

**A Community Perceptions Based on Cost–Benefit Analysis Approach to  
Developing a Tourism Route: A case study of Umjindi Local Municipality,  
Mpumalanga Province.**

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## **Declaration**

I, Makhupu Queen Sekole, declare that the mini-dissertation hereby submitted to the University of Limpopo, for the degree of Master of Development, has not previously been submitted by me for a degree at this or any other university; that it is my work in design and execution, and that all material contained herein have been duly acknowledged.

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Signature

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Date

## **Abstract**

The purpose of this study was to determine the community perceptions based on cost–benefit analysis approach to developing a tourism route. The Ehlanzeni District Municipality in the Mpumalanga Province is proposing the development of a new community-based tourism route in the Umjindi Local Municipality. The route will start from the R40 road gateway to Umjindi Local Municipality, it then stretches to Umjindi township, ending in Barberton town. The aim of a tourism route is brings together a variety of activities and attractions under a theme, and it develops opportunities of products and services.

The literature review in the study is drawn from host communities' perception on tourism development, South African and international perspective on cost–benefit analysis of tourism development. Routes are considered important because they promote local economic development. The impact of tourism development in a local society is demonstrated throughout this study.

Through an analysis of the qualitative and quantitative data collected, it was found that community perceived the cost is less than what they will actually benefit from the development of the proposed tourism route. The community perceives that the cost-benefit of the development of a tourism route is associated with issues of the economy, social, cultural and environment.

