical correlation analysis of livelihood outcomes and residents' reactions. In addition, the structure coefficients indicate the same pattern as noted on the previous page. Looking at the predictor variable set, overall tourism benefits and overall tourism costs were the primary contributors to the set. For Function 2, it means that two variables were relevant and they include: positive reactions and neutral reactions. On the other hand, overall satisfied with tourism and overall benefits were relevant.

In all, correlations between social exchange and residents' reactions revealed that there is a significant positive relationship between these two components (r = .59758, p < 0.001) (See Appendices 9 A to 9 G). The hypothesis that: "***There is a positive relationship between social exchange and residents' reactions***" was confirmed by canonical correlation analysis. As a matter of fact, the relationship between social exchange and residents' reactions is statistically significant and strong. In order to determine which variables are not contributing to the canonical correlation analysis solution, the communality coefficients [h^2 (%), which is the sum of r_s^2 (%) for Functions 1 and 2] are checked. According to the communality coefficients from Table 32, "Residents' Power/Influence" in tourism planning and development has the value of 0.44% which is far below the recommended value of 45% or above (Sherry and Henson, 2005). It means that residents' power/influence in tourism planning and development did not make any contribution to the relationship between social exchange and residents'

reactions variable sets. On the other hand, the contributing variables to the relationship (with their communality coefficients expressed in a percentage form) are: "Negative Reactions" (97.04%); "Overall Tourism Costs" (89.98%); "Positive Reactions" (84.79%); "Neutral Reactions" (75.78%); "Overall Tourism Benefits" (73.65%); and "Overall Satisfied with Tourism" (68.36%).

Although the variable - "Residents' Power/Influence" did not contribute to the relationship between social exchange and residents' reactions, it does not necessarily mean that residents' power/influence in tourism planning and development is not important. In fact, residents' power and influence plays a significant role in tourism development and could determine the benefits derived from tourism. The findings that residents' power/influence failed to make a contribution to the above relationship should be put into the right context to avoid misinterpretation. The probable reason for this finding is that in both Alldays and Musina, residents' influence in tourism planning and development was regarded as being "little influence" by majority of residents in these two study areas. To be specific, descriptive statistics of Alldays and Musina indicated that 27% and 30% of the residents, respectively indicated that they have "little influence". Therefore, it is not so surprising that residents' power/influence did not contribute to the relationship between social exchange and residents' reactions. In addition, the poverty situation in Alldays and Musina, specifically among most of the local residents is an obstacle to having appropriate balance of power between residents and other tourism actors, say business owners and other tourism advocates. Ap (1992) pointed out that varying degrees of power exists among tourism actors depending on the resources they possess. From the poverty perspective, this would mean that poor residents are likely to have little or no

power/influence in tourism because they lack or have limited resources, unlike the rich and well-to-do residents. Ap (1992, p. 33) further argued that when "the level of power for both actors is high, host resident actors' perceptions towards tourism will be positive".

Despite the little power/influence that local residents have in tourism planning and development, most of them still have positive perceptions towards tourism and they anticipate that tourism has potential and it will empower them to become better in future. Based on this study, Musinguzi and Ap (2011) proposed that 'anticipation' could be an additional residents' reaction to tourism (especially in a pro-poor tourism context), besides other classifications like Irridex Index (Doxey, 1975), Forms of Adjustment (Dogan, 1989), and Embracement-withdrawal continuum (Ap & Crompton, 1993).

6.5.2.3. The Relationship between Livelihood Outcomes and Residents' Reactions (R_3)

The relationship between livelihood outcomes and residents' reactions was explored and three Functions were created. The squared correlations for each Functions 1, 2 and 3 were .30947, .04642 and .00033, respectively. Functions 1 and 2 were statistically significant at $p < 0.001$. However, Function 3 was not significant ($p = .926$). Wilk's Lambda for the entire canonical model was .65826. This means that the variance explained by the model is 34.17% (1-.65826) (See Appendices 10 A to 10 G). The hypothesis that: "***There is a positive relationship between livelihood outcomes and residents' reactions***" was confirmed. In fact, the relationship is fairly strong as shown by canonical correlation coefficient (Rc) of .55630 at a significant level of $p < 0.001$.

Turning to the Dimension Reduction Analysis (See Appendix 10C), Function 1 to

3 was statistically significant, F (12.00, 1204.11) = 17.18102, p < 0.001.

Function 2 to 3 was also significant, F (6.00, 912.00) = 3.68201, p = .001. On the

other hand, Function 3 was not statistically significant, F (2.00, 457.00) = .07636,

p = .926 (See Appendix 10 C). What these show is that Functions 1 and 2 are

noteworthy, because they have the large share of variance of 30.9% and 4.6%,

respectively. But Function 1 is of great interest because of its highest value of the

shared variance. Table 37 presents the standardized coefficients, the structure

coefficients, the squared structure coefficients and communalities for Functions 1

and 2. Function 1 structure coefficients indicated that negative reactions and

neutral reactions were the primary contributors for the residents' reactions set.

Even the squared structure coefficients attest to this conclusion, whereby

negative reactions and neutral reactions had the squared structure coefficients of

77.3% and 41.4%, respectively. The major contributor variables for the

livelihood outcome set were community vulnerability and sustainable resource

use. Their squared coefficients were 65.1% and 44.6%, respectively.

Table 37

The Relationship between Livelihood Outcomes and Residents' Reactions (R₃)

	Function 1			Function 2			
Variable	Coefficient	r_s	r_s^2 (%)	Coefficient	r_s	r_s^2 (%)	h^2 (%)
Residents' Reactions:							
Positive Reactions	.04299	.37161	13.8094	-.19573	**-.57052**	32.5493	**46.36**
Neutral Reactions	.46083	**.64369**	41.4337	-.77319	**-.75110**	56.4151	**97.85**
Negative Reactions	.78179	**.87925**	77.3081	.64877	**.47411**	22.4780	**99.79**
R^2_c			30.947			4.642	
Livelihood Outcomes:							
Community Vulnerability	.66875	**.80696**	65.1184	.70355	**.51771**	26.8024	**91.92**
Employment	.24167	.39592	15.6753	-.42238	**-.47166**	22.2463	37.92
Sustainable Resource Use	.45379	**.66799**	44.6211	-.69001	**-.58524**	34.2506	**78.87**
Recreation Opportunities	.21080	.29192	8.5217	.20694	.15818	2.5021	11.02
R_c	*55630*			*.21546*			

Note. Structure coefficients (r_s) greater than |.45| are underlined and bold. Communality coefficients (h^2 = the sum of r_s^2 (%) for Function 1 & 2 for each variable) greater than 45% are underlined and bold. Coefficient = standardized canonical function coefficient; r_s = structure coefficient; r_s^2 = squared structure coefficient; h^2 = communality coefficient; R_c = canonical correlation coefficient which indicates the strength of the relationships between the variable sets.

For Function 2, neutral reactions, positive reactions and negative reactions have the highest squared coefficients for variable set of residents' reactions. On the other hand, sustainable resource use, community vulnerability and employment made a significant contribution to the set of livelihood outcomes. But which variables are contributing and not contributing to the relationship that exists between livelihood outcome and residents' reactions to tourism? The answers to this question can be found in the column communality coefficients, denoted by h^2 (%). "Employment" (37.92%) and "Recreation Opportunities" (11.02%) did not contribute to the canonical relationship, as evidenced by their communality coefficients which are lower than the recommended 45%. Meanwhile, the variables that made the great contribution to the relationship were "Negative Reactions" (99.79%), "Neutral Reactions" (97.85%) and "Community Vulnerability" (91.92%), among other variables.

6.5.2.4. The Relationship between Intrinsic Factors & Livelihood Outcomes (R_4)

The nature and strength of the relationship between intrinsic factors livelihood outcomes (See Table 38) were explored. The variables for intrinsic factors include the following: "Community Involvement"; "Period of Residence"; and "Residential Proximity". On the other hand, the criterion set (livelihood outcomes) contained variables such as "Employment"; "Recreation Opportunities"; "Sustainable Resource Use"; and "Community Vulnerability". The canonical correlation analysis yielded three Functions. Their squared correlations are; .08588, .01835, and .00168 for Functions 1, Function 2 and Function 3, respectively. Upon examining the dimension reduction analysis table (See Appendix 11C), it is only Function 1 that was statistically significant at $P < 0.001$, meanwhile the rest of the Functions were

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not significant. Overall, the canonical model was statistically significant with Wilki's Lambda of .89584, F (12.00, 1156.48) = 4.09122, $P < 0.001$ (See Appendix 11C). Based on the canonical correlation for Function 1 in Appendix 11B, there was a weak positive significant positive relationship between intrinsic factors and livelihood outcomes, as indicated by the low R_c of .29305, $P < 0.001$.

Three functions were generated and upon examining them based on the canonical correlation and dimension reduction analysis (See Appendix 11C); it was found out that only Function 1 was significant. The details of Function1 are presented in the following Table 38. It should be noted that r_s^2 (%) represents the canonical communality coefficient for Function 1. Had there been two function, the canonical communality would have been given by r_s^2 (%) + r_s^2 (%). Based on the community r_s^2 (%), it is evident that community involvement contributed 80% to the relationship of intrinsic factors and livelihood outcomes. This finding may suggest that community involvement in tourism is an important component for development of the local tourism industry. On the side of livelihood outcomes, "Sustainable Resource Use" made a marginal contribution of 42%, and this value is slightly lower than the recommended communality of 45% or above (Sherry and Henson, 2005). Appendices 11A to 11G provide additional tables for the analysis of the relationship between intrinsic factors and livelihood outcomes.

The hypothesis that "**There is a positive relationship between intrinsic factors and livelihood outcomes**" was confirmed, although it is weak (Rc = .29305).

Table 38

The Relationship between Intrinsic Factors and Livelihood Outcomes

Variable	Function 1		
	Coefficient	r_s	r_s^2 (%)
Livelihood Outcomes:			
Employment	.51507	**.48767**	23.7822
Recreation Opportunities	.43673	**.57601**	33.1788
Sustainable Resource Use	-.76403	**-.64880**	42.0941
Community Vulnerability	.18203	.00858	0.0074
R_c^2			8.588
Intrinsic Factors:			
Community Involvement	-.76765	**-.89829**	**80.6925**
Period of Residence	.26089	**.55224**	30.4969
Residential Proximity	.33841	**.49159**	24.1661
Rc	*.29305*		

Note. Structure coefficients (r_s) greater than |.45| are underlined and bold. Communality coefficients (are r_s^2 (%), but not r_s^2 (%) + r_s^2 (%) because there is only one significant function) greater than 45% are underlined and bold. Coefficient = standardized canonical function coefficient; r_s = structure coefficient; r_s^2 = squared structure coefficient; Rc = canonical correlation coefficient which represents the strength of the relationships between two variable sets.

6.5.2.5. The Relationship between Intrinsic Factors and Residents' Reactions (R_5)

The canonical correlation analysis generated three functions as presented in Tables 39,40 and 41. However, all the three functions were not significant, and the p-values for Functions 1, 2 and 3 were .675; .756; and .932, respectively (See Table 38). Also, the canonical correlations for Functions 1, 2 and 3 were below the recommended 0.3. This means that there is no relationship between intrinsic factors and residents' reactions to tourism. This conclusion is supported by the multivariate tests of significance (See Table 39), eigenvalues and canonical correlations table (See Table 40) and the dimension reduction analysis (See Table 41).

Table 39

Multivariate Tests of Significance of the Relationship between Intrinsic Factors and Residents' Reactions

Test Name	Value	Approximate F	Hypothezed DF	Error DF	Significance of F
Pillais	.02219	.77855	12.00	1254.00	.673
Hotellings	.02245	.77568	12.00	1244.00	.676
Wilks	.97793	.77709	12.00	1100.92	.675
Roys	.01406				

Table 40

Eigenvalues and Canonical Correlations of the Relationship between Intrinsic Factors and Residents' Reactions

Root No.	Eigenvalue	%	Cumulative %	Canonical Correlation	Squared Correlation
1	.01427	63.55041	63.55041	.11859	.01406
2	.00785	34.95003	98.50044	.08823	.00778
3	.00034	1.49956	100.00000	.01834	.00034

Table 41

Dimension Reduction Analysis on the Relationship between Intrinsic Factors and Residents' Reactions

Roots	Wilks L.	F	Hypoth. DF	Error DF	Significance of F
1 to 3	.97793	.77709	12.00	1100.92	.675
2 to 3	.99188	.56767	6.00	834.00	.756
3 to 3	.99966	.07035	2.00	418.00	.932

The hypothesis that "**There is a positive relationship between intrinsic factors and residents' reactions**" is not supported by

the findings of this study. The study indicates that there is no significant relationship between intrinsic factors and residents' reactions.

6.5.2.6. The Relationship between Intrinsic Factors and Social Exchange (R_6)

Table 42 presents the relationship between intrinsic factors and social exchange. Three Functions were generated (See Appendix 13B and 13C). Appendix 12C indicated that Function 1 was significant at $P < 0.001$. Function 2 and 3 were not significant. For example, the p- values for Function 2 and 3 were .975 and .908, respectively. The p value for each function should be .05 or below. Based on this criterion, only Function 1 was considered for analysis and its results are presented in Table 42. According to the community coefficients r_s^2 (%) (Note that because there is only one significant function, community is r_s^2), the major contributors to the relationship between intrinsic factors and social exchange are "Residents' Power/Influence" (95.3%) for the social exchange variable set, and "Period of Residence" (87.7%) for the intrinsic variable set. The contribution of the other variable was very minimal, in fact below the recommended 45%.

The canonical correlation coefficient (R_c) of .34 indicates the strength of the relationship between intrinsic factors and social exchange, and it could be regarded as weak. Nevertheless, the hypothesis that "***There is a positive relationship between intrinsic factors and social exchange***", was confirmed, even though the strength of this relationship is weak.

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Table 42

The Relationship between Intrinsic Factors and Social Exchange (R$_6$)

| | Function 1 | | |
Variable	Coefficient	r_s	r_s^2 (%)
Social Exchange:			
Overall Satisfied with Tourism	-.09003	.05031	0.2532
Overall Tourism Benefits	.12007	.26609	7.0804
Overall Tourism Costs	.15902	.14302	2.0455
Residents' Power/Influence	.97314	**.97606**	**95.2693**
R_c^2		11.6	
Intrinsic Factors:			
Community Involvement	.32382	-.00640	0.0041
Period of Residence	1.00089	**.93630**	**87.6658**
Residential Proximity to Mapungubwe Park	.20378	.31870	10.1569
R_c	*.34*		

Note. Structure coefficients (r$_s$) greater than |.45| are underlined and bold. Communality coefficients (are r_s^2 (%), not r_s^2 (%) + r_s^2 (%) because there is only one function) greater than 45% are underlined and bold. Coefficient = standardized canonical function coefficient; r$_s$ = structure coefficient; r_s^2 = squared structure coefficient; R$_c$ = canonical correlation coefficient which represents the strength of the relationship between two variable sets.

6.6. Summary on the Relationships between Components of the Modified Framework

The nature and strength of the relationships between the various components of the modified framework for monitoring tourism impacts were tested using canonical correlation analysis technique. The relationships explored were as follows; the relationship between:

1. Social Exchange and Livelihood Outcomes (R$_1$);

2. Social Exchange and Residents' Reactions (R_2);

3. Livelihood Outcomes and Residents' Reactions (R_3);

4. Intrinsic Factors and Livelihood Outcomes (R_4);

5. Intrinsic Factors and Residents' Reactions (R_5); and

6. Intrinsic Factors and Social Exchange (R_6).

The nature and strength of the above relationship are summarized as follows by giving the canonical correlation value (R_c) and the level of significance (p) for every relationship.

1. There is a strong statistically significant positive relationship between "social exchange" and "livelihood outcomes" (R_c = .91; $P < 0.001$).

2. There is a moderate significant positive relationship between "social exchange" and "residents' reactions" to tourism (R_c = .59; $P < 0.001$).

3. The relationship between "livelihood outcomes" and "residents' reactions" tourism was moderate, statistically significant and positive (R_c = .56; $P < 0.001$).

4. There is a weak significant positive relationship between "intrinsic factors" and "livelihood outcomes" (R_c = .29, $P < 0.001$);

5. There is no significant relationship between "intrinsic factors" and "residents' reactions" (R_c = .12; P = .675); and

6. There was a weak statistically significant positive relationship between "intrinsic factors" and "social exchange" (R_c = .34; $P < 0.001$). The major contributors to this relationship as shown by the canonical communalities are "residents' power/influence" in tourism planning and development ($r_s^2{}_\% = 95$) and "period of residence" ($r_s^2{}_\% = 88$).

From the tourism impact literature, this study is the first to explore the nature and

direction of the relationships between the components of the framework for monitoring tourism impacts by using canonical correlation analysis technique. Canonical correlation analysis technique is regarded as a superior technique because it enables researchers to simultaneously explore the nature and direction of the relationships between two variables sets with more than two variables (Sherry & Henson, 2005; Shim & Lee, 2003; Thompson, 1984).

Overall, five relationships between variable sets of the modified framework were statistically significant, but the strength of the relationships differed from variable set to variable set. Unlike other variable sets, there was no significant relationship between "intrinsic factors" and "residents' reactions.

What this study has contributed to tourism impact literature is that it modified the original Faulkner and Tideswell's (1997) framework by adding new components to the framework. The study further examined the relationship between the components of the framework and their different variables by using canonical correlation technique. This technique is regarded superior to most techniques because it simultaneously explores relationships between two variable sets with multiple variables (Hair, Rolph, & Ronald, 1998).

Furthermore, the study has examined the relationships between the components of the modified framework, and highlighted the contribution of variables to the relationships between variable sets. To be specific, the modified framework's components whose relationships were explored are as follows: (a) social exchange and livelihood outcomes; (b) social exchange and resident's reactions; (c) livelihood outcomes and residents' reactions; (d) intrinsic factors and livelihood outcomes; (e)

intrinsic factors and residents' reactions; and (f) intrinsic factors and social exchange.

CHAPTER 7: CONCLUDING REMARKS

7.1. Introduction

Chapter 7 presents the concluding remarks based on the insights from this study. Also, areas for future research are presented. This study investigated the impact of tourism on local communities and developed and operationalized a comprehensive framework for monitoring tourism impacts. Specifically, the objectives of the study were:

(1) To examine local residents' perceptions and their reactions towards tourism and its impacts;

(2) To identify and examine factors which facilitate or hinder the development of tourism in addressing the problems of unemployment and poverty;

(3) To examine the contribution of tourism to community livelihoods;

(4) To examine the extent of local communities' involvement and participation in tourism planning and development;

(5) To revise and operationalize a framework for monitoring tourism impacts in local communities.

In brief, based on the findings of this study, it is concluded that although the tourism industry is regarded as one of the effective tools in poverty alleviation around the world, and a pillar for growth and rural development in South Africa (Department of Tourism of South Africa, 2011), the industry has not made a significant contribution towards alleviating poverty, as most local residents had expected. As mentioned earlier, the local communities of Alldays and Musina in Limpopo Province are catering for a special market segment of tourists, namely hunting trophy tourists. The tourism in these communities should be reviewed and organized in order to examine ways to benefit the neighbouring communities, which are currently in high levels of poverty and unemployment. The following sections present concluding remarks in terms of the

objectives set out in this study.

7.2. *Local Residents' Perceptions and Reactions towards Tourism*

Despite the study findings that tourism has not made a significant contribution to poverty alleviation, most perceptions and reactions of local residents in Alldays and Musina are generally positive. Residents believe that tourism has the potential to reduce poverty if it is planned and managed well. It is important to take caution that even though local residents' perceptions and attitudes are still positive; they should not be taken for granted. This is because when residents do not benefit as expected, their perceptions and attitudes towards tourism are likely to change from positive to negative. Once this happens developing tourism becomes a challenge because successful tourism development largely depends on the goodwill of local communities as well. Local residents may not only resist tourism not because of its negative impacts, but also if it fails to meet their expectations in the long run. Residents have high expectations for the contribution of tourism to poverty alleviation which has often been "over sold" by tourism proponents or industry practitioners without realizing that all communities have some barriers which may hinder tourism from significant benefits to the poor. So, offering realistic estimates of tourism and informing local communities of the limitations of tourism would go along way to help realistically moderate the expectations which is often high due to the "over selling" of tourism.

Similarly, before advocating tourism as a tool for poverty alleviation, there is a need to first attempt to minimize or overcome barriers that hinder tourism from making a significant impact at the local level. Tourism is just a tool that may be limited in solving inequalities in communities. Therefore, when advocating for tourism as a tool

for poverty alleviation it is important to bear in mind that "a tool may be used to perform or facilitate a task, but it cannot compensate for ill-conceived plans, lack of capacity and/or cooperation, inappropriate technology transfers, and general dysfunction. As a tool, tourism is overly burdened with ideals it cannot realize…" (Chok et al., 2007, p. 161). Furthermore, Ashley, Boyd, & Goodwin (2000) argue that tourism should be viewed as an additional diversification strategy to the poor, but not a replacement to their existing forms of living. This is because the multi-dimensional nature of poverty requires multi-dimensional strategies at multi-levels if it is to be successfully alleviated. A combination of some of the following approaches in tourism has the potential to enhance the contribution of tourism towards alleviating extreme poverty in local communities. These approaches are:

(1) finding sustainable ways to encourage meaningful involvement/participation of the poor in tourism;

(2) adopting comprehensive approaches such as value-chain analysis and livelihoods analysis to determine the actual contribution of tourism to the poor;

(3) using other poverty-reduction tools to supplement tourism, such as equipping locals with education skills, and access to soft loans, etc;

(4) developing domestic tourism which is associated with high linkages and low leakages; and

(5) encouraging volunteer tourism to offer more non-economic benefits to the poor.

A combination of the above approaches is necessary to minimize the limitations associated with a single strategy. Also, every strategy has an important part to fill in the 'jigsaw puzzle' of poverty alleviation.

Unless these approaches are given adequate attention, especially in local communities,

poverty is likely to remain a social problem in Alldays and Musina, even if they have special tourism resources and a 'booming' tourism industry. As long as poverty exists, tourism is threatened, given the fact that poverty is also fuelling terrorism (Roe et al., 2002), and yet terrorism and tourism will never co-exist. Therefore, unless tourism is effectively utilized in alleviating poverty, poverty will potentially remain a social 'time bomb' set to explode on the tourism industry.

It is important to note that although Alldays and Musina residents perceive tourism to have made little contribution to poverty alleviation, tourism is still at its early stages of development. For instance, Mapungubwe National Park and World Heritage Site, a major tourism attraction in Alldays and Musina, was officially opened for tourism in 2004. It can be argued that nearly seven years of tourism development are relatively few and perhaps it is too early to make significant conclusions on tourism's role in poverty alleviation. Poverty is severe in most African communities. Local residents, development practitioners, and other tourism stakeholders need to understand that reducing severe poverty is not an overnight task, but rather a long process that is challenging and requiring careful planning and concerted efforts from all interested parties. So, tourism should be given sufficient time and supported before drawing comprehensive conclusions on its impact on poverty which is a social problem that is multi-dimensional in nature.

Using Alldays and Musina as case studies in this thesis study, one wonders whether tourism needs to take many years before making a noticeable and significant impact on poverty alleviation. Tourism is not a solution to solve all poverty problems in communities. As such tourism is not supposed to compete with the existing forms of livelihoods, but rather is expected to complement them (Goodwin, 2005). Although it

has been advocated and some times "over sold" as an effective tool for poverty alleviation, like any other tool, it has its own limitations that other industries/sectors need to address. This implies that a single tool may not be very effective in solving the social problem such of poverty, which is multi-dimensional in nature. Therefore, instead of local residents putting all their hopes in tourism and over anticipating its role, other forms of strategies of livelihoods should be developed and used to supplement tourism.

Even though tourism and protected areas may have not played a significant role in alleviation poverty and addressing other social burdens in Alldays and Musina, residents have hope that tourism will make a significant contribution to development of their communities in the future. With this in mind, 'anticipation' was one of the reactions that most residents exhibited when issues of tourism and its role to community development were discussed, and this was one of the major findings to emerge from this study. With 'anticipation', residents view tourism as having potential even though it does not currently address their social burdens, mainly poverty and unemployment. Besides other residents' reactions to tourism such as Irridex Index (Doxey, 1975), Forms of Adjustment (Dogan, 1989) and Embracement-Withdrawal Continuum (Ap & Crompton, 1993), this study proposes that anticipation is another residents' residents reaction to tourism, especially in a developing and pro-poor tourism contexts. This study raises academic curiosity that perhaps there are other residents' reactions that have remained unknown to tourism impact researchers. The study echoes Ap and Musinguzi's (2010) observation that these residents' reactions such as Irridex Index (Doxey, 1975), Forms of Adjustment (Dogan, 1989), and Ap and Crompton (1993) were developed in the contexts of specific communities and settings. For this reason, they may not be universal. Needless to say, local communities are not

homogenous and their perceptions and reactions to tourism may differ depending on the local contexts. The researcher believes that tourism impact researchers should not only be focusing on testing residents' reactions advanced several years ago, but also there is a need to conceptualize and understand reactions based on the local socio-cultural settings.

Furthermore, Alldays and Musina residents' perceptions and reactions indicated that their communities desire for more collective or communal benefits from tourism instead of individual benefits. Examples of collective benefits that residents wish tourism could bring to their communities include support for:

1) quality education for their children;

2) medical services;

3) water supply;

4) creation of opportunities for sharing culture and heritage with tourists;

5) transport accessibility between Alldays and Musina and Mapungubwe National Park; and

6) community involvement at the local level in the decision making process for tourism development.

But, it should be noted that although local residents expect tourism to bring some of the benefits mentioned earlier, it would be a mistake to say that tourism is a cure for all the social woes facing Alldays and Musina. Tourism like any other industries has its limitations and it is not a panacea to solve all the problems of society, and in the long run residents are likely to have unfavorable perceptions and reactions if they do not understand this truth about tourism.

7.3. *Factors Hindering Tourism Development from Addressing Poverty & Unemployment*

Based on the findings of this study, a number of factors/barriers that hinder tourism development from making a significant impact towards alleviating poverty and unemployment in the study areas were identified. These barriers need to be addressed, if tourism is to make a significant contribution. The barriers in Alldays and Musina include:

- the lingering effect of apartheid/ the apartheid regime;

- the short stay of tourists;

- the lack of tourism knowledge/awareness and skills;

- the 'unbalanced' ownership of local businesses;

- the lack of a tourism revenue sharing system; and

- the lack of tourism research, and also the perception that tourism is a business for the whites.

Unless these barriers are addressed, tourism is most likely to be 'blamed' for not making significant impact in reducing poverty, even when it could be making a slow, but steady impact. Local residents may experience all forms of frustration on tourism as tourism advocates and industry practitioners continue to advocate for tourism and raising residents' expectations on tourism benefits beyond what it really offers, when the gravity of poverty and other socio-economic obstacles in communities are considered.

Africa, as a continent, has been described as the poorest region in the world (Sachs, McArthur, Schmidt-Traub, Kruk, & Bahadur, 2004). These are a number of major structural reasons/barriers that explain why poverty has been persistent, for example,

in sub-Saharan Africa: (a) very high transport costs and small market share; (b) low-productivity in agriculture; (c) a very high disease burden; (d) adverse geopolitics; and (e) very slow diffusion of technology from abroad (Sachs et al., 2004:130-131). Tourism like any other industries operates within and is faced with these structural barriers. Although tourism has potential in addressing some of the above barriers, policy makers and development practitioners need to understand that the same barriers hinder tourism development in serving as a tool to alleviate rural poverty. Furthermore, Africa's political and institutional obstacles (Viljoen & Tlabela, 2006) to tourism development also deserve to be systematically tackled if tourism is to effectively tackle the problem of poverty.

What can be learnt from this study is that tourism (whether pro-poor, sustainable, special interest, among other 'tourism names') is far from able to address and alleviate poverty if pre-conditions for tourism are not met. There are pre-conditions that local communities must meet before tourism can make a noticeable impact on reducing poverty. Surprisingly, a lot of research has been done on pro-poor tourism, but little attention has been given to the pre-conditions for pro-poor tourism to make a real contribution and flourish. This study concurs with Bowden's (2005) argument that there are pre-conditions for pro-poor tourism that need to be met for tourism to make a significant impact on impoverished communities. He mentioned that one of the pre-conditions is that a community must have abundant tourism resources. However, most destinations have abundant tourism resources yet severe poverty continues to cause havoc in such destinations. This implies that apart from the availability of tourism resources, other pre-conditions must to be met first before tourism can alleviate poverty. The pre-conditions for tourism, as a tool for poverty alleviation that could be relevant for Alldays and Musina and perhaps other tourism destinations are,

as follows:

- studying poverty dimensions by tourism policy-makers, planners and developers;

- identifying the poor in local communities;

- training the poor on how to benefit from tourism development;

- involving the poor (not the local elites living among the poor people) in tourism planning and development; and

- diversifying the tourism resource to create diverse opportunities for the poor.

7.4. *The Contribution of Tourism to Community Livelihoods*

In terms of livelihoods, most residents indicated that the benefits from the tourism industry are limited to employment opportunities for a limited number of residents. The majority of the residents argue that the industry needs to offer a range of non-employment and non-monetary communal benefits (i.e. support for development projects, raising awareness, etc) if poverty is to be minimized in Alldays and Musina. This study further revealed that residents want tourism to provide more collective benefits than personal benefits. Other than the limited employment opportunities, other livelihood benefits derived from tourism in Alldays and Musina were: heritage preservation; community pride; and gifts from tourists. Residents indicated that they expect tourism to be a significant tool in the alleviation of poverty in their local communities. Even though local communities expect substantial benefits from tourism so as to fight poverty and other societal burdens, this study has revealed that such communities need to first meet some basic requirements (such as skills, tourism awareness/knowledge, business opportunities, among other) for tourism an impact on poverty reduction. When most residents are too poor, it is not automatic that tourism will lift them from the burden of poverty. Tourism is not magic; there are some barriers that need to be addressed first if it is to provide diverse forms of livelihoods.

Although this study has revealed that tourism has had little impact on poverty reduction, it does not mean that the tourism industry elsewhere in the world is doing the same. In other destinations, tourism has significantly contributed to community livelihood/poverty alleviation among communities in extreme poverty. For example, Bowden (2005) pointed out that in the rural areas of China tourism is making a fast and positive contribution towards alleviating poverty. Bowden (2005) confirmed this by pointing out that "tourism in China plays a significant role in the country's process of building a well-off society. Though conditions vary from region to region, people living in some of the poverty-stricken regions learn to employ tourism development as a means of reducing poverty and begin to feed and clothe themselves" (Bowden, 2005, p. 380). It is not surprising that China is becoming one of the world's top tourism players. There is enough evidence that tourism has the potential to reduce all forms of poverty, even extreme poverty, and offer livelihood benefits to the poor provided the poor are at the heart of every tourism development initiatives. However, tourism alone may not be the only tool in alleviating poverty. Other industry sectors should also be planned and made pro-poor in order to supplement tourism. As with the case of China, by 1978 250 million people in rural areas were living in poverty. Practically speaking, this tremendous decrease in the level of rural poverty was not brought about by tourism alone. Other factors such as reforms on land structure, population control, employment systems, upgrading of productivity, liberation of agricultural prices and market mechanism and channels of investment (Bowden, 2005), had played a significant role in the fight against poverty.

Another positive contribution of tourism on the African continent a few years ago is that it helped countries such as Bostwana, Maldives, and Mauritius to graduate from

Least Developed Country status (Ashley & Mitchell, 2005). This example offers hope that tourism can contribute significantly to societal development, if it is planned and managed in an effective way. There is, therefore, a need for every destination planner to monitor and determine how many impoverished local communities are graduating from this status, perhaps after every one or two years. Benchmarking the contribution of tourism will help in rebuilding confidence in tourism that most poor communities are losing as tourism is not addressing their social burdens as fast as they expect.

Finally, as poor communities target to the use of tourism in alleviating poverty and to generate other livelihood benefits, it is important to ensure that "tourism development does not exacerbate the problems of poverty by increasing environmental problems and endangering the natural and cultural resources" (Bowden, 2005, p. 394). Simply put, sustainable development in the local communities of Alldays and Musina should be at the heart of tourism development.