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## **LIST OF ACCRONYMS**

DEAT - Department of Environmental Affairs and Tourism

GDP - Gross Domestic Product

IDP - Integrated Development Plan

NGO - Non-Governmental Organization

SanParks - South African National Parks

SSPS - Statistical Package for Social Science

WTO - World Tourism Organization

WCU - World Conservation Union

## **CHAPTER 1: INTRODUCTION AND BACKGROUND TO THE STUDY**

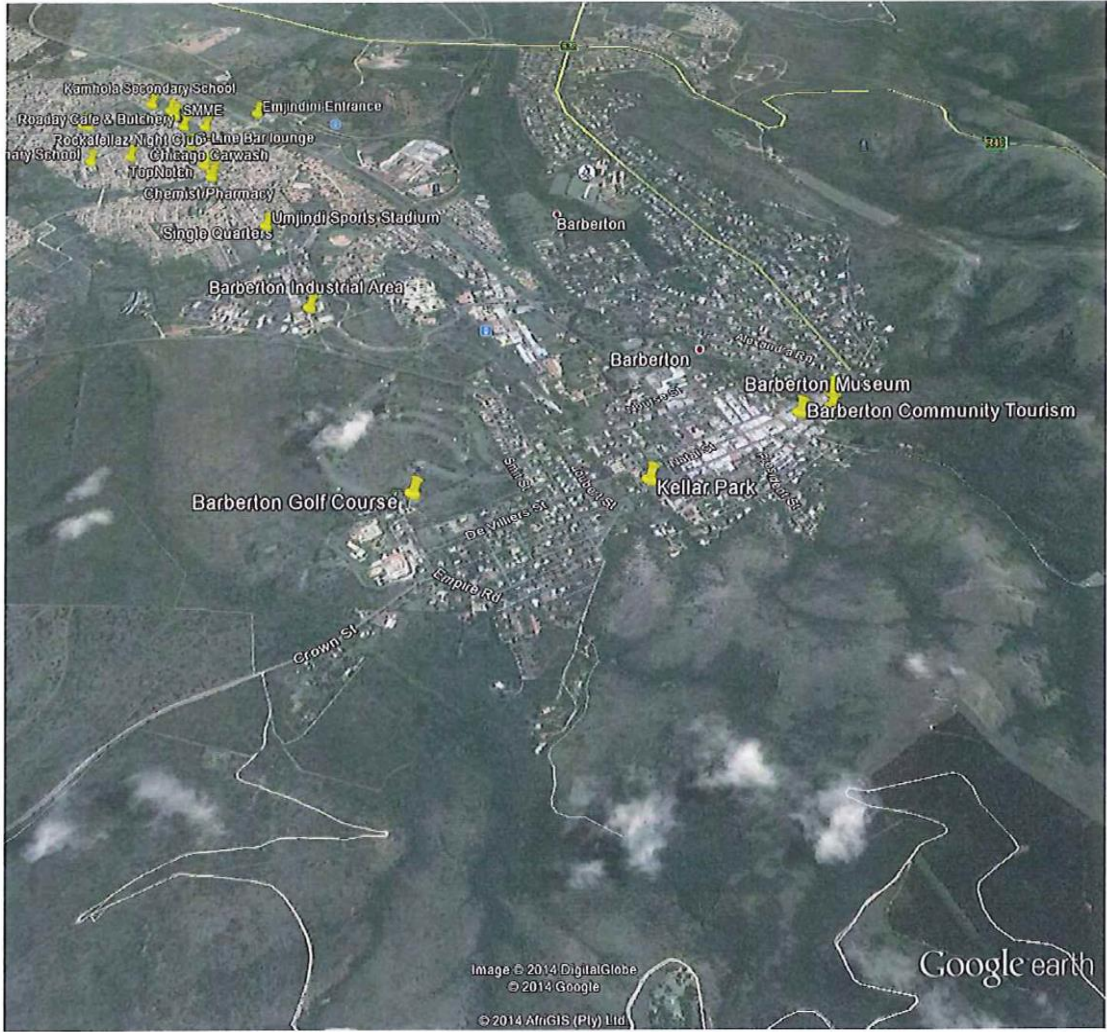
### **1.1. Introduction**

The concept of tourism routes refers to an initiative to bring together a variety of activities and attractions under a unified theme and thus stimulate entrepreneurial opportunity through the development of ancillary products and services (Greffé 1994).

Routes appeal to a great variety of users such as overnight visitors that visit the route as part of a special interest holiday or day visitors that frequent the route (or part of it) on excursions. The essential concept of route tourism is simple, namely that of the linking together a series of tourism attractions in order to promote local tourism by encouraging visitors to travel from one location to another (Lourens 2007).

The Ehlanzeni District Municipality in the Limpopo Province is proposing the development of a new community-based tourism route in the Umjindi Local Municipality. The route starts from the R40 road gateway to Umjindi Local Municipality. It then stretches to Umjindi Township, ending in Barberton Town (Ehlanzeni District Municipality 2012).

The attractions along the proposed tourist route include the Roadway café and Shisanyama fast food outlet at Ezanini in Kamhola Extension 2; Rockafellaz Night Club, Bongani Bottle Store and Saphile Sive General Dealer ; G-Line Bar, Lounge and Top-notch African Food, a tennis court, Umjindi Stadium, Umjindi sport outdoor, clinic, Ekujabuleni Skills Centre Art and Craft in Spearville, Barberton Museum, Barberton Prison, Barberton Community Tourism, Phoenix Hotel, Barberton Golf Club, and Kellar Park Tunnel in town. The study is focusing on the communities of Umjindi along Shongwe Road where the proposed tourism route will pass through. The route is depicted in figure 1.1.



Google earth



Figure 1.1: Map of the study area (Google Earth,2014)

The development of tourism routes offers opportunities for the formation of local development partnerships as it involves the local businesses, the community and the government.

The Umjindi Local Municipality is a very small municipality. For many South African small towns, route tourism is a vital component of local economic development, as is shown by Donaldson (2007). A tourism route brings together a variety of activities and attractions under a theme, and it develops opportunities of ancillary products and services. On a tourism route, a tourist follows a particular route for its culture, historic interest or the environment. These routes are designed in a way that they offer a variety of things to see and do on the way to ones destination and the routes vary in size and scale and also in the level and type of information and services available to visitors. A route also serves as a branding tool for the tourism products of an area, the benefit of which is crucial to competitive marketing (Gunn 1979). The development of the tourism route at Umjindi Local Municipality aims to package a variety of products into a route and marketing the tourist products along the route, to market products that needed more recognition.