Despite the fact that Alldays and Musina are important for the hunting industry in Limpopo Province, most of the local residents (especially the black residents) perceived tourism to have made little positive contribution to the development of their areas in terms of reducing poverty and unemployment. Even though one would argue that since the attractions in Alldays were not specifically established for tourism and why should the locals expect to benefit from tourism? It is important to bear in mind that National Parks and other protected areas cannot remain as pure areas for conservation with no visitor or tourism activities. Tourism is the non-consumptive way of utilizing resources in protected areas. It follows that tourism cannot keep booming while communities next door to the protected areas are being threatened by poverty, unemployment and other social burdens that tourism has the potential to

address. Good neighborhood between protected areas and local communities are created and sustained when such areas prove to be of value and sensitive to community livelihood needs.

7.5. *Local Communities' Involvement and Participation in Tourism Planning and Development*

The majority of the local residents expressed limited involvement and participation in decision making about tourism and the issues of Mapungubwe National Park and World Heritage Site. They generally perceived that there is poor relationship between local communities and the protected areas. This seems to be a common occurrence in most local communities in South Africa. For example, nearly five years ago, Simelane et al. (2006, p. 98) conducted a study on five South Africa's national parks and they argued that their study "did not clearly show if SANParks was involving communities at all levels of project development, but it did indicate that almost a quarter (averaged across all five studied parks) of respondents rated the relationships with the parks as poor". This problem seems to be persistent in most parks and South Africa National Parks needs to take appropriate strategies and measures to establish good relationships between communities and their parks. Selecting a few local elites to represent the majority of the poor residents in decision making will not solve the problem. The poor want to have a voice in the decision making process about the national park (Mapungubwe) and tourism development in their communities. Good relationship between conservation areas and local communities is very important if conservation efforts are to be successful and to minimize future conflicts from local communities.

7.6. **Developing and Operationalizing a Comprehensive Framework for Monitoring Tourism Impacts**

The major contribution of this study to the tourism impact literature is, as follows: First, using Faulkner and Tideswell's (1997) original framework, this study has attempted to develop a comprehensive monitoring framework by adding new components to the framework proposed by Faulkner and Tideswell (1997). The new components included in the modified framework are: tourism vulnerability (for the extrinsic component); residents' power/influence in tourism planning and development (for the social exchange component); the entire livelihood outcome component (with variables such as employment, sustainable resource use, recreation opportunities, and community vulnerability). In addition, Forms of Adjustment and Embracement-Withdrawal Continuum have been incorporated in the modified framework as additional classifications of residents' reactions and surprisingly these classifications were not incorporated in Faulkner and Tideswell's (1997) framework and no justification was advanced by the authors for leaving them out.

Secondly, this study did not only stop at proposing/adding new components in modifying Faulkner and Tideswell's (1997) original framework, but also operationalized the modified framework in a pro-poor tourism context in a developing country, where tourism is a significant industry expected to reduced poverty. In operationalizing the modified framework, appropriate measures for most of the components were developed and put in a form of statements in a questionnaire which was administered to the local residents of Alldays and Musina in Limpopo province that supports more than 80% of the trophy hunting industry in South Africa and on the African continent.

Third, one of the major criticisms to Faulkner and Tideswell's (1997) original framework, as pointed out by Musinguzi and Ap (2010) was that the nature and direction of the relationships between the components of the original framework were not provided. Such relationships had remained unknown until this study was undertaken with the goal of bridging such a gap in the tourism impact literature. The study employed Pearson's (r) correlation analysis and Canonical Correlation Analysis to verify the nature and strength of the relationships between the various components and variables of the modified framework. Canonical correlation analysis is a superior analysis technique which examines the relationships between two variable sets (with more than one variable) in a simultaneous manner. Analyzing relationships simultaneously honour the view of reality that multiple outcomes have multiple causes (Thompson, 1991). It is surprising to find that tourism impact researchers have neglected the use of canonical correlation analysis technique as it can enrich the examination of relationships between variable sets with multiple variables and aid in theory building. As Thompson (1991, p. 88) noted that using "canonical correlation analysis produces results which can be theoretically rich".

7.7. Recommendations for Future Research

Based on the findings of this study, the researcher would like to make the following recommendations for future research. Firstly, future studies should systematically investigate the contribution of tourism in Alldays and Musina by employing the Value Chain Analysis. This technique provides an alternative means of evaluating the contribution of tourism by breaking it down to the different sectors within local communities or regions (Sofield, 2010). However, to undertake such evaluation requires sufficient time, appropriate skills, and additional resources.

Secondly, in this study, the relationships between the following components of the revised framework such as (a) extrinsic factors and livelihood outcomes (R_8); and extrinsic factors and residents' reactions (R_9) were not explored due to the lack of appropriate data and time constraints. The researcher recommends that future studies should explore these relationships, when such information becomes available.

Thirdly, this study has proposed that 'anticipation' is an additional residents' reaction to tourism, besides the earlier classifications of residents' reactions advanced by Doxey (1975), Dogan (1989) and Ap and Crompton (1993). This study raises academic curiosity that perhaps there are some residents' reactions unknown to tourism impact researchers. This is because Irridex (Doxey, 1975), Forms of Adjustment (Dogan, 1989) and Embracement-Withdrawal Continuum (Ap and Crompton, 1993) were developed in the context of specific communities and settings (Ap & Musinguzi, 2010), and this may imply that these residents' reactions are not universal. Therefore, tourism impact researchers should pay attention to the communities' socio-cultural settings if they are to identify and understand some residents' reactions which may continue to remain unknown to tourism researchers. Otherwise, our knowledge of residents' reactions from diverse cultural settings is somewhat still limited.

APPENDICES

APPENDIX 1: Properties of Mapungubwe National Park and their Owners

FARM NAME	Ptn/ LABEL	EXTENT	TITLE DEED	OWNER	PERIOD	PROC DATE	GAZETTE
Little Muck	134/0	2147.4		Friends of Peace Parks			
Welton	16/0	700.6	T103662/1997 & T46309/1998	NPT		3 Oct 2008	
Tuscanen	17/3	1300.6	T154756/2000 Dgm 7051/2000	WWF South Africa	99 years from October 2003 with an option to renew for further 25 years.	30 July 2004	902_2661 5
Balerno	18/1	795	T146928/2002	SANParks		17 Oct 2003	1494_255 62
Mona	19/0	560.8		Friends of PP			
Armenia	20/0	855.2		Friends of PP			
Armenia	20/1	71		Friends of PP			
Rhodes Drift	22/0	872.2		PPF			
Den Staat	27/0	1879.3	SG Diagram A1237/1960	SANParks		9 April 1998	490_1881 4
Samaria	28/0	464.7	T141762/2004	SANParks		3 Oct 2008	
Samaria	28/3	443.2	T141762/2004	SANParks		3 Oct 2008	
Greefswald	37/0	2633.3		SANParks, RSA		7 April 2000	339_2104 2
Hamilton	41/0	359.1	T5669/2004-06-23	SANParks		30 July 2004	
Hamilton	41/2	65.3	T5669/2004-06-23	SANParks		30 July 2004	
Stindal	44/1	784.2	T3014/2005	SANParks		3 Oct 2008	
Schroda	46/4	742.6	T37654/1990	De Beers		17 Oct	1494_255
FARM NAME	Ptn/ LABEL	EXTENT	TITLE DEED	OWNER	PERIOD	PROC DATE	GAZETTE
				Consolidated Mines Ltd		2003	62
Schroda	46/4	923.8	T37654/1990	De Beers Consolidated Mines Ltd		17 Oct 2003	1494_255 62
Schroda	46/7	1286.1	T25629/1990	De Beers Consolidated Mines Ltd		17 Oct 2003	1494_255 62
Schroda	46/8	332.9	T47452/1990	De Beers Consolidated Mines Ltd	99 years.	17 Oct 2003	1494_255 62
Riedel	48/1	2570.5		National Parks Trust	99 years from April 2001 with an option to renew for further 25 years	26 April 2001	355_2223 1
TOTAL		19787.8					

Appendix 2: Hunting Species and Fees in South Africa

Species	Highest Price	Lowest Price	Average Individual Price [1]	Median Individual Price [2]	2004 Live Sale Average [3]	2004/2005 Males Live Sale Average [4]
African Wild Cat	$750	$150	$405	$400	$159	n/a
Baboon	$330	$0	$108	$100	n/a	n/a
Blesbuck	$1,563	$123	$369	$350	$118	$151
Blesbuck, White	$1,790	$246	$693	$668	$178	n/a
Bontebok	$3,500	$800	$1,466	$1,400	$1,475	$1,308
Buffalo, Cape	$18,750	$6,000	$11,064	$10,650	$23,608	$7,264
Bushbuck Limpopo & Cape	$1,290	$280	$726	$700	$385	$569
Bushpig	$950	$100	$398	$375	$428	n/a
Caracal (Lynx)	$1,500	-$30	$545	$500	n/a	n/a
Civet	$1,000	$50	$412	$350	n/a	n/a
Crocodile	$6,000	$2,500	$3,720	$3,500	n/a	n/a
Duiker, Blue	$1,500	$420	$881	$875	$587	n/a
Duiker, Grey	$575	$70	$261	$250	$347	n/a
Duiker, Red	$2,500	$600	$989	$950	$634	n/a
Eland, Cape	$3,500	$950	$1,824	$1,800	$696	$1,144
Eland, Livingstone	$3,750	$1,800	$2,525	$2,375	$1,616	$1,636
Fallow Deer	$1,000	$185	$570	$550	n/a	$169
Gemsbok	$1,875	$588	$1,032	$1,000	$558	$613
Genet	$750	$50	$212	$150	n/a	n/a
Giraffe	$4,500	$1,650	$2,807	$2,750	$2,210	$1,750
Grysbuck, Cape	$1,500	$300	$806	$750	$225	n/a
Grysbuck, Sharpe's	$1,800	$500	$971	$950	n/a	n/a
Hartebeest, Cape	$1,790	$500	$927	$900	$533	$562
Hippopotamus	$6,500	$2,500	$5,343	$5,810	$5,015	n/a
Honeybadger	$550	$50	$368	$400	n/a	n/a
Hyena, Brown	$2,750	$250	$950	$748	n/a	n/a
Hyena, Spotted	$2,500	$95	$827	$700	$79	n/a
Impala	$675	$146	$327	$325	$101	$173
Jackal, Blackbacked	$350	-$20	$91	$80	n/a	n/a
Klipspringer	$1,500	$300	$819	$750	$608	n/a
Kudu, Southern & Cape	$3,475	$538	$1,285	$1,200	$322	$889
Lechwe, Kafue	$4,500	$1,900	$3,433	$3,900	n/a	n/a
Lechwe, Red	$4,500	$1,400	$2,684	$2,500	$2,222	$1,635
Leopard	$12,500	$2,500	$5,289	$5,000	n/a	n/a
Lion	$29,500	$15,000	$23,646	$25,000	n/a	n/a
Monkey, Blue	$350	$20	$74	$50	n/a	n/a
Nyala	$3,500	$1,000	$2,243	$2,250	$1,031	$1,430
Oribi	$3,500	$500	$1,192	$1,000	$793	n/a
Ostrich	$1,500	$50	$555	$550	$189	n/a
Porcupine	$250	$0	$123	$100	n/a	n/a
Reedbuck, Common	$1,590	$330	$818	$800	$701	n/a
Reedbuck, Mountain	$1,590	$115	$585	$550	$202	n/a
Rhebuck, Vaal	$1,990	$500	$974	$950	$687	n/a
Rhino	$46,154	$25,000	$35,193	$36,500	$17,881	$11,526
Roan	$11,350	$9,000	$9,963	$9,750	$23,712	$4,152
Sable	$12,000	$4,000	$7,674	$8,000	$9,772	$3,442
Scimitar Horned Oryx	$9,000	$2,500	$5,300	$5,000	$2,273	n/a
Serval	$1,750	$200	$607	$488	n/a	n/a
Springbuck, Black	$1,200	$185	$589	$600	$145	$231
Springbuck, Cape & Kalahari	$675	$92	$336	$350	$83	$145
Springbuck ,White	$1,500	$400	$834	$800	$447	$651
Springhare	$150	$25	$62	$50	n/a	n/a
Steenbuck	$750	$90	$283	$278	$207	n/a
Suni, Livingstone's	$3,500	$650	$1,324	$1,200	n/a	n/a
Tsessebee	$6,000	$750	$2,613	$2,500	$3,033	$1,638
Warthog	$600	$80	$299	$300	$114	n/a
Waterbuck, Common	$2,800	$370	$1,671	$1,613	$791	$994
Wildebeest, Black	$1,790	$462	$954	$950	$285	$438
Wildebeest, Blue	$1,790	$415	$883	$850	$259	$372
Zebra, Burchell's	$1,890	$530	$1,023	$1,000	$728	$692
Zebra, Cape Mountain	$5,000	$5,000	$5,000	$5,000	n/a	n/a
Zebra, Hartmann's	$6,550	$688	$2,247	$1,550	$2,847	$1,077
Daily Rate, Plains Game	$600	$100	$360	$350	-	-
Daily Rate, Big Five	$1,650	$400	$670	$600	-	-
Daily Rate, Observer	$308	$65	$163	$150	-	-

[1] Average Price: The mathematical average of all individual prices [2] Median Price: This is the price exactly in the middle of the range of prices evaluated; half the prices are higher, half are lower than the median [3] Source: Northwest University - Prof T Eloff @ 2004 Average Rate 6.3057 [4] Source: Game & Hunt Auction Results @ 6.50 Ex Rate (May 2005)

Remarks: Elephant has not been included since no prices were available on the web; freak color variations or hybrids have also not been included although some are offered; the lion on offer are most likely in their majority captive bred (canned lion). Please read and interpret this sheet only in conjunction with the relevant article in African Indaba Vol 3/4.
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Appendix 3A: INTERVIEW QUESTIONS FOR ALLDAYS AND MUSINA RESIDENTS

Objective 1: To examine local residents' perceptions and reactions towards tourism and its impacts

(1) What opinions do you have about tourism in Mapungubwe National Park and World Heritage Site since it started in 2004?

(2) What opinions do you have about tourism in your community?

(3) During the apartheid era, most of the local non-white South Africans regarded tourism as the business of the whites.

Probing Questions:

(a) Did you have a similar perception? If yes, explain why? If no, why not?

(b) Has your opinion towards tourism changed since the end of the apartheid regime in 1994?

(c) If your opinion has changed, would you please share with me why it has changed?

(4) How would you describe your personal opinions towards tourism and its impacts in your community?

(5) How would you describe the relationship between: (a) The local communities and tourists? (b) The local communities and the Management of Mapungubwe National Park and World Heritage Site?

(6) Does the Management of Mapungubwe National Park and World Heritage Site

consult with your community on issues concerning tourism?

    (a) If yes, please describe what type of involvement you have?

    (b) If no, why do you think you are not consulted?

Objective 2: To identify and examine factors which facilitate or hinder the development of tourism in addressing the problems of unemployment and poverty

(1) What opinions do you have towards tourists visiting your community?

(2) Does the presence of tourists influence your daily activities and your culture? If yes, please explain?

(3) In your opinion, what enables tourism development to address problems such as unemployment and poverty in your community?

(4) What do you think hinders tourism development in addressing unemployment and poverty problems in your community?

(5) What type of activities do tourists engage in when visiting your community?

(6) What activities have positive impacts on (i) the environment and (ii) your local culture?

(7) What tourist activities have negatively affected your community?

Objective 3: To examine the contribution of tourism to community livelihoods

(1) In your opinion, how has tourism affected your way of life?

(2) How would you describe the effect of tourism development on the following in your community?

(a) Quality of life of Musina and Alldays residents

(b) Employment

(c) Awareness of tourism and its impacts

(d) Household income

(e) Prices of goods and services in local communities

(f) Local businesses

(g) Accessibility to social amenities (education, clean water, enough food, health services)

(h) Transport infrastructure

(i) Reducing poverty

(J) If there are other aspects, please specify (_____)

Objective 4: To examine the extent of local communities' involvement in tourism planning and development

(1) Are you involved in the decision making process about tourism planning and development in your community?