According to Spenceley et al. (2002), “Responsible Tourism” enterprises and practitioners should thus support this attempt to develop a diversity of products. This support can translate into a variety of possible actions, which include the following:

- i. Developing and encouraging the initiation of new tourism products and services.
- ii. Beneficiating enterprises through added diversity, which attracts visitors, encourages them to stay in the area longer and provides more opportunities for them to spend money locally.
- iii. Identifying opportunities for new products that can complement the existing market offering for the area. If, for instance, the main attraction is local wildlife and game viewing, then opportunities to develop new secondary products might include cultural, historical or even gastronomic experiences within the vicinity of established tourism products.

- iv. Evaluating the economic implications that the new tourism product/s may have for local communities. Issues that should be addressed include: competition, employment, training, purchasing, support services, opportunity costs, resource use and existing livelihood strategies.
- v. Relating the proposed new product to the market. By collecting and interpreting feedback from customers and by observing the market more generally, the enterprise can help to determine whether the proposed new product or service will: (a) Fill a gap in the market; (b) Possess a unique selling proposition for prospective customers; (c) Find sufficient demand in the market of the *Responsible Tourism Manual for South Africa*. This market orientation allows developers to avoid the trap of 'build and they will come'. Where possible, the skills of an independent, reputable consultant should be used, and the results of his/her assessment should be communicated to all relevant parties – even where the results are unfavourable. In the absence of suitable demand, the parties can work together to identify alternative proposals.
- vi. Exploiting different markets, by tailoring the marketing offering to meet the needs of different groups of tourists. An enterprise may, for instance, adapt its marketing positioning strategies during off-peak periods, in an effort to reach new markets (e.g. the domestic market or portions thereof). The tourism facilities and packages may also be altered to attract new customers, for example scholars or people with physical disabilities.
- vii. Monitoring should be done by enterprises on the origins of all visitors and the rates paid to determine whether the strategies used are successful.
- viii. Providing local producers with information about the range, size, weight, and style of product that would be attractive to the expected visitors. Providing local crafters and other producers with actual feedback from clients regarding the wares for sale locally. In relation to the enterprise's own product needs, management can specify its exact requirements to local suppliers, in an attempt to source certain items locally (e.g. handmade paper used for packaging, menus, welcome notes; courtesy gifts; soft furnishings and decorations).

South Africa has a variety of routes offering different types of experiences. Wine tourism routes are one of the growing tourism industries in the whole world (Hall 1998), particularly in Europe and South Africa, especially in the Western Cape where they have been developed in the form of official wine routes (Hall et al., 2000).

Wine routes, as an example of tourist routes, are characterized by a bounded space in the form of an often officially demarcated wine region or geographical indication that has an identity in the form of a descriptive name such as Champagne, France or Stellenbosch, South Africa. The tourist will recognize and value the difference in landscape and “winescape” when moving between wine routes (Hall et al. 2000). Another example of a route is the Cape Route 62 in the Western Cape and Eastern Cape, South Africa that meanders between Cape Town and Oudtshoorn, the Langkloof and Port Elizabeth, offering a shorter, scenic alternative to the N2 highway.

According to Meyer (2004), ways that makes well designed tourism and imaginative routes to be successful in essence include:

- i. Spreading the economic benefits more widely geographically by developing tourist facilities and services such as restaurants and shops along the tour routes, which will encourage tourist spending at those stop-over points.
- ii. Providing additional employment and income, both directly and indirectly, through local facilities and services required to operate tour programmes:  
and
- iii. Expanding the tourism markets and extending the average length of stay of tourists by providing a variety of attractions and activities.

This background on tourism routes and their development can help stimulate economic activities and awareness of the tourism products within the Umjindi Local Municipality.