Probing Questions:

(a) If yes, how are you involved in tourism planning and development?

(b) How would describe your reactions towards tourism when you are involved?

(c) What challenges do you encounter when you get involved?

(d) (i) If you are not involved in the decision making process about tourism planning and development, what are the possible reasons why you are not involved?

(d) (ii) How would you describe your reaction towards tourism when you are not involved in the decision making process?

As we conclude this interview, would you please share with me your opinion toward the impact of the proposed coal mining on tourism in your community?

Participant's Profile

1) **Gender**

☐ Male ☐ Female

2) **Age Group**

☐ ≤ 19 ☐ 20-24 ☐ 25-29 ☐ 30-34 ☐ 35-39 ☐ 40-44 ☐ 45-49

☐ ≥ 50

3) **Education Level**

☐ No schooling ☐ Some primary ☐ Completed primary ☐ Some secondary

☐ Grade 12 ☐ Higher Education

4) **Race**

☐ Black African ☐ Coloured ☐ Indian or Asian ☐ White

5) **Monthly Personal Income**

☐ ≤ R500 ☐ R501-1 000 ☐ R1 001-1 500 ☐ R1 501-3 500

☐ ≥ 3 501

6) How many years/ months have you lived in your? _____Years

8) Are you employed in the tourism industry or tourism-related industry?

☐ Yes ☐ No

9) Are any members of your family or relatives employed in the tourism industry or

tourism-related industry?

☐ Yes ☐ No

Appendix 3B: Interview Questions for the Management of Mapungubwe National Park and World Heritage Site

Objective 1: To examine local residents' perceptions and their reactions towards tourism and its impacts

1. Mapungubwe National Park and World Heritage Site has been operating as a tourist attraction since late 2004. Would you please share with me what opinions you have about tourism?

2. In your opinion, how do Alldays and Musina residents perceive tourism in their communities?

   Probing Questions:

   (a) When the Mapungubwe Management wishes to implement various park policies, are the local communities of Musina and Alldays consulted?

   (i) If yes, who do you consult with and how are they consulted?

   (ii) If no, do you know why they are not consulted?

   (b) How would you describe the general reactions of Alldays and Musina residents toward tourism development in their communities?

   (c) What perceptions do residents have towards tourists who visit Mapungubwe National Park and their local communities (i.e. Alldays and Musina)?

3. How would you describe the nature of the relationship between:

   (a) Local residents and tourists?

   (b) Local residents and the management of Mapungubwe National Park?

4. During the apartheid era there was a perception among most non-white South Africans that tourism was the "business for the whites". What is their perception today?

Probing Questions:

(a) Please share with me the possible reasons for your answer.

Objective 2: To identify and examine factors that facilitate or hinder the development of tourism in addressing the problems of poverty and unemployment

1. Most rural communities in Limpopo Province are experiencing poverty and unemployment. What do you think are the reasons for (a) poverty and (b) unemployment?

Probing Questions:

(a) In your opinion, can tourism help to address the problems of (a) poverty and (b) unemployment?

    Further Probing:

    (a) If yes, how?

    (b) If no, why not?

(b) What does poverty mean to you?

Objective 3: To examine the contribution of tourism to community livelihoods

1. How has tourism affected the way of life of Alldays and Musina residents since Mapungubwe National Park and World Heritage Site opened up for tourism in 2004?

2. In your opinion, what impacts has tourism development had on local communities bordering Mapungubwe National Park and World Heritage Site in terms of:

(a) Quality of life of Musina and Alldays residents

(b) Employment

(c) Awareness of tourism and its impacts

(d) Household income

(e) Prices of goods and services in the local communities

(f) Local businesses

(g) Accessibility to social amenities (such as education, clean water, enough food, and health service, etc)

(h) Transport infrastructure

(i) Reducing poverty

(k) If there are other aspects, please specify (_____)

3. Some African national parks share revenue generated from tourism with adjacent communities in order to support local development. What is the practice of Mapungubwe National Park and World Heritage Site?

4. In your opinion, which tourism activities have contributed to the development of Alldays and Musina?

Objective 4: To examine the extent of local communities' involvement in tourism planning and development

1) Who makes the key decisions about tourism development (a) at Mapungubwe National Park and World Heritage Site? and (b) in the surrounding communities of the park?

2) How would you describe the decision making process for tourism planning and development in Alldays and Musina?

3) Are the residents of Alldays and Musina involved or invited to participate in tourism planning and the decision making process?

Probing Questions:

(a) If yes, how are the local residents of Alldays and Musina involved in tourism

planning and development?

(b) What challenges are generally encountered when involving the local communities in the decision making process?

(c) (i) If the local residents are not involved in the decision making process, why is this so?

As we conclude, would you please share with me your opinion on the impact of coal mining on tourism in your community?

Participant's Profile

1) **Gender**

☐ Male ☐ Female

2) **Age Group**

☐ $\leq$ 19 ☐ 20-24 ☐25-29 ☐30-34 ☐ 35-39 ☐40-44 ☐45-49

☐ $\geq$ 50

3) **Education Level**

☐No schooling ☐ Some primary ☐Completed primary ☐Some secondary
☐Grade 12 ☐Higher Education

4) **Race**

☐Black African ☐Coloured ☐Indian or Asian ☐White

5) **Monthly Personal Income**

☐ $\leq$ R500 ☐R501-1 000 ☐R1 001-1 500 ☐ R1 501-3 500

☐ $\geq$ 3 501

6) How many years/ months have you lived in your? _____Years

8) Are you employed in the tourism industry or tourism-related industry?

☐ Yes   ☐No

9) Are any members of your family or relatives employed in the tourism industry or tourism-related industry?

☐Yes   ☐No

Alldays' Tourism Survey

Dear Resident,

We are seeking your opinions about the role of tourism and its effects on Alldays. Your participation in this study is voluntary and would be very much appreciated. There is no right <u>or</u> wrong answer.   Your responses will be kept strictly confidential and used for academic purposes only.   As a token of appreciation, participants who complete this questionnaire will be given a small gift.   Thank you for your assistance. We shall return on _____ to collect your completed questionnaire.

Yours Sincerely,

Dan Musinguzi

Section A: Opinions Towards Tourism

Please indicate your level of AGREEMENT or DISAGREEMENT with the following statements about tourism on a scale of 1 to 5; where 1= strongly disagree and 5= strongly agree. Please circle <u>one</u> number that best represents your opinion.

Statement	*Strongly disagree*	*Disagree*	*Neutral*	*Agree*	*Strongly agree*
1) I would like to interact more with non-African tourists than African tourists in Alldays	1	2	3	4	5
2) The number of tourists visiting Alldays	1	2	3	4	5

has increased because of the 2010 FIFA World Cup					
3) Political stability has contributed to tourism development in Alldays	1	2	3	4	5
4) Not many people in my community are better off because of tourism	1	2	3	4	5
5) Tourism has resulted in more litter in Alldays due to the lack of public toilets and/or visible rubbish bins	1	2	3	4	5
6) The tourism industry has the potential to reduce poverty in Alldays	1	2	3	4	5
7) Tourism has enabled me to know about other cultures	1	2	3	4	5
8) Tourists stay only for a short period in Alldays because of security/ crime concerns	1	2	3	4	5
9) Tourism benefits the well-to-do such as the people who own local businesses (like petrol stations, supermarkets, shops, hotels, lodges, etc) in Alldays	1	2	3	4	5
10) Tourism has improved the quality of life for most residents in Alldays	1	2	3	4	5
11) Tourism development has contributed to the destruction of our natural environment	1	2	3	4	5
13) The price of goods have increased because of tourism in Alldays	1	2	3	4	5
14) I like seeing tourists in Alldays	**1**	**2**	**3**	**4**	**5**

the 'White' community					
15) Some tourists' unsocial behaviors (e.g. looking down upon residents, lack of respect for local cultures, littering, kissing in public, etc) irritate Alldays residents	1	2	3	4	5
16) Tourism resources (such as animals, plants, scenery, etc) in the Mapungubwe National Park will be negatively affected by the coal mine near the park	1	2	3	4	5
17) Although tourism may not benefit many people in Alldays, it is still important for my community	1	2	3	4	5
18) Overall, I am satisfied with tourism in Alldays	1	2	3	4	5

SECTION B: Reactions Towards Tourism

Please indicate your level of AGREEMENT or DISAGREEMENT with the following statements about tourism on a scale of 1 to 5; where 1= strongly disagree and 5= strongly agree. Please circle one number that best represents your opinion.

Statement	*Strongly Disagree*	*Disagree*	*Neutral*	*Agree*	*Strongly agree*
1) I am happy with the tourism that has resulted from Mapungubwe national park being	1	2	3	4	5

a major tourist attraction					
2) I am friendly to South African tourists	1	2	3	4	5
3) I am welcoming to international tourists (such as other Africans, Westerners, Asians, etc)	1	2	3	4	5
4) My inability to communicate well in English limits my interaction with English-speaking tourists	1	2	3	4	5
5) I enjoy staying in Alldays because of the benefits tourism is likely to bring	1	2	3	4	5
6) I am eager to see the development of the tourism potential in Alldays	1	2	3	4	5
7) I like imitating (copying) the lifestyle of the tourists	1	2	3	4	5
(8) Tourism has kept my cultural heritage alive	1	2	3	4	5
9) I like tourism in Alldays because it has the potential to reduce poverty in Alldays	1	2	3	4	5
10) Tourists create congestion in Alldays during the hunting season	1	2	3	4	5
11) I frequently do not share my culture with tourists	1	2	3	4	5
12) I often avoid places crowded with tourists	1	2	3	4	5
13) The negative effects of tourism irritate me	1	2	3	4	5

SECTION C: Tourism and Employment in Alldays

Please indicate your level of AGREEMENT or DISAGREEMENT with the following statements about tourism on a scale of 1 to 5; where 1= strongly disagree and 5= strongly agree. Please circle <u>one</u> number that best represents your opinion.

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1) The tourism industry employs most Allday residents in low status jobs	1	2	3	4	5
2) The working conditions in the tourism industry are not as favorable as in other industries (such as mining, agriculture, business, etc)	1	2	3	4	5
3) The Venetia diamond mine provides more jobs for Alldays residents than the tourism industry	1	2	3	4	5
4) The opening of jobs in the tourism industry has resulted in workers abandoning traditional jobs in Alldays	1	2	3	4	5
5) Alldays residents generally lack the skills that would enable them to get better jobs in the tourism industry	1	2	3	4	5
6) Most of the tourism jobs in Alldays require unskilled or/ and semi-skilled labour	1	2	3	4	5
7) Tourism jobs offer low pay compared to	1	2	3	4	5

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
other jobs like those in the mining industry					
8) Most tourism jobs in Alldays are part-time	1	2	3	4	5
9) I lack access to land to start a business in order to benefit from tourism	1	2	3	4	5
10) I lack the skills to start a business in order to benefit from tourism	1	2	3	4	5
11) Tourism jobs are affected by social instability such as the 2008 attacks on non-South Africans, and conflicts among Alldays residents	1	2	3	4	5
12) The tourism industry employs more migrant workers (e.g. from Zimbabwe, Mozambique, and other countries) than Alldays residents	1	2	3	4	5
13) Overall, tourism has not helped reduce unemployment as I had expected	1	2	3	4	5

SECTION D: Tourism, Poverty and Community Livelihood

Please indicate your level of AGREEMENT or DISAGREEMENT with the following statements about tourism on a scale of 1 to 5; where 1 = strongly disagree and 5= strongly agree. Please circle one number that best represents your opinion.

Tourism has:	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1) Not helped reduce poverty in Alldays	1	2	3	4	5

2) Overall, tourism has the potential to reduce poverty in Alldays	1	2	3	4	5
3) Not created any recreation opportunities in Alldays	1	2	3	4	5
4) Not improved accessibility to clean water	1	2	3	4	5
5) Increased the cost of living in Alldays	1	2	3	4	5
6) Enhanced community cohesion/ togetherness in Alldays	1	2	3	4	5
7) Created employment opportunities for Alldays residents	1	2	3	4	5
8) Resulted in the use of Alldays resources such as culture, fauna, and flora in a sustainable way	1	2	3	4	5
9) Resulted in restricting residents access to Mapungubwe National Park for medicinal plants and *mopane* worms	1	2	3	4	5
10) Overall, I am satisfied with some of the livelihood opportunities (employment,	1	2	3	4	5

income, etc) provided by tourism					

SECTION E: Level of Involvement in Tourism

Please rate your level of involvement in tourism on a scale of 1 to 5; where 1=little or

no involvement and 5=very high involvement.

Statement	Little or None	Low	Medium	High	Very High
1) My level of involvement in tourism is	1	2	3	4	5

SECTION F: Influence in Tourism Planning and Development in Alldays

Please indicate the level of influence of the following groups (i.e. local residents,

provincial government leaders and tourist business owners) in the planning and

development of tourism in Alldays. Please rate on scale of 1 to 5; where 1 = no

influence and 5= very great influence.

	No Influence	*Little Influence*	*Moderate Influence*	*Great Influence*	*Very great Influence*
	(1)	*(2)*	*(3)*	*(4)*	*(5)*

1) In tourism planning in Allday

(a) residents have …… …................... 1   2   3   4   5

(b) municipal/ government leaders have….1   2   3   4   5

(c) tourist business owners have………...1   2   3   4   5

2) For tourism development in Alldays

(a)residents have ……………………………...1   2   3   4   5

(b)municipal/ government leaders have1 ……1   2   3   4   5

(c) tourist business owners have……………….1   2   3   4   5

3) Generally, in the tourism industry in Alldays

     (a) residents have……………………………..1   2   3   4   5

     (b) municipal/ government leaders have……..…1   2   3   4   5

     (c) tourist business owners have………………...1   2   3   4   5

SECTION G: Participant Profile

Please tick (✓) one box that best describes your profile.

1) **Gender**

☐Male   ☐Female

2) **Age Group**

☐$\leq$ 19   ☐20-24   ☐25-29   ☐30-34   ☐35-39   ☐40-44   ☐45-49

☐$\geq$ 50

3) **Education Level**

☐No   schooling   ☐Some   primary ☐Completed   primary   ☐Some   secondary

☐Grade 12   ☐Higher Education

4) **Race**

☐ Black African   ☐Coloured   ☐ Indian or Asian   ☐White

5) **Monthly Personal Income**

☐$\leq$ R500   ☐ R501-1 000   ☐R1 001-1 500   ☐ R1 501-3 500

☐ $\geq$ 3 501

6) How many years/ months have you lived in Alldays? _____Years/ _____Months

7) What is the approximate distance between your home and Mapungubwe National Park and World Heritage Site?

☐ ≤ 20 km   ☐ 21- 49km   ☐50-69 km   ☐ ≥ 70 km

8) Are you employed in the tourism industry or tourism-related industry?

☐ Yes   ☐ No

9) Are any members of your family or relatives employed in the tourism industry or tourism-related industry?

☐ Yes   ☐ No

IF YOU WOULD LIKE TO SHARE ANYTHING ABOUT TOURISM IN ALLDAYS, PLEASE WRITE IT HERE.

_____

_____

_____

_____

_____

_____

_____

THANK YOU FOR PARTICIPATING IN THIS STUDY

APPENDIX 4B: ALLDAYS SEPEDI QUESTIONNAIRE

POTSISO YA BOETI BJA ALLDAYS

Go badudi ba Motse

Re lebeletše go humana maikutlo tša lena mabapi le Boeti le ditlamorago tša bona go Alldays Thušo ya lena mo thutong ye kea boithaopi le gona,e tla amogelwa ka matsogo a mabedi. Godimo ga dikarabo tseo ledifago gagona yea pnošagetšego gabo yeo e nepagetšego. Diphetolo tša lena dika se phatlalatšwe le gona di tla šomišwa dithutong tša lena feela. Bjalo ka ditebogo,batho bao ba tlago kgona go tlatša seka potšišo seo batla fiwa dimpho. Ke leboga thušo ya lena .Re tla boa gape kadi _____go tla go tšea dika potšišo tšeo le di tladitšego.

Wa lena

Dan Musinguzi

Karolo ya A: Dintlha ka Boeti

Ka kgopelo tšweletsa maemo a tumelo goba kganetšo ya gago ka mafoko ao a latelago ka Boeti go ya ka go latelana ga tšona;1-5.Taetšo:Mo go leng 5 go rea gore o dumela kudu,1 go rea gore o ganetša kudu.Ka kgopelo o thalele karabo yeo oe ratago ka nkgokolo.

Molaetša	Kganetšo ka maatla	kganetšo	Magareng	Tumelo	Tumelo ka maatla
1) Ke tla rata go ba le Baeti ba go tšwa Moše wa mawatle go feta ba gotšwa Afrika-mo go Alldays	1	2	3	4	5
2) Palo ya baeti bao ba etelago Alldays e oketšegile ka lebaka la mogopo wa lefase wa 2010	1	2	3	4	5
3) Maemo a dipolotiki le ona a tšea karolo mo go goleng ga Alldays ya Baeti	1	2	3	4	5
4) Ga se batho ba bantši mo motseng wa gešo bao baleng kaone ka lebaka la baeti	1	2	3	4	5
5) Baeti ba okeditše ditšhila mo Alldays ka lebaka la tlhokego ya dintloana tša boithomoelo tša bohle le go se bonagale ga polokelo ya matlakala	1	2	3	4	5
6) Industri ya Boeti e nale maatla a go fokotša bohloki goba bodidi mo Alldays	1	2	3	4	5
7) Boeti bo nthušitše go tseba ka ditšo tše dingwe	1	2	3	4	5
8) Baeti ba dula nakwana mo Alldays ka lebaka la bohodu/tšhireletšo yeo e ba go gona	1	2	3	4	5
9) Boeti bo thuša fela batho ba goba le sa bona,bao ba nago le dikgwebo tša bona(mohlala:bago tshela peterole,mabenkele,hotele,logde,le tše dingwe) mo Alldays	1	2	3	4	5
10) Go ba gona ga Boeti go tlišitše tshenyego ya tlhago ya naga	1	2	3	4	5

11) Ke rata go bona Baeti mo Alldays	1	2	3	4	5
12) Boeti ga se ba kaonafatša maphelo a badudi mo Alldays	1	2	3	4	5
13) Theko ya direkishwa e godile /e ile godimo bakeng sa boeti mo Alldays	1	2	3	4	5
14) Ke gopola gore Boeti ke kgwebo ya batho ba bašweu feela	1	2	3	4	5
15) Ba bangwe ba Baeti gabana mekgwa e me botse(mohlala:Ba lebelela metse kago nyatša,ga bana tlhompho go ditumelo le ditšo tša badudi ba magaeng,ba lahla ditshila ditseleng,ba atlana tseleng, le tše dingwe)yeo e sa kgahlego badudi ba Alldays	1	2	3	4	5
16) Dilo tseo di tlilego le Baeti(bjale ka diphoofolo,mehlare,dibetlwa, le tse dingwe)kua Mapungbwe National Park di tla senywa ke maene woo olego kgauswi le Park	1	2	3	4	5
17) Le ge boeti bo sa hole bontšhi bja batho mo Alldays, bo santše bole bohlokwa tikologong yaka	1	2	3	4	5
18) Ka kakaretšo,ke kgotsofetše ka Boeti bja Alldays	1	2	3	4	5

Karolo ya B: Dipoelo go Boeti

Ka kgopelo tšweletša maemo a tumelo goba kganetšo ya gago ka mafoko ao a latelago kaga Boeti go ya ka go latelana ga tšona;1-5.taetšo:Mo go lego 5 go rea gore o dumela kudu,1 go rea gore o ganetša kudu.Ka kgopelo o thalele karabo yeo oe ratago ka nkgokolo

Molaetša	Kganetšo ka maatla	Kganetšo	Magareng	Tumelo	Tumelo ka maatla
1) Ke thabile ka Boeti bjo bo bilego gona ka lebaka la Mapungubwe National Park ka go goga mahlo a baeti	1	2	3	4	5
2) Ke gwerana botse le baeti ba Afrika-Borwa	1	2	3	4	5
3) Ke amogela botse Baeti ba boditšhabatšhaba (bjalo ka maAfrika,Westerners,Asians,le ba bangwe)	1	2	3	4	5
4) Go šitweng gaka go bolela sejahlapi go mpaledisha go kopana le baeti bao ba bolelago sejahlapi	1	2	3	4	5
5) Ke ipshina ka go dula mo Alldays ka lebaka la tše botse/dipoelo tšeo Boeti bo felang bo di tliša	1	2	3	4	5
6) Ke rata go bona maatla le tswelopele ya Boeti mo Alldays	1	2	3	4	5
7) Ke rata go kopiša/go ekiša ka mokgwa wo baeti ba phelago ka gona	1	2	3	4	5
8) Boeti bo kgonne go tšweletša le go tsoša bokgabo le setšo sa gešo	1	2	3	4	5
9) Ke rata Boeti mo Alldays ka gore bo kgona go fokotša bodidi	1	2	3	4	5
10) Baeti ba hlola pitlaganyo mo Alldays ka sehla sa go tsoma	1	2	3	4	5

11) Ka nako enngwe ga ke rate go tsebiša baeti ka setšo sa gešo	1	2	3	4	5
12) Ka nako ke ba kgole le moo go tletšego baeti	1	2	3	4	5
13) Mekgwa e mebe ya boeti ga e nkgahle	1	2	3	4	5

Karolo ya C: Tsa Boeti le tswelopele mo Alldays

Ka kgopelo tšweletša maemo a tumelo goba kganetšo ya gago ka mafoko ao a latelago kaga Boeti go ya ka go latelana ga tšona;1-5.Taetšo:Mo go leng 5 go rea gore o dumela kudu,1 go rea gore o ganetša kudu. Ka kgopelo o thalele karabo yeo oe ratago ka nkgokolo

Molaetša	Kganetšo ka maatla	Kganetšo	Magareng	Tumelo	Tumelo ka maatla
1) Industri ya tša Boeti e file mešomo ya maemo a fase go badudi ba Alldays	1	2	3	4	5
2) Maemo a mešomo mo Industring ya tša Boeti a phalwa ke a di Industry tše dingwe(bjalo ka mebaeneng,tša mašemo, dikgwebo,le tše dingwe)	1	2	3	4	5
3) Maene wa daemane wo o bitšwago Venetia o fana ka mešomo e mentši go badudi ba Alldays go feta Industri ya tša Boeti	1	2	3	4	5
4) Pulo ya mešomo mo Industering ya tša Boeti e dirile gore batho ba tlogele mešomo ya setšo mo Alldays	1	2	3	4	5
5) Badudi ba Alldays ka					

kakaretšo ga bana bokgoni bjo bo ka ba hweletšang mešomo e me kaone Industering ya tša Boeti.	1	2	3	4	5
6) Bontši bja mešomo ya Boeti mo Alldays ga e nyake bokgoni/goba e nyaka bokgoni bjo bo nnyane	1	2	3	4	5
7) Mešomo ya Boeti e lefela tšhelete e nnyane go bapetšwa le mešomo ya gotšwa Industering ya Mebaene	1	2	3	4	5
8) Bontšhi bja mešomo ya tša Boeti mo Alldays ke ya nakwana	1	2	3	4	5
9) Ke hloka naga ya go thoma kgwebo gore ke tle ke bune go tšwa go Boeti	1	2	3	4	5
10) Ke hloka bohlale go thoma kgwebo go kgona go buna go tšwa go Boeti	1	2	3	4	5
11) Mešomo ya Boeti e tshwenywa ke mekgwa e mebe ya badudi bjalo ka 2008 ge badudi ba gobaditše lego bolaya bao e sego ba Afrika-Borwa le diphapano magareng ga badudi ba Alldays.	1	2	3	4	5
12) Industeri ya tsa Boeti e fa matšwantle mešomo(mohlala:ba go tšwa Zimbabwe, Mozambique, le di naga tse dingwe) go feta badudi	1	2	3	4	5

ba Alldays					
13) Ka kakaretso Boeti ga bja ka ba thuša go fokotša tlhokego ya mešomo goya ka fao ke bego ke gopotše	1	2	3	4	5

Karolo ya D: Boeti, Bohloki le Maphelo a batho

Ka kgopelo tšweletša maemo a tumelo goba kganetšo ya gago ka mafoko ao a latelago kaga Boeti go ya ka go latelana ga tsona;1-5.Taetšo:Mo go leng 5 go ra gore o dumela kudu,1 go ra gore o ganetša kudu.Ka kgopelo o thalele karabo yeo oe ratago ka nkgokolo

Boeti:	**Kganetšo ka maatla**	**Kganetšo**	**Magareng**	**Tumelo**	**Tumelo ka maatla**
1) Ga se ba fokotša bohloki mo Alldays	1	2	3	4	5
2.Ka kakaretšo Boeti bo na le maatla a go fokotša bohloki mo Alldays	1	2	3	4	5
3) Ga se ba hlola dibaka tša boithabišo mo Alldays	1	2	3	4	5
4.Ga se ba fihlelela kaonafatšo ya meetse a go hlweka	1	2	3	4	5
5) Bo okeditše theko ya didirišwa mo Alldays	1	2	3	4	5
6) Bo okeditše tšhomišano mo Alldays	1	2	3	4	5
7) Bo hlotše dibaka tša mešomo go badudi ba Alldays	1	2	3	4	5

8) Bo tšweleditše tšhomišo ya didirišwa tša Alldays go swana le setšo,diphoofolo tsa fao le mehlare goba dimelwa ka mokgwa o mo kaone	1	2	3	4	5
9) Bo ganetša badudi go tsena Mapungubwe National Park go hwetša meriana ya mehlare le diboko tša mopane(masontša)	1	2	3	4	5
10) Ka kakaretso,ke kgotsofatšwa ke tše dingwe tša di baka tšeo di ba go gona tša go phediša(mešomo,tefo) tšeo di hlagišhwago ke Boeti	1	2	3	4	5

Karolo ya E: Maemo a go ikgokaganya go Boeti

Ka kgopelo tsweletsa maemo a go ikgokaganya go tsa Boeti goya ka go fetana ga tsona.Mohlala 1-5,mo golego 1=ke goikgokaganya ga nyane,5= ke goikgokaganya ka maatla.

Molaetša	Go ikgokaganya ga nyane nyane/go sa e kgokaganye	Go ikgokaganya ga nyane	Go ba magareng	Go ikgokaganya ka kudu	Go ikgokaganya ka kudu kudu
1) Maemo a ka, lego ikgokaganya le tsa Boeti sea	1	2	3	4	5

Karolo ya F: Hlotleletso go boeti ka planning/ moemo le tswanelo mo Allday's

Ka kgopelo laetsa maemo a hlohleletso go dihlopha tseo dilatelago (i.e. local residents, baetapele ba mmuso wa province , le beng ba dikgwebo tsa baeti) mo go tsa   maano le go tswelelela ga boeti mo Alldays. ka kgopelo ngwala go ya ka maemo go 1 to 5, yeo eleng 1= gagona hlotleletso, 5= hlotleletso ke ye kgolo.

	Ga gona hlohleletso (1)	Hlotloletso ke e nyane (2)	Hlohleletso e lekanetse/magareng (3)	Hlohleletso e kgolwane (4)	Hlohlelotso e kgolo (5)
1) ka maano a baeti go Alldays					
(a) Badudi bana le………	1	2	3	4	5
(b) Baetapele ba mmuso goba mmasepala ba na le...	1	2	3	4	5
(c) Beng ba dikgwebo tsa baeti ba na le……………..	1	2	3	4	5
2) Tswelelelo ya baeti mo Alldays					
(a) Badudi ban a le………	1	2	3	4	5
(b) Baetapele ba mmuso goba mmasepala ban a le....	1	2	3	4	5
(c) Beng ba dikgwebo tsa baeti ban a le……………	1	2	3	4	5
3) Ka kakaretso, industring ya boeti mo Alldays					
(a)Badudi ban a le………	1	2	3	4	5
(b)Baetapele ba mmuso goba mmasepala ba na le………………………	1	2	3	4	5
(c) Bang ba dikwebo tsa baeti ban a le…………....	1	2	3	4	5

Karalo ya G: Kakaretšo ya mokgethatema

ka kgopelo swaya (√) go   lepokising le tee leo le laetsago seemo sag ago.

1) Bong

□ Monna   □ Mosadi

2) Dihlopha tša mengwaga

□ ≤ 19   □ 20-24   □ 25-29   □ 30-34   □ 35-39   □ 40-44   □   45-49   □ ≥

50

3) Maemo a thuto.

□   go se tsene sekolo   □   primary school   □   feditše primary   □ secondary e

ngwe   □   mphato wa marematlou   □   dikolo tsa maemo   a godimo.

4) Race

□   motho moso   □   le coloured □   Indian or Asian   □   batho ba sweu

5) Megolo ka kgwedi

□ ≤ R500   □ R501-R1000   □   R1001-1 500   □   R1 501-R3 500   □   R ≥   3

501

6) Ke mengwage/dikgwedi tse kae o be o dula Alldays? mengwaga/ dikgwedi

7) Ke bokgole bjo bo kakang magareng a fao o dulago le Mapungubwe National Park
le Bokgabo bja lefase ka bophara?

□ ≤ 20 km   □   21-49 km   □   50-69 km   □ ≥ 70 km

8) Na o mošumi   mo industering ya Boeti goba o lelokong la   industering ya Boeti?

□   ee   □ aowa

9) Ekaba o mongwe wa leloko la geno a soma industering ya Boeti goba lelokong la
    industering ya Boeti?

     □   ee   □   aowa

GE O ENA LE SEO O NYAKAGO GO RE TSEBISHA /LEMOSHA O KA NGWALA KA MO FASE.

_____

_____

_____

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_____

KE LEBOGA GE LE TŠERE KAROLO THUTONG YE

Musina's Tourism Survey

Dear Resident,

We are seeking your opinions about the role of tourism and its effects on Musina. Your participation in this study is voluntary and would be very much appreciated.   There is no right or wrong answer.   Your responses will be kept strictly confidential and used for academic purposes only.   As a token of appreciation, participants who complete this questionnaire will be given a small gift.   Thank you for your assistance. We shall return on _____ to collect your completed questionnaire.

Yours Sincerely,

Dan Musinguzi

Section A: Opinions Towards Tourism

Please indicate your level of AGREEMENT or DISAGREEMENT with the following statements about tourism on a scale of 1 to 5; where 1= strongly disagree and 5= strongly agree. Please circle one number that best represents your opinion.

Statement	*Strongly disagree*	*Disagree*	*Neutral*	*Agree*	*Strongly agree*
1) I would like to interact more with non-African tourists than African tourists in Musina	1	2	3	4	5
2) The number of tourists visiting Musina has increased because of the 2010 FIFA World Cup	1	2	3	4	5
3) Political stability has contributed to tourism development in Musina	1	2	3	4	5
4) Not many people in my community are better off because of tourism	1	2	3	4	5
5) Tourism has resulted in more litter in Musina	1	2	3	4	5
6) The tourism industry has the potential to reduce poverty in Musina	1	2	3	4	5
7) Tourism has enabled me to know about other cultures	1	2	3	4	5

8) Tourist activities such as sightseeing, swimming, and shopping etc. enable tourists to stay for a long period in Musina	1	2	3	4	5
9) Tourism benefits the well-to-do such as the people who own local businesses (like petrol stations, supermarkets, shops, hotels, lodges, etc) in Musina	1	2	3	4	5
10) Tourism development has contributed to the destruction of our natural environment	1	2	3	4	5
11) I like seeing tourists in Musina	1	2	3	4	5
12) Tourism has not improved the quality of life for most residents in Musina	1	2	3	4	5
13) The price of goods have increased because of tourism in Musina	1	2	3	4	5
14) Tourism is generally the business of the 'White' community	1	2	3	4	5
15) Some tourists' unsocial behaviors (e.g. looking down upon residents, lack of respect for local cultures, littering, kissing in public etc.) irritate Musina residents	1	2	3	4	5
16) Tourism resources (such as animals, plants, scenery, etc) in the Mapungubwe National Park will be negatively affected by the coal mine near the park	1	2	3	4	5
17) The lack of a system of sharing revenue from tourism with local residents hinders tourism from reducing poverty in Musina	1	2	3	4	5
18) Although tourism may not benefit many people in Musina, it is still important for my community	1	2	3	4	5
19) Overall, I am satisfied with tourism in Musina	1	2	3	4	5

SECTION B: Reactions Towards Tourism

Please indicate your level of AGREEMENT or DISAGREEMENT with the following statements about tourism on a scale of 1 to 5; where 1= strongly disagree and 5= strongly agree. Please circle <u>one</u> number that best represents your opinion.