## **1.2. Statement of the problem**

The Umjindi Local Municipality is rich in township tourism, culture and historic resources. The local municipality has tourism opportunities that can be exploited, yet

the locals are unable to effectively preserve and turn these assets into tourist attractions that earn revenue and create employment (Ehlanzeni District Municipality, 2008; Umjindi Local Municipality 2009). Utilisation of assets of an area support services such as transport, accommodation, catering, souvenirs and other shopping to tourists and should help to stimulate the local economy, to create jobs, to bring additional income and hence to improve the quality of life of community members (Nkemngu 2012).

The Ehlanzeni District Municipality is proposing the development of a new community-based tourism route in the Umjindi Local Municipality. Tourism routes are being identified as tools that can be used to preserve and utilise resources in order to alleviate poverty and grow the economy. The aim of tourism development and growth is to maximise the economic, social and environmental benefits for the country. The practice has often produced a combination of both negative and positive socio-economic impacts that tend to have serious adverse impacts on local and indigenous cultural values (Asplet & Cooper 2000). The development of tourism has the ability to promote the potential social development through employment, job creation, income redistribution and poverty alleviation. It also generates substantial economic benefits such as the balance of payment, income to the host communities, and employment to both the host countries and the tourists' home countries (Mochechela 2010).

The perception of the community on the proposed tourism route is vital as it will have an impact on how the community reacts to the route. Managers and planners need to bear in mind that the development of tourism should not destroy the values and the morale of the community. With this background, this study will investigate community perception based a cost-benefit analysis on the proposed tourism route.

### **1.3. Aim of the study**

The study aims to use community perceptions in order to compare the expected costs against the expected benefits, to evaluate whether or not the perceived

benefits from the development of the tourism products along the proposed tourism route outweigh the perceived costs.

#### **1.4. Objectives of the study**

The study objectives are to

- Determine the community perceived costs of developing a tourism route.
- Determine the community perceived benefits of developing the tourism route.
- Compare the community perceived benefits and costs to see if perceived benefits outweigh perceived costs.
- Identify constraints that may hinder the development of the tourism route.

#### **1.5. Research questions**

The inquiry will be guided by the following questions:

- i. What are the community perceived costs of developing the tourism route?
- ii. What are the community perceived benefits of developing the expected route?
- iii. What are the constraints in developing tourism routes?

#### **1.6. Significance of the study**

The findings of this study are expected to contribute to sound decision-making in developing the three tourism products envisaged along the proposed tourism routes in the Mpumalanga Province. It may also provide insights into the development of tourist routes in other provinces of South Africa.

#### **1.7. Rationale for the study**

The study was motivated by the need for a better understanding of the community perceptions of the benefits and costs of developing tourism in the Umjindi Local Municipality.

#### **1.8. Research outline**



## **Chapter 1: Introduction and background to the study**

The chapter gives an overall account of the research, with the background, the problem statement, aim of the study, the research questions, the significance of the study and the rationale for the study is outlined.

## **Chapter 2: Literature review**

This chapter reflects on other academic views and theories on cost–benefit analysis and on developing the proposed tourism route. The chapter reflects the community’s perception.

## **Chapter 3: Research design and methodology**

Chapter three presents the research design and methodology that was employed in the research. A detailed report on the choice of the research design is given.

## **Chapter 4: Presentation and interpretation of findings**

This chapter focuses on the results, analysis and interpretation of the data gathered during the research process.

## **Chapter 5: Discussion, conclusions and recommendations**

This chapter presents the interpretation of the survey and interviews conducted, summary of the study and study recommendations. The findings and the conclusion indicate what the costs / benefits of developing Umjindi Local Municipality tourism route would be. The study is based on community perception.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1. Introduction**

The literature review aims to investigate studies that have already been conducted on community based cost–benefit analysis of tourism development. The costs and benefits of tourism are not uniformly distributed across space. So knowledge of how residents perceive tourism both within their own community and from a broader regional perspective is needed to inform tourism-based economic development plans (Devine 2009).