Statement	*Strongly Disagree*	*Disagree*	*Neutral*	*Agree*	*Strongly agree*
1) I am happy with the tourism that has resulted from Mapungubwe National Park being a major tourist attraction	1	2	3	4	5
2) I am friendly to South African tourists	1	2	3	4	5
3) I am welcoming to international tourists (such as other Africans, Westerners, Asians, etc)	1	2	3	4	5
4) My inability to communicate well in English limits my interaction with English-speaking tourists	1	2	3	4	5
5) I enjoy staying in Musina because of the benefits tourism is likely to bring	1	2	3	4	5
6) I am eager to see the development of the tourism potential in Musina	1	2	3	4	5
7) I like imitating (copying) the lifestyle of the tourists	1	2	3	4	5
(8) Tourism has kept my cultural heritage alive	1	2	3	4	5
9) I like tourism in Musina because it has the potential to reduce poverty in Musina	1	2	3	4	5
10) Tourism has led to traffic congestion in Musina during the hunting season	1	2	3	4	5
11) I frequently do not share my culture with tourists	1	2	3	4	5
12) I often avoid places crowded with tourists	1	2	3	4	5
13) The negative effects of tourism irritate me	1	2	3	4	5

SECTION C: Tourism and Employment in Musina

Please indicate your level of AGREEMENT or DISAGREEMENT with the following statements about tourism on a scale of 1 to 5; where 1= strongly disagree and 5= strongly agree. Please circle <u>one</u> number that best represents your opinion.

Statement	*Strongly Disagree*	*Disagree*	*Neutral*	*Agree*	*Strongly Agree*
1) The tourism industry employs most Musina residents in low status jobs	1	2	3	4	5
2) The working conditions in the tourism industry are not as favorable as in other industries (such as mining, agriculture, business, etc)	1	2	3	4	5
3) The Venetia diamond mine provides more jobs for Musina residents than the tourism industry	1	2	3	4	5
4) Musina residents generally lack the skills that would enable them to get better jobs in the tourism industry	1	2	3	4	5
5) Most of the tourism jobs in Musina require unskilled or/ and semi-skilled labour	1	2	3	4	5
6) Tourism jobs offer low pay compared to other jobs like those in the mining industry	1	2	3	4	5
7) Most tourism jobs in Musina are part-time	1	2	3	4	5
8) I lack access to land to start a business in order to benefit from tourism	1	2	3	4	5
9) I lack the skills to start a business in order to benefit from tourism	1	2	3	4	5
10) The 2008 attacks on non-South Africans affected tourism in Musina	1	2	3	4	5
11) The tourism industry employs more migrant workers (e.g. from Zimbabwe, Mozambique, and other countries) than Musina residents	1	2	3	4	5
12) Overall, tourism has not helped reduce unemployment as I had expected	1	2	3	4	5

SECTION D: Tourism, Poverty & Community Livelihood

Please indicate your level of AGREEMENT or DISAGREEMENT with the following statements about tourism on a scale of 1 to 5; where 1 = strongly disagree and 5= strongly agree. Please circle one number that best represents your opinion.

Tourism has:	*Strongly disagree*	*Disagree*	*Neutral*	*Agree*	*Strongly agree*
1) Created employment for local residents	1	2	3	4	5
2) Created recreation opportunities in Musina	1	2	3	4	5
3) Not helped reduce poverty in Musina	1	2	3	4	5
4) Not improved income for the poor residents in Musina	1	2	3	4	5
5) Improved local services such as medical, police, and banking services etc.	1	2	3	4	5
6) Increased the cost of living in Musina	1	2	3	4	5
7) Enhanced community cohesion/ togetherness in Musina	1	2	3	4	5
8) Resulted in the use of Musina resources such as culture, fauna, and flora in a sustainable way	1	2	3	4	5
9) Resulted in restricting residents access to Mapungubwe National Park for medicinal plants and *mopane* worms	1	2	3	4	5
10) In general, tourism has the potential to reduce poverty in Musina	1	2	3	4	5
11) Overall, I am satisfied with some of the livelihood opportunities (employment, income, etc) provided by tourism	1	2	3	4	5

SECTION E: Level of Involvement in Tourism

Please rate your level of involvement in tourism on a scale of 1 to 5; where 1=little or no involvement and 5=very high involvement.

Statement	Little or None	Low	Medium	High	Very High
1) My level of involvement in tourism is	1	2	3	4	5

SECTION F: Influence in Tourism Planning and Development in Musina

Please indicate the level of influence of the following groups (i.e. local residents, provincial government leaders and tourist business owners) in the planning and development of tourism in Musina. Please rate on scale of 1 to 5; where 1 = no influence and 5= very great influence.

	No Influence (1)	Little Influence (2)	Moderate Influence (3)	Great Influence (4)	Very great Influence (5)
1) In the planning for tourism in Musina					
(a) residents have	1	2	3	4	5
(b) municipal/ government leaders have	1	2	3	4	5
(c) tourist business owners have	1	2	3	4	5
2) For tourism development in Musina					
(a) residents have	1	2	3	4	5
(b) municipal/ government leaders have	1	2	3	4	5
(c) tourist business owners have	1	2	3	4	5
3) Generally, in the tourism industry in Musina					
(a) residents have	1	2	3	4	5
(b) municipal/ government leaders have	1	2	3	4	5
(c) tourist business owners have	1	2	3	4	5

SECTION G: Participant Profile

Please tick (✓) one box that best describes your profile.

1) **Gender**

☐ Male   ☐ Female

2) **Age Group**

☐ ≤ 19   ☐ 20-24   ☐ 25-29 ☐ 30-34 ☐ 35-39   ☐ 40-44 ☐ 45-49 ☐ ≥ 50

3) **Education Level**

☐ No schooling   ☐ Some primary   ☐ Completed primary ☐ Some secondary ☐ Grade 12 ☐ Higher Education

4) **Race**

☐ Black African   ☐ Coloured   ☐ Indian or Asian   ☐ White

5) **Monthly Personal Income**

☐ ≤ R500   ☐ R501-1 000   ☐ R1 001-1 500   ☐ R1 501-3 500   ☐ ≥ 3 501

6) How many years/ months have you lived in Musina? _____Years/ _____Months

7) What is the approximate distance between your home and Mapungubwe National Park and World Heritage Site?

☐ ≤ 20 km   ☐ 21-40km   ☐ 41-60km   ☐ 61-80km   ☐ ≥ 81 km

8) Are you employed in the tourism industry or tourism-related industry?

☐ Yes   ☐ No

9) Are any members of your family or relatives employed in the tourism industry or tourism-related industry?

☐ Yes   ☐ No

IF YOU WOULD LIKE TO SHARE ANYTHING ABOUT TOURISM IN MUSINA, PLEASE WRITE IT HERE.

_____

_____

_____

_____

_____

_____

THANK YOU FOR PARTICIPATING IN THIS STUDY

APPENDIX 5B: MUSINA SEPEDI QUESTIONNAIRE

POTSISO YA BOETI BJA MUSINA

Go badudi ba Motse

Re lebeletše go humana maikutlo tša lena   mabapi le Boeti le ditlamorago   tša bona go Musina(matsatsi ka moka).Thušo ya lena mo thutong ye kea boithaopi le gona,e tla amogelwa ka matsogo a mabedi. Godimo ga dikarabo tseo ledifago gagona yea pnošagetšego gabo yeo e nepagetšego. Diphetolo tša lena dika   se phatlalatšwe le gona di tla šomišwa dithutong tša lena feela. Bjalo ka ditebogo,batho bao ba tlago kgona go tlatša seka potšišo seo batla fiwa dimpho. Ke leboga thušo ya lena .Re tla boa gape kadi _____go tla go tšea dika potšišo tšeo le di tladitšego.

Wa lena

    Dan Musinguzi

Karolo ya A: Dintlha ka Boeti

Ka kgopelo tšweletsa maemo a tumelo goba kganetšo ya gago ka mafoko ao a latelago ka Boeti go ya ka go latelana ga tšona;1-5.Taetšo:Mo go leng 5 go rea gore o dumela kudu,1 go rea gore o ganetša kudu.Ka kgopelo o thalele karabo yeo oe ratago ka nkgokolo.

Molaetša	Kganetšo ka maatla	kganetšo	Magareng	Tumelo	Tumelo ka maatla
1) Ke tla rata go ba le Baeti ba go tšwa Moše wa mawatle go feta ba gotšwa Afrika-mo go Musina(matsatsi ka moka)	1	2	3	4	5
2) Palo ya baeti bao ba etelago Musina e oketšegile ka lebaka la mogopo wa lefase wa 2010	1	2	3	4	5
3) Maemo a dipolotiki le ona a tšea karolo mo go goleng ga Musina ya Baeti	1	2	3	4	5

4) Ga se batho ba bantši mo motseng wa gešo bao baleng kaone ka lebaka la baeti	1	2	3	4	5
5) boeti bo tlile le dipoelo tše ntshi Musina	1	2	3	4	5
6) Industri ya Baeti e nale maatla a go fokotša bohloki goba bodidi mo Musina	1	2	3	4	5
7) Boeti bo nthušitše go tseba ka ditumelo tše dingwe	1	2	3	4	5
8) Dilo tseo baeti bad i lebelelago tsa go kgahliša, go rutha le go ya mabenkeleng bj bj.go kgona	1	2	3	4	5
9) Boeti bo thuša fela batho ba goba le sa bona,bao ba nago le dikgwebo tša bona(mohlala:bago tshela peterole,mabenkele,hotele,logde,le tše dingwe) mo Musina	1	2	3	4	5
10) Go ba gona ga Boeti go tlišitše tshenyego ya tlhago ya naga	1	2	3	4	5
11) Ke rata go bona Baeti mo Musina	1	2	3	4	5
12) Boeti ga se ba kaonafatša maphelo a badudi mo Musina	1	2	3	4	5
13) Theko ya direkishwa e godile /e ile godimo bakeng sa baeti mo Musina	1	2	3	4	5
14) Boeti ka kakaretso ke kgwebo ya batho bašweu	1	2	3	4	5
15) Ba bangwe ba Baeti gabana mekgwa e me botse(mohlala:Ba lebelela metse kago nyatša,ga bana tlhompho go ditumelo le ditšo tša badudi ba magaeng,ba lahla ditshila ditseleng,ba atlana tseleng, le tše dingwe)yeo e sa kgahlego badudi ba Musina	1	2	3	4	5

16) Dilo tseo di tlilego le Baeti(bjale ka diphoofolo,mehlare,dibetlwa, le tse dingwe)kua Mapungbwe National Park di tla senywa ke maene woo olego kgauswi le Park	1	2	3	4	5
17) Go hlokega ga kabelo ya mafelo go baeti ka badudi ba kgauswi ka go fokotsa sokolo Musina	1	2	3	4	5
18) Ka kakaretšo,kea kgotsofala ka Baeti ba Musina	1	2	3	4	5

Karolo ya B: Dipoelo go Boeti

Ka kgopelo tšweletša maemo a tumelo goba kganetšo ya gago ka mafoko ao a latelago kaga Boeti go ya ka go latelana ga tšona;1-5.taetšo: Mo go lego 5 go rea gore o dumela kudu,1 go rea gore o ganetša kudu.Ka kgopelo o thalele karabo yeo oe ratago ka nkgokolo

Molaetša	Kganetšo ka maatla	Kganetšo	Magareng	Tumelo	Tumelo ka maatla
1) Ke thabile ka Boeti bjo bo bilego gona ka lebaka la Mapungubwe National Park ka go goga mahlo a baeti	1	2	3	4	5
2) Ke gwerana botse le baeti ba Afrika-Borwa	1	2	3	4	5
3) Ke amogela botse Baeti ba boditšhabatšhaba(bjalo ka maAfrika,Westerners,Asians,l e ba bangwe)	1	2	3	4	5
4) Go šitweng gaka go bolela sejahlapi go mpaledisha go	1	2	3	4	5

kopana le baeti bao ba bolelago sejahlapi					
5) Ke ipshina ka go dula mo Musina ka lebaka la tše botse/dipoelo tšeo Boeti bo felang bo di tliša	1	2	3	4	5
6) Ke rata go bona maatla le tswelopele ya Boeti mo Musina	1	2	3	4	5
7) Ke rata go kopiša/go ekiša ka mokgwa wo baeti ba phelago ka gona	1	2	3	4	5
8) Boeti bo kgonne go tšweletša le go tsoša bokgabo le setšo sa gešo	1	2	3	4	5
9) Ke rata Boeti mo Musina ka gore bo kgona go fokotša bodidi	1	2	3	4	5
10) Boeti bo hlotše hlakahlakano Musina ka nako ya go tsoma	1	2	3	4	5
11) Ka nako enngwe ga ke rate go tsebiša baeti ka setšo sa gešo	1	2	3	4	5
12) Ka nako ke ba kgole le moo go tletšego baeti	1	2	3	4	5
13) Mekgwa e mebe ya boeti ga e nkgahle	1	2	3	4	5

Karolo ya C: Tsa Boeti le tswelopele mo Musina

Ka kgopelo tšweletša maemo a tumelo goba kganetšo ya gago ka mafoko ao a latelago kaga Boeti go ya ka go latelana ga tšona;1-5.Taetšo:Mo go leng 5 go rea gore o dumela kudu,1 go rea gore o ganetša kudu.Ka kgopelo o thalele karabo yeo oe ratago ka nkgokolo

Molaetša	Kganetšo ka maatla	Kganetšo	Magareng	Tumelo	Tumelo ka maatla
1) Industri ya tša Boeti e file mešomo ya maemo a fase go badudi ba Musina	1	2	3	4	5
2) Maemo a mešomo mo Industring ya tša Boeti a phalwa ke a di Industry tše dingwe(bjalo ka mebaeneng,tša mašemo, dikgwebo,le tše dingwe)	1	2	3	4	5
3) Maene wa daemane wo o bitšwago Venetia o fana ka mešomo e mentši go badudi ba Musina go feta Industri ya tša Boeti	1	2	3	4	5
4) Pulo ya mešomo mo Industering ya tša Boeti e dirile gore batho ba tlogele mešomo ya setšo mo Musina	1	2	3	4	5
5) Badudi ba Musina ka kakaretšo ga bana bokgoni bjo bo ka ba hweletšang mešomo e me kaone Industering ya tša Boeti.	1	2	3	4	5
6) Bontši bja mešomo ya Boeti mo Musina ga e nyake bokgoni/goba e nyaka bokgoni bjo bo nnyane	1	2	3	4	5

7) Mešomo ya Boeti e lefela tšhelete e nnyane go bapetšwa le mešomo ya gotšwa Industering ya Mebaene	1	2	3	4	5
8) Bontšhi bja mešomo ya tša Boeti mo Musina ke ya nakwana	1	2	3	4	5
9) Ke hloka naga ya go thoma kgwebo gore ke tle ke bune go tšwa go Boeti	1	2	3	4	5
10) Ke hloka bohlale go thoma kgwebo go kgona go buna go tšwa go Boeti	1	2	3	4	5
11) hlaselo ya bafaladi ka 2008 ga se ya tswenya baeti Musina	1	2	3	4	5
12) Industeri ya tsa Boeti e fa matšwantle mešomo(mohlala:ba go tšwa Zimbabwe,Mozambique,le di naga tse dingwe) go feta badudi ba Musina	1	2	3	4	5
13) Ka kakaretso Boeti ga bja ka ba thuša go fokotša tlhokego ya mešomo goya ka fao ke bego ke gopotše	1	2	3	4	5

Karolo ya D: Boeti, Bohloki le Maphelo a batho

Ka kgopelo tšweletša maemo a tumelo goba kganetšo ya gago ka mafoko ao a latelago kaga Boeti go ya ka go latelana ga tsona;1-5.Taetšo:Mo go leng 5 go ra gore o dumela kudu,1 go ra gore o ganetša kudu.Ka kgopelo o thalele karabo yeo oe ratago ka nkgokolo

Boeti :	Kganetšo ka maatla	Kganetšo	Magareng	Tumelo	Tumelo ka maatla
1) Mešomo yeo e hlolešwego badudi ba kgauswi	1	2	3	4	5
2) Go hlolwa ga menyetla Musina	1	2	3	4	5
3) Ga se ba hlola dibaka tša boithabišo mo Musina	1	2	3	4	5
4) Ga gona mogolo wo o o hlabolotsweng go badudi ba go itsokolela motseng wa Musina	1	2	3	4	5
5) Hlabololo ya šomišo ya dihlare, maphodisa le dipanka	1	2	3	4	5
6) Bo okeditše tšhomišano mo Musina	1	2	3	4	5
7) Bo hlotše dibaka tša mešomo go badudi ba Musina	1	2	3	4	5
8) Bo tšweleditše tšhomišo ya didirišwa tša Musina go swana le setšo,diphoofolo tsa fao le mehlare goba dimelwa ka	1	2	3	4	5

mokgwa o mo kaone					
9) Bo ganetša badudi go tsena Mapungubwe National Park go hwetša meriana ya mehlare le diboko tša mopane(masontša)	1	2	3	4	5
10) Ka kakaretso,ke kgotsofatšwa ke tše dingwe tša di baka tšeo di ba go gona tša go phediša(mešomo,tefo) tšeo di hlagišhwago ke Boeti	1	2	3	4	5

Karolo ya E: Maemo a go ikgokaganya go Boeti

Ka kgopelo tsweletsa maemo a go ikgokaganya go tsa Boeti goya ka go fetana ga tsona.Mohlala 1-5,mo golego 1=ke goikgokaganya ga nyane,5= ke goikgokaganya ka maatla.

Molaetša	Go ikgokaganya ga nyane nyane/go sa e kgokaganye	Go ikgokaganya ga nyane	Go ba magareng	Go ikgokaganya ka kudu	Go ikgokaganya ka kudu kudu
1) Maemo a ka, lego ikgokaganya le tsa Boeti sea	1	2	3	4	5

Karolo ya F: Hlotleletso go boeti ka planning/ moemo le tswanelo mo Musina

Ka kgopelo laetsa maemo a hlohleletso go dihlopha tseo dilatelago (i.e. local residents, baetapele ba mmuso wa province , le beng ba dikgwebo tsa baeti) mo go tsa   maano le go tswelelela ga boeti mo Musina. ka kgopelo ngwala go ya ka maemo go 1 to 5, yeo eleng 1= gagona hlotleletso, 5 = hlotleletso ke ye kgolo.

	Ga gona hlohleletso (1)	Hlotloletso ke e nyane (2)	Hlohleletso e lekanetse/magareng (3)	Hlohleletso e kgolwane (4)	Hlohlelotso e kgolo (5)
1) ka maano a baeti go Musina					
(a) Badudi bana le………	1	2	3	4	5
(b) Baetapele ba mmuso goba mmasepala ba na le...	1	2	3	4	5
(c) Beng ba dikgwebo tsa baeti ba na le……………..	1	2	3	4	5
2) Tswelelelo ya baeti mo Musina					
(a) Badudi ban a le………	1	2	3	4	5
(b) Baetapele ba mmuso goba mmasepala ban a le....	1	2	3	4	5
(c) Beng ba dikgwebo tsa baeti ban a le……………	1	2	3	4	5
3) Ka kakaretso, industring ya boeti mo Musina					
(a)Badudi ban a le………	1	2	3	4	5
(b)Baetapele ba mmuso goba mmasepala ba na le………………………	1	2	3	4	5
(c) Bang ba dikwebo tsa baeti ban a le…………....	1	2	3	4	5

Karalo ya G: Kakaretšo **ya mokgethatema**

ka kgopelo swaya (√) go   lepokising le tee leo le laetsago seemo sag ago.

1) Bong

□ Monna   □ Mosadi

2) Dihlopha tša mengwaga

□ ≤ 19   □ 20-24   □   25-29   □ 30-34   □ 35-39 □ 40-44   □   45-49   □ ≥ 50

3) Maemo a thuto.

□   go se tsene sekolo   □   primary school   □   feditše primary   □ secondary e ngwe □   mphato wa marematlou   □   dikolo tsa maemo   a godimo.

4) Race

□ motho moso   □ le coloured   □ Indian or Asian   □ batho ba sweu

5) Megolo ka kgwedi

□ ≤ R500   □ R501-R1000   □   R1001-1 500   □   R1 501-R3 500   □   R ≥   3 501

6) Ke mengwage/dikgwedi tse kae o be o dula Musina? mengwaga/dikgwedi

7) Ke bokgole bjo bo kakang magareng a fao o dulago le mapungubwe National Park le Bokgabo bja lefase ka bophara?

□ ≤ 20 km   □-40km   4□60km   61□0km

 □ ≥ 81 km

8) Na o mošumi   mo industering ya Boeti goba o lelokong la   industering ya Boeti?

□   ee   □ aowa

9) Ekaba o mongwe wa leloko la geno a soma industering ya Boeti goba lelokong la industering ya Boeti?

□   ee   □   aowa

GE O ENA LE SEO O NYAKAGO GO RE TSEBISHA /LEMOSHA O KA NGWALA KA MO FASE.

_____
_____
_____
_____
_____
_____
_____

KE LEBOGA GE LE TŠERE KAROLO THUTONG YE

AGREEMENT

BETWEEN

SOUTH AFRICAN NATIONAL PARKS
herein represented by **Mr. Stefan Cilliers**
in his capacity as **Acting Park Manager: Mapungubwe National Park**

AND

Mr. D Musinguzi

_____

Passport Number:

(hereinafter referred to as "the Researcher")

WHEREAS the Researcher submitted a research proposal to SANParks to conduct a research on "**The impacts of tourism on local communities: developing and operationalising a comprehensive monitoring framework"** ("research") in the Mapungubwe National Park ("the Park");

AND WHEREAS SANParks accepted the Re searcher's proposal to conduct a research subject to the terms and conditions as stipulated hereunder:
THE PARTIES AGREE AS FOLLOWS

1. **PERIOD OF AGREEMENT**

1.1. This Agreement shall commence on the date of the la st signature hereto and shall expire on 31 December 2011.
1.2. Either party may terminate this agreement by giving the other party at least 2 (two) months written notice.

2.   THE RESEARCH

Firstly, the study will develop a   practical and comprehensiv e framework for monitoring the imp acts of tourism by   incorporating livelihood outcomes, residents' reactions and tourism vulner   ability. This study makes the first attempt to incorporate the development per spective of livelihood outcomes in the study of tourism imp acts. The livelihoo d outcome approach looks beyond the monetary contribution of tourism in local communities. Secondly, this study will   provide vit al information for t   ourism stakeholders: policy makers, government, business entrepreneurs and loca l communities in South Africa. The study will high light the imp acts of touris m and suggest how st akeholders can maximize and minimize the positive and the negative impacts of tourism in their local communities.

3.   THE RESEARCHER'S OBLIGATION

3.1. The Researcher acknowledges that he (assistance or team includ ed) will work entirely at own risk.
3.2. The Researcher shall sign both   the agreement and the indemnity form before work can begin and shall ensur   e that all co-workers sign the indemnity form when coming to work in the Park.
3.3. The Researcher shall inform the Re search Coordinator of the p ark about their field schedules prior to visiting the Park.
3.4. The Researcher shall carry a si   gned copy of the approval letter when working in the Park.
3.5. The Researcher shall adhere to tour ist traveling times and p ark rules and regulations when doing fieldwork in the Park.
3.6. The Researcher shall be acco mpanied by an armed game guard during their fieldwork, and they will p   ay for the use of game guard and/or overtime, where necessary.
3.7. The Researcher shall liaise with the Research Coordinator regarding their research activities in the area.
3.8. The Researcher sha ll report to the Research   Coordinator to discuss progress of the project.
3.9. It is agreed between the p arties that issues relating to benefit sharing of the proceeds of the Intellectual Proper ty developed from the Research will be discussed as they arise, and appropriate sharing proportions will be formalized in an addenda to this agreement.

3.10. Within a reasonable time period after completion of the research, the Researcher will provide a well-organized documented electronic copy of raw data sets generated from this study, with the prescribed metadata files (See Appendix 1) allowing SANParks to use data for further research purposes.

3.11. The Researcher shall make available copies of publications, reports or theses arising from this study to the SANParks Liaison.

3.12. It is agreed that the Researcher will acknowledge SANParks staff; in the case of significant assistance co-authorship should be granted.

3.13. The Researcher shall not disclose the details of the Research Project to the Press, until it has provided SANParks with a copy of any proposed Press release. SANParks shall provide comment on any proposed release within 21 days of receipt. However, SANParks shall not have the right to prohibit academic publications.

4. OBLIGATIONS OF SANParks

4.1. SANParks shall afford the Researcher (and his assistant or team) free park entry.

4.2. SANParks shall provide discounted accommodation (when available) to the Researcher (and his assistant or team) to a maximum of three (3) individuals while doing work in the Park.

4.3. SANParks shall ensure that a field guard accompanies the Researcher and his assistant (team) during field work, provided SANParks is notified well in advance, where necessary.

4.4. SANParks will supply the Researcher with a SANParks emblem (at a refundable cost of R100 per pair) if fieldwork will be in view of tourists and where it is deemed necessary.

4.5. Where no conflict of interest arises, SANParks shall make available datasets (these are copyright materials and hence should not be distributed further) subject to the Researcher signing a data agreement form.

5. BREACH OF AGREEMENT

5.1. Should any party commit a breach of any of the provisions of this Agreement and fail to remedy the breach within a period of 7 (seven)

business days after receipt of the notice by the injured party to remedy the breach, the injured party shall at its discretion and without prejudice to any other rights be entitled to terminate the Agreement.

6. INDEMNITY

6.1. SANParks shall not be liable and the Researcher hereby indemnifies SANParks against liability for any claim for damages, loss or injury which the Researcher or any of his assistant (team) may suffer as a result of this Agreement.

7. AMENDMENT

This document constitutes the entire Agreement between two parties and no amendment thereof shall have any effect unless reduced to writing and signed by both parties.

7.1. No indulgence on the part of either party shall constitute a waiver of rights in terms of this Agreement.

7.2. The Researcher shall not be entitled to cede or assign this Agreement, nor in any other way transfer any of its rights or obligations under this Agreement.

8. DOMICILIUM CITANDI ET EXECUTANDI

The parties choose as their *domicilium citandi et executandi* for all purposes under this Agreement the following addresses:

SANParks	**The Researcher**
Manager: Legal Services	Mr. D Musinguzi
643 Lleyds Street	Room 1942 Hung Lai Road
MUCKLENEUK HUNG	HOM
PRETORIA KOWLOON	
0001 Hong	Kong
Tel: (012) 426-5000	Tel: (+852) 3400 3844
Fax: (012) 343-0155	Fax: (+852) 2362 9362

8.1. Any notice or communication required or permitted to be given in terms of this Agreement shall be valid and effective only if in writing.

8.2. Either party may by written notice to the other party change the physical address chosen as its *domicilium citandi et executandi* to another physical address where postal delivery occurs, provided that the change shall become effective on the seventh business day from the deemed receipt of the notice by the other party.

8.3.   Any notice to a party –

8.3.1. Sent by prepaid registered post (by airmail if appropriate) in a correctly addressed envelope to it at the address chosen as it s *domicilium citandi et executandi* to which post is delivered shall be deemed to have been received on the fif th business day after posting (unless the contrary is proved);

8.3.2. Delivered by hand to a re sponsible person during ordinary business hours at the physical address at is *domicilium citandi et executandi* shall be deemed to have been received on the day of the delivery.

8.4.   Notwithstanding anything to the contrary herein cont ained a written notice of communication actually received by a party shall be adequate written notice of communication to it notwithstanding that it was not sent to or deliv ered at its chosen *domicilium citandi et executandi.*SANPARKS

SIGNED AT _____ ON THIS _____ DAY OF _____

AS WITNESS

1. _____
2. _____

                                                    Mr. S Cilliers

RESEARCHER

SIGNED AT The Hong Kong Polytechnic University ON THIS 16th DAY OF March- 2010

AS WITNESS

1. **Dr. John Ap**

2. **Mr. Julian Kwabena Ayeh**   **Mr. Dan Musinguzi**

<u>**Appendix 1 - Data and Metadata requirements**</u>

We are busy establishing a data catalogue that will be available through the internet. We have already added the KNP datasets and would like to add the research datasets as the projects are completed. For us to be able to do this efficiently could you please submit the original unprocessed data and metadata in the following way

General metadata required for the whole studies data:

1. The final report needs to be completed as requested.
2. Abstract for the dataset.
3. Geographic coverage.   Area of the study needs to be stipulated e.g. Entire KNP or where you are working with transects the beginning and end point coordinates need to be given. If points are used then a GPS point for each should be given.
4. Temporal coverage. The dates that the data was collected
5. Keywords
6. Taxonomic coverage of the dataset. Please provide the genus and specie name of the individuals that were sampled in your dataset. This can be provided in a table format.
7. Data Usage rights. Enter a paragraph that describes the intended usage rights of the data. Specifically include any restrictions (scientific, technical, and/or ethical) to sharing your data within the public scientific domain. If your dataset is lead time protected please include the length of this period.
8. Access control .If you do want to restrict the dataset but have certain people that you would like to be able to access this data they should be mentioned here
9. Methods. The methods of the study should be discussed here. If you already have them in your project proposal please just copy and paste them.
10. People and organizations. Please supply the contact details of the people that you would like to be associated with the dataset and also the role that they played on the dataset e.g. metadata provider, principal investigator.

The metadata needed for each dataset is as follows

1. **GIS data and Imagery**

   Each shape file needs to be submitted with a FGDC xml metadata document that can be made via the metadata tool of Arc catalogue.

   Any imagery needs to be accompanied by a text file that indicates the level of processing of the image.

2. Spreadsheet or column data

Excel spreadsheet and any other column data (e.g. Access tables) need to be exported as text files. For each column in the text file the following information is needed.

`   1. Column heading

2. Column description

3. Type of variable i.e. numeric, date/time, enumerated (i.e. if you have codes you need to describe all the codes used. This description may be in another text file then just indicate that here.

4   Measurement   unit e.g. mm, parts per million (ppm) etc.

5. Precision of the measurement i.e. if your measurements are in meters and your precision is 1 it means that your measurement is accurate to the nearest meter.

6. Bounds if the variable that you measured can only take on certain values stipulate them e.g. if a value can only be between 0 1 and 1 say min =0 max = 1.

This data and metadata need to be submitted to Judithk@sanparks.org. If your data does not fit in any of the above categories please contact judithk@sanparks.org for help.

APPENDIX 7: DIFINITION OF TERMS FOR CANONICAL CORRELATION ANALYSIS

"CCA language is important to learn and understand to interpret a CCA and subsequently write a concise results section for manuscripts. Many of the statistics in a CCA have univariate analogs, and it would be helpful if similar statistics would have similar names across analyses. Unfortunately, this is often not the case (which contributes to the compartmentalized knowledge of many regarding classical statistical methods). If it were, then graduate students would be much less confused, and we methodology professors would appear much less intelligent because others besides ourselves would happen to know the lingo! At the risk of establishing some commonalities with other analyses such as multiple regression, we present the following brief definitions of the most relevant CCA statistics. In isolation, these terms probably have limited utility; nevertheless, it is hoped that this list will

help inform the CCA example to follow.

(a) The canonical correlation coefficient (Rc) is the Pearson r relationship between the two synthetic variables on a given canonical function (see Figure 1). Because of the scaling created by the standardized weights in the linear equations, this value cannot be negative and only ranges from 0 to 1. The Rc is directly analogous to the multiple R in regression.

(b) The squared canonical correlation (r^2_c) is the simple square of the canonical correlation. It represents the proportion of variance (i.e., variance-accounted-for effect size) shared by the two synthetic variables. Because the synthetic variables represent the observed predictor and criterion variables, this indicates the amount of shared variance between the variable sets. It is directly analogous to the R2 effect in multiple

regression.