### **2.2. Communities as key stakeholders in tourism development**

There are different actors involved in tourism development including those from the private sector, government donor agencies, civil societies and local people. The latter are regarded as important assets in tourism development, as it is within their premises that these tourism activities take place. The local community's interest affects and/or its affected by decision making of tourism development (Muganda et al. 2013). According to Mayers (2005), the degree of involvement of local communities in various decision making and policy issues is determined by the extent to which they affect or are affected by those decisions and policies. So it is important for affected community to be involved during the planning (Pangponrat 2011).

Host communities are very important, as they are crucial in providing a good environmental condition for tourists. Communities are at the focal point for supply of accommodation, catering, information, transport, facilities and services for tourism development (Godfrey & Clarke 2000).

According to Foriborz (2010), communities should be able to identify potential tourism resources and attractions within their communities and support responsible tourism. Local communities should play an active role to ensure positive benefits from tourism developments (Kepe 2004). At community level producing opportunities for direct and indirect employment and income is important (Foriborz 2010).

### **2.3. Host communities' perception on tourism development**

Host residents' perception towards the impact of tourism development has been examined in a number of studies in recent years and the interest has been that tourism development has not only contributed to the positive outcomes but also potentially presented negative consequences to host residents (Marzuki 2012). Tourism still plays a role in the nation's economy and it has a long way to go if it is to fulfil its potential to significantly contribute to the national income. However, the costs accompanying such development are also well recognized by policy makers, scholars, and academics (Nunkoo and Ramkissoon 2011).

It is hypothesized that the closer tourism is proposed in relation to residents, the greater the exposure to both the benefits and costs related to tourism will be (Devine 2009). The benefits perceived by host residents affect the relationship between community attachment and support for sustainable tourism development and between community involvement and support for sustainable tourism development (Lee 2012). The tourism industry has been found to generate social, cultural, and environmental degradation in the host community (Ko & Stewart 2002), shaping local residents' attitudes toward the industry.

Nunkoo and Ramkissoon (2011), in their study, use social exchange theoretical model to explore the relationships between dimensions of satisfactions and attitudes towards tourism of a Mauritius community and in their findings they discovered that the more residents perceived tourism as having positive impacts, the more they were likely to support the industry and negative perceptions lead to less community support for the industry. Jurowski et al. (1997) use a social exchange theoretical model to analyse host community residents' reaction to tourism and their finding demonstrate that economic gain, the use of the tourism resource and economic attitude and attachment to the community affect the residents' perception of the impact and affect directly and indirectly on the residents' support for tourism.

The community members of Phuketin (Thailand) have higher perception about the economic positive impact than of the negative impact due to the benefits received from the growth of the tourism industry. Their positive perceptions are mostly

influenced by an opportunity to earn greater income from working in the tourism industry or by selling goods and services to visitors (Marzuki 2012). According to Mohammadi et al. (2010), the study done on local peoples' perceptions about the social, economic and environmental impact of tourism in the cultural heritage destination of the Kermanshah Province in Iran also reveals that local people perceive the social impact, environmental impact and economic impact of tourism favourably, with concerns around the environment. Through the social exchange model used by Jurowski et al. (1997) it was found that residents regard environmental protection as more important than economic benefits and are not willing to sacrifice the environment over tourism.

Social exchange theory is also used to explore visitors' perceptions of the impact of tourism on two Australian islands and visitors were surveyed as to their perception of tourism impact increasing or decreasing on the islands, and if the impacts were good or bad for the island communities. The impact investigated on these islands were categorized into economic, socio-cultural, and environmental and the findings suggest that visitors are able to perceive the impact of tourism activity on host communities and environments (Moyle et al. 2012). In Sungai Ruil the development of the tourism industry has also created a positive economic, environmental impact for the indigenous communities and the social impact is greater than the economic and environmental impacts (Salleh et al. n.d.). This is probably because economic challenges are higher in their hierarchy of needs than both socio-cultural and environmental preservation.

#### **2.4. Cost –benefit analysis of tourism development: an international perspective**

Cost–benefit analysis is typically applied to help find efficient solutions to social problems that are not solved by the market mechanism (SafetyNet 2009).

Tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and educational experience (such as tourism routes) actively affect various sectors of economy, which positively contributing to the socio-cultural,

environmental and economic development as well as the political development of the country as a whole (Mason 1995).

Most highly developed western countries, such as Switzerland, Austria and France have accumulated a big deal of their social and economic welfare on profits from tourism (Mirbabayev & Shagazatova n.d.).

Countries, such as Nepal with its diversity, attract tourists. Its physical uniqueness offers a wide scope of activities that range from visiting jungle resort camps to trekking in snow-capped mountains. Tourism is important to Nepal as a source of foreign exchange and a major employment generator. The sector accounted for approximately 22 per cent of total foreign earnings (or 4 per cent of GDP) in the year 1991 (Pandey et al. 1995). For a country like Nepal, which lacks abundant resources, the tourism sector is expected to continue to play an important role in the country's development, but not without negative consequences (Pandey et al. 1995).

According to Haley et al. (2004), over the past 25 years North American research has examined many different aspects related to residents' perceptions of tourism development and that heavy concentration has led to the emergence of negative host attitudes. Negative resident perceptions towards increased noise, litter, traffic, crime, over-crowding, and tourism induced price increases, although research findings also noted the perception of positive aspects of tourism development. These included improvements in local infrastructure, increased employment opportunities and increased recreational opportunities. (Other significant findings include the personal and demographic factors known to influence attitudes and perceptions, such as distance of residents from the central tourist zone). Development should not only refer to economic matters but should encompass social, economic, environmental and ethical considerations such that its measurement may incorporate indicators of poverty, unemployment, inequality and self-reliance (Mbaiwa 2002).

At a micro-economic level, the development of the tourism in the Okavango region in Botswana has led to the establishment of community-based tourism initiatives which have resulted in income generation and employment of the local people. Local communities in the Okavango region have been allocated land by the Twana Land

Board. Through joint venture partnerships with tour operators they have been able to generate revenue for themselves through hunting and photographic tourism activities (Mbaiwa 2002).

Namibia's main tourism product is Kunene and Caprivi and is wildlife and wilderness in scenery and lightly populated areas. Tourism enterprises are generally lodges, up-market safari camps, campsites, and the associated service enterprises. Tourism in communal areas, and particularly community involvement in tourism, have been actively promoted during the 1990s, both by the government and by NGOs. The interests of the Namibian government embrace all four of the above perspectives, with central ministries focusing on macro-economic objectives, the conservation and environment directorates on conservation incentives, and the tourism directorate on development of the industry in conjunction with the private sector. However, there has been growing interest in tourism's contribution to local development, which is now seen as a key element to each of the other perspectives (Ashley 2000).

#### **2.4.1. Economic cost and benefit of tourism development**

Economic impact associated with tourism arises as a result of a demand and supply relationships in the industry, the associated visitor and investment expenditure patterns that they stimulate and the structure of the economy (Ardahancy 2011). Economic benefits and costs of tourism reach virtually everyone in the region in one way or another. Economic impact analyses provide tangible estimates of these economic interdependencies and a better understanding of the role and importance of tourism in a region's economy. Tourism activity also involves economic costs, including the direct costs incurred by tourism businesses, government costs for infrastructure to better serve tourists, as well as congestion and related costs borne by individuals in the community. Community decisions over tourism often involve debates between industry proponents touting tourism's economic benefits and detractors emphasizing tourism's costs (Chowdhury & Shahriar 2012).

In Turkey the tourism industry has a great contribution to the regional, local and national economy as it offers both economic development and employment opportunities. The Ministry of Culture and Tourism in Turkey developed several

strategies for tourism planning and development in order to provide regional development (Türker & Oztürk 2013).