(c) A canonical function (or variate) is a set of standardized canonical function coefficients (from two linear equations) for the observed predictor and criterion variable sets. There will be as many functions as there are variables in the smaller variable set. Each function is orthogonal to every other function, which means that each set of synthetic predictor and criterion variables will be perfectly uncorrelated with all other synthetic predictor and criterion variables from other functions. Because of this orthogonality, the functions are analogous to components in a principal component analysis. A single function would be comparable to the set of standardized weights found in multiple regression (albeit only for the predictor variables). This orthogonality is convenient because it allows one to separately interpret each function.

(d) Standardized canonical function coefficients are the standardized coefficients used in the linear equations discussed previously to combine the observed predictor and criterion variables into two respective synthetic variables. These weights are applied to the observed scores in Z-score form (thus the standardized name) to yield the synthetic scores, which are then in turn correlated to yield the canonical correlation. The weights are derived to maximize this canonical correlation, and they are directly analogous to beta weights in regression.

(e) A structure coefficient (r_s) is the bivariate correlation between an observed variable and a synthetic variable. InCCA, it is the Pearson r between an observed variable (e.g., a predictor variable) and the canonical function scores for the variable's set (e.g., the synthetic variable created from all the predictor variables via the linear equation). Because structure coefficients are simply Pearson r statistics, they may

range from −1 to +1, inclusive. They inform interpretation by helping to define the structure of the synthetic variable, that is, what observed variables can be useful in creating the synthetic variable and therefore may be useful in the model. These coefficients are analogous to those structure coefficients found in a factor analysis structure matrix or in a multiple regression as the correlation between a predictor and the predicted Y' scores (Courville & Thompson, 2001; Henson, 2002). Squared canonical structure coefficients (r_s^2) are the square of the structure coefficients. This statistic is analogous to any other r2-type effect size and indicates the proportion of variance an observed variable linearly shares with the synthetic variable generated from the observed variable's set.

(f) A canonical communality coefficient (h^2) is the proportion of variance in each variable that is explained by the complete canonical solution or at least across all the canonical functions that are interpreted. It is computed simply as the sum of the across all functions that are interpreted for a given analysis. This statistic informs one about how useful the observed variable was for the entire analysis".

[Source: **Sherry and Henson, 2005:40**]

Appendix 8A: Statistical Significance Tests of the Full Canonical Correlation Analysis

Test Name	Value	Approximate F	Hypothesis. DF	Error DF	Significance of F
Pillais	1.43218	65.25599	16.00	1872.00	.000
Hotellings	6.17768	178.95956	16.00	1854.00	.000
Wilks	.07285	120.53774	16.00	1421.24	.000
Roys	.83181				

Appendix 8B: Eigenvalues and Canonical Correlations

Root No. Correlation	Eigenvalue	%	Cumulative %.	Canonical Correlation	Squared
1	4.94568	80.05723	80.05723	.91204	.83181
2	1.16732	18.89583	98.95306	.73389	.53860
3	.05433	.87940	99.83246	.22700	.05153
4	.01035	.16754	100.00000	.10121	.01024

Appendix 8C: Dimension Reduction Analysis

Roots	Wilks L.	F	Hypothesis. DF	Error DF	Significance of F
1 to 4	.07285	120.53774	16.00	1421.24	.000
2 to 4	.43314	51.70780	9.00	1134.27	.000
3 to 4	.93876	7.49630	4.00	934.00	.000
4 to 4	.98976	4.84375	1.00	468.00	.028

Appendix 8D: Standardized Canonical Coefficients for DEPENDENT Variables

	Function No.			
Variable	1	2	3	4
Community Vulnerability	-.20974	-.99493	-.08146	-.18300
Employment	-.54572	.19044	-.81802	-.27342
Sustainable Resource use	-.45598	.19447	.28694	.88102
Recreation Opportunities	-.46016	.17428	.77868	-.45048

Appendix 8E: Correlations between DEPENDENT and Canonical Variables

	Function No.			
Variable	1	2	3	4
Community vulnerability	-.35361	-.93511	.01166	.01960
Employment	-.71880	.24324	-.61048	-.22689
Sustainable Resource use	-.59032	-.03207	.11975	.79759
Recreation Opportunities	-.57457	.16952	.60000	-.53021

Appendix 8F: Standardized Canonical Coefficients for COVARIATES

| | Canonical Variable | | | |
Covariate	1	2	3	4
Overall Satified With tourism	.05942	.01295	-.52344	.93207
Overall tourism benefits	-.94009	.47736	.28096	-.20643
Overall Tourism costs	-.21119	-1.00816	-.16424	-.10084
Residents power/ Influence in tourism Planning & Devt	.01546	.08647	-.84668	-.54432

Appendix 8G: Correlations between COVARIATES and Canonical Variables

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| | *Canonical Variable* | | | |
Covariate	1	2	3	4
Overall satisfied with tourism	-.29648	.06567	-.51432	.80203
Overall tourism benefits	-.97750	.20448	-.02587	.04495
Overall Tourism costs	-.47091	-.87731	-.09209	-.00950
Residents' Power/ Influence in tourism Planning and Development	-.04973	.19744	-.85383	-.47908

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Appendix 9A: Multivariate Tests of Significance of Social Exchange and Residents' Reactions

Test Name	Value	Approximate F	Hypothesis. DF	Error DF	Significance of F
Pillais	.56973	26.08063	12.00	1335.00	.000
Hotellings	.80840	29.75360	12.00	1325.00	.000
Wilks	.51004	28.31020	12.00	1172.36	.000
Roys	.35710				

Appendix 9B: Eigenvalues and Canonical Correlations

Root No.	Eigenvalue	%	Cumulative %	Canonical correlation.	Squared Correlation
1	.55546	68.71118	68.71118	.59758	.35710
2	.21843	27.01974	95.73092	.42340	.17927
3	.03451	4.26908	100.00000	.18265	.03336

Appendix 9C: Dimension Reduction Analysis

Roots	Wilks L.	F	Hypothesis DF	Error DF	Significance of F
1 to 3	.51004	28.31020	12.00	1172.36	.000
2 to 3	.79335	18.16103	6.00	888.00	.000
3 to 3	.96664	7.67875	2.00	445.00	.001

Appendix 9D: Standardized Canonical Coefficients for DEPENDENT Variables

	Function No.		
Variable	1	2	3
Positive reactions	.03815	.68599	-1.00421
Neutral reactions	.33309	.38964	1.12659
Negative reactions	.86662	-.44112	-.31331

Appendix 9E: Correlations between DEPENDENT and canonical variables

	Function No.		
Variable	1	2	3
Positive reactions	.30177	.86992	-.39009
Neutral reactions	.52959	.69092	.49209
Negative reactions	.93707	-.30385	-.17196

Appendix 9F: Standardized canonical coefficients for COVARIATES

	Canonical variable		
Covariate	1	2	3
Overall satisfied With tourism	-.02142	.71962	-.56872
Overall tourism Benefits	.47505	.45968	.57532
Overall tourism costs	.76651	-.54175	-.30659
Residents' power/ Influence in tourism Planning & Devt	-.04827	-.20987	-.76645

Appendix 9G: Correlations between COVARIATES and Canonical Variables

	Canonical Variable		
Covariate	1	2	3
Overall satisfied With tourism	.23714	.79208	-.47649
Overall tourism benefits	.66872	.53786	.19825
Overall tourism costs	.89479	-.31486	-.18212
Residents' power/ Influence in tourism Planning and Dev't	-.03193	-.05806	-.72948

Appendix 10A: Multivariate Tests of Significance (Livelihood Outcomes and Residents' Reactions)

Test Name	Value	Approximate F	Hypothesis DF	Error DF	Significance of F
Pillais	.35622	15.39408	12.00	1371.00	.000
Hotellings	.49717	18.79584	12.00	1361.00	.000
Wilks	.65826	17.18102	12.00	1204.11	.000
Roys	.30947				

Appendix 10B: Eigenvalues and Canonical Correlations

Root No.	Eigenvalue	%	Cumulative %	Canonical Correlation	Squared Correlation
1	.44815	90.14062	90.14062	.55630	.30947
2	.04868	9.79216	99.93278	.21546	.04642
3	.00033	.06722	100.00000	.01828	.00033

Appendix 10C: Dimension Reduction Analysis

Roots	Wilks L.	F	Hypothesis DF	Error DF	Significance of F
1 to 3	.65826	17.18102	12.00	1204.11	.000
2 to 3	.95326	3.68201	6.00	912.00	.001
3 to 3	.99967	.07636	2.00	457.00	.926

Appendix 10D: Standardized Canonical Coefficients for DEPENDENT Variables

	Function No.		
Variable	1	2	3
Positive reactions	.04299	-.19573	1.19109
Neutral reactions	.46083	-.77319	-.83610
Negative	.78179	.64877	.10870

Appendix 10E: Correlations between DEPENDENT and Canonical Variables

	Function No.		
Variable	1	2	3
Positive reactions	.37161	-.57052	.73241
Neutral reactions	.64369	-.75110	-.14666
Negative reactions	.87925	.47411	.04618

Appendix 10F: Standardized Canonical Coefficients for COVARIATES

| | Canonical variable | | |
Covariate	1	2	3
Community vulnerability	.66875	.70355	.32993
Employment	.24167	-.42238	.73692
Sustainable Resource use	.45379	-.69001	-.50583
Recreation opportunities	.21080	.20694	-.75401

Appendix 10G: Correlations between COVARIATES and canonical variables

	Canonical variable		
Covariate	1	2	3
Community vulnerability	.80696	.51771	.19078
Employment	.39592	-.47166	.49552
Sustainable Resource use	.66799	-.58524	-.27995
Recreation opportunities	.29192	.15818	-.57067

Appendix 11A: Multivariate Tests of Significance (Intrinsic Factors and Livelihood Outcomes)

Test Name	Value	Approx. F	Hypoth. DF	Error DF	Sig. of F
Pillais	.10591	4.01643	12.00	1317.00	.000
Hotellings	.11433	4.15068	12.00	1307.00	.000
Wilks	.89584	4.09122	12.00	1156.48	.000
Roys	.08588				

Appendix 11B: Eigenvalues and Canonical Correlations

Root No.	Eigenvalue	%	Cumulative %	Canonical Correlation	Squared Correlation
1	.09395	82.17318	82.17318	.29305	.08588
2	.01869	16.35077	98.52394	.13546	.01835
3	.00169	1.47606	100.00000	.04104	.00168

Appendix 11C: Dimension Reduction Analysis

Roots	Wilks L.	F	Hypoth. DF	Error DF	Sig. of F
1 TO 3	.89584	4.09122	12.00	1156.48	.000
2 TO 3	.98000	1.48257	6.00	876.00	.181
3 TO 3	.99832	.37041	2.00	439.00	.691

Appendix 11D: Standardized Canonical Coefficients for DEPENDENT Variables

	Function No.		
Variable	1	2	3
Employment	.51507	.88580	.15915
Recreation Opportunities	.43673	-.62407	.63155
Sustainable Resource Use	-.76403	.11063	.68187
Community Vulnerability	.18203	-.08545	.11772

Appendix 11E: Correlations between DEPENDENT and Canonical Variables

	Function No.		
Variable	1	2	3
Employment	.48767	.77395	.39810
Recreation Opportunities	.57601	-.45075	.64666
Sustainable Resource Use	-.64880	.24830	.71727
Community Vulnerability	.00858	-.06634	.33267

Appendix 11F: Standardized Canonical Coefficients for COVARIATES

	Canonical Variable		
COVARIATE	1	2	3
Community Involvement	-.76765	.64157	.34375
Period of Residence	.26089	.98399	-.29339
Residential Proximity	.33841	.06696	.95774

Appendix 11G: Correlations between COVARIATES and Canonical variables

	Canonical Variable		
Covariate	1	2	3
Involvement	-.89829	.32601	.29461
Period of Residence	.55224	.79509	-.25071
Residential Proximity	.49159	.12655	.86158

Appendix 12A: Multivariate Tests of Significance (Intrinsic Factors and Residents' reactions)

Test Name	Value	Approx. F	Hypoth. DF	Error DF	Significance of F
Pillais	.02219	.77855	12.00	1254.00	.673
Hotellings	.02245	.77568	12.00	1244.00	.676
Wilks	.97793	.77709	12.00	1100.92	.675
Roys	.01406				

Appendix 12B: Eigenvalues and Canonical Correlations

Root No. Correlation	Eigenvalue	%	Cummulative %	Canonical Correlation	Squared
1	.01427	63.55041	63.55041	.11859	.01406
2	.00785	34.95003	98.50044	.08823	.00778
3	.00034	1.49956	100.00000	.01834	.00034

Appendix 12C: Dimension Reduction Analysis

Roots	Wilks L.	F	Hypoth. DF	Error DF	Sig. of F
1 TO 3	.97793	.77709	12.00	1100.92	.675
2 TO 3	.99188	.56767	6.00	834.00	.756
3 TO 3	.99966	.07035	2.00	418.00	.932

Appendix 12D: Standardized Canonical Coefficients for DEPENDENT Variables

Variable	Function No.		
	1	2	3
Positive Reactions	.12095	1.07994	-.49353
Neutral Reactions	.96013	-.67360	.33141
Negative Reactions	-.17510	.47890	.96632

Appendix 12E: Correlations between DEPENDENT and Canonical Variables

	Function No.		
Variable	1	2	3
Positive Reactions	.60432	.75354	-.23868
Neutral Reactions	.95364	.00355	.22229
Negative Reactions	-.02777	.41541	.88086

Appendix 12F: Standardized Canonical Coefficients for COVARIATES

	Canonical Variable		
COVARIATE	1	2	3
Community Involvement	.24193	.66227	-.78923
Period of residence	-.77833	-.06114	-.71791
Residential Proximity	-.33977	.83473	.46887

Appendix 12G: Correlations between COVARIATES and canonical variables

	Canonical variable.		
Covariate	1	2	3
Community involvement	.53305	.56880	-.62635
Period of residence	-.90554	-.14455	-.39887
Residential Proximity	-.48924	.73612	.46773

Appendix 13A: Multivariate Tests of Significance (Intrinsic factors and social exchange)

Test Name	Value	Approx. F	Hypoth. DF	Error DF	Significance of F
Pillais	.11556	4.26673	12.00	1278.00	.000
Hotellings	.12987	4.57416	12.00	1268.00	.000
Wilks	.88477	4.42859	12.00	1122.09	.000
Roys	.11264				

Appendix 13B: Eigenvalues and Canonical Correlations

Root No.	Eigenvalue	%	Cumulative %	Canonical Correlation.	Sq. Cor
1	.12694	97.75068	97.75068	.33563	.11264
2	.00247	1.90078	99.65146	.04962	.00246
3	.00045	.34854	100.00000	.02127	.00045

Appendix 13C: Dimension Reduction Analysis

Roots	Wilks L.	F	Hypoth. DF	Error DF	Significance of F
1 TO 3	.88477	4.42859	12.00	1122.09	.000
2 TO 3	.99709	.20684	6.00	850.00	.975
3 TO 3	.99955	.09641	2.00	426.00	.908

Appendix 13D: Standardized canonical coefficients for DEPENDENT variables

	Function No.		
Variable	1	2	3
Overall Satisfied with Tourism	−.09003	.78598	.23629
Overall Tourism Benefits	.12007	.12645	.61499
Overall Tourism Costs	.15902	.42214	−.92366
Residents' Power/Influence	.97314	−.13684	−.04450

Appendix 13E: Correlations between DEPENDENT and Canonical Variables

| | Function No. | | |
Variable	1	2	3
Overall Satisfied with Tourism	.05031	.87442	.33205
Overall Tourism Benefits	.26609	.50713	.42964
Overall Tourism Costs	.14302	.56491	-.71621
Residents' Power/Influence	.97606	-.07399	.09475

Appendix 13F: Standardized canonical coefficients for COVARIATES

| | Canonical Variable | | |
COVARIATE	1	2	3
Community Involvement	.32382	-.02362	1.00264
Period of Residence	1.00089	-.33906	-.01532
Residential Proximity	.20378	.99566	.06517

Appendix 13G: Correlations between COVARIATES and canonical variables

	Canonical Variable		
Covariate	1	2	3
Community Involvement	-.00640	-.06401	.99793
Period of Residence	.93630	-.17158	-.30644
Residential Proximity	.31870	.94442	-.08068

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