Botswana's revenue is collected from the northern parks of Chobe National Park and Moremi Game Reserve which are located in the area due to the influence of the Okavango Delta. The Chobe National Park in 1999 generated P4,492,505 while Moremi Game Reserve generated P4,175,048. Out of Botswana's nine protected areas, Moremi Game Reserve is the second largest in terms of revenue generation after Chobe National Park. Some of the user fees charged in protected areas includes park entry fees, vehicles, camping, boats and aircraft fees. Maun International Airport, which is used by tourists, who visit the Okavango Delta, has also become a major source of government revenue in the Ngamiland District (Mbaiwa 2002).

According to Horwath Tourism & Leisure Consulting (2001), tourism is the world's largest industry and employs the most people. Tourism activity grew substantially in the 20th century with tourist arrivals around the world growing from 25 million to 693 million in the last 5 decades, corresponding to an annual growth rate of about 7%.

It is estimated that the average annual growth of tourist arrivals around the world will decrease to a level of some 4% per annum over the next 20 years. This reduced projected growth rate still signifies an increase of approximately 1 billion arrivals by the year 2020 (Horwath Tourism & Leisure Consulting 2001).

Okavango in Botswana has the potential to create employment for the people of the Ngamiland District through tourism. The extent to which employment is created is influenced by the degree of linkages between tourism and other sectors of the economy. Tourism in the Okavango Delta has influenced the establishment of tourist facilities such as camps, lodges, transport, wholesale and retail industries in the region. In a sample of 30 safari camps and lodges in the Okavango Delta carried out in March 2001, there were 923 people employed. A similar study conducted at the same time but on different camps and lodges revealed that 735 people were employed in 20 camps and lodges in the Okavango Delta (Mbaiwa 2002).

Most tourist facilities are owned and managed by public agencies utilising public funds including national and regional parks, historic sites and cultural activities. Tourism development can take resources from the needy and money spent on providing tourism infrastructure which means less money is left to provide for local infrastructure and land values are affected in a way that local residents are priced out of the market (Keyser 2009).

As much as tourism can have a huge benefit to society, it does also have costs implications. According to Ardahancy (2011), opportunity costs are commonly known in tourism. Tourism development and the related rise in real estate demand may dramatically increase building costs and land values. Not only does this make it more difficult for local people, especially in developing countries, to meet their basic daily needs, but it can also result in a dominance by outsiders in land markets and immigration that erodes economic opportunities for the locals, eventually disempowering residents.

In Costa Rica, close to 65% of the hotels belong to foreigners. Long-term tourists living in second homes, and the so-called amenity migrants (wealthy or retired people and liberal professionals moving to attractive destinations in order to enjoy the atmosphere and peaceful rhythms of life) cause price hikes in their new homes if their numbers attain a certain critical mass.

According to the WCU (2002), exploitation can happen in a form of commercialising local traditions, and in turn the loss of respect or authenticity. Exploitative events can damage the reputation of the host destination. Local communities are potentially vulnerable to exploitation in situations where there is a great difference between their wealth and those of the tourists.

#### **2.4.2. Socio-Cultural cost and benefit of development**

Social impact of tourism includes residents being educated about the outside world without leaving their homes, while their visitors significantly learn about a distinctive culture. Local communities are benefited through contribution by tourism to the improvement of the social infrastructure like schools, libraries, health care institutions, internet cafes, and so on. Besides, if local culture is the base for attracting tourists to the region, it helps to preserve the local traditions and



handicrafts which maybe were on the brink of the extinction. For example in Uzbekistan, particularly in such famous regions as Samarqand, Buhara, and Horezm, tourists contribute significantly to the preservation of traditional handcrafting, wood carving, hammered copper work, handmade silk and carpets, and of course to preservation and maintenance of architectural and historical monuments.

Since Uzbekistan proclaimed its independence in 1991 many museums and monuments were renovated or opened to promote the national culture and traditions. Growing interest in this culture makes the local people proud of their way of life (Mirbabayev & Shagazatova n.d.).

Culture influences visitors' initial decision to travel to destinations in different parts of the world. Thus in most regions of the world, particularly in Europe and North America, cultural attractions have become important in the development of tourism. At the global level, cultural attractions are usually perceived as being icons of important streams of global culture. This global conception of culture has led to the designation of World Heritage Sites which attract millions of tourists yearly. The diverse indigenous African cultures can be perceived as having a latent comparative advantage in the development of cultural tourism, because they possess unique cultural and nature based attractions. These are the very tourist attractions which people from major tourist generating countries are looking for (Akama et al. 2000).

Costs associated with tourism are that local cultures can be turned into commodities when religious rituals, traditional ethnic rites and festivals are reduced and sanitized to conform to tourist expectations, resulting in what has been called an ethnicity "reconstructed" by tourism. Once a destination is sold as a tourism product, and the tourism demand for souvenirs, arts, entertainment and other commodities begins to exert influence, basic changes in human values may occur (Keyser 2009).

In Hawaiian culture this is among the biggest issues when it comes to globalization and tourism within Hawaii. With all of the development over the recent years many natives have found it difficult to maintain the livelihoods of their ancestors which to them is a part of how they define their sense of self and well-being. With the loss of

traditional jobs many have turned to the industry to make a way of life. This has led to the so called 'hula' marketing, which, quite simply, is the sale of the Hawaiian culture (Lukasz et al. 2006).

The other cost of tourism on the sociocultural is prostitution and sex tourism. The commercial sexual exploitation of children and young women has paralleled the growth of tourism in many parts of the world. Though tourism is not the cause of sexual exploitation, it provides easy access to it. Tourism also brings consumerism to many parts of the world previously denied access to luxury commodities and services (Keyser 2009). In other situations children are trafficked into the brothels on the margins of the tourist areas and sold into sex slavery, very rarely earning enough money to escape (Keyser 2009).

The attraction of this easy money has caused many young people, including children, to trade their bodies in exchange for T-shirts, personal stereos, bikes and even air tickets out of the country (Keyser 2009).

Tourism development can also cause conflicts between communities. In the Salambala Conservancy in the eastern Caprivi, four families refused to move out of the area to be designated for wildlife and tourism, leading to great tension with other two and a half thousand conservancy members and also in East Caprivi, the Lianshulu community was offered a tourism concession inside the Mudumo National Park, in recognition that they were displaced from the land when the park was gazetted. This immediately caused conflict with the neighbouring Sauzuo, on whose land Lianshulu residents have lived since displacement (Ashley 2000).

#### **2.4.3. Environmental cost and benefit**

The quality of the environment, both natural and man-made, is essential to tourism. However, the relationship of tourism with the environment is complex. It involves many activities that can have adverse environmental effects. Many of these impacts are linked with the construction of general infrastructure such as roads and airports, and of tourism facilities, including resorts, hotels, restaurants, shops, golf courses and marinas. Tourism helps in restoration, conservation and protection of the physical environment. It provides the incentives and income necessary to educate

local residents and tourists and creates awareness of the conservation of the environment (Sunlu 2003).

Hawaii is home to some of the most diverse eco-systems in the world. The tourism industry has numerous negative consequences for the local flora and fauna. A major contributor to environmental degradation is the tremendous development of infrastructure relating to the tourism industry. From 1985 to 2010 the number of hotel rooms has been forecasted to double from 65 thousand to 132 thousand. In addition, the energy required to sustain this development would increase the pressure placed on the environment. It has been reported that 60% of the animal and plant species in Hawaii are considered endangered (Darowski et al. 2006).

Forests often suffer negative impact of tourism in the form of deforestation caused by fuel wood collection and land clearing. Increased construction of tourism and recreational facilities has increased pressure on these resources and on scenic landscapes (Sunlu 2003).

Tourism can also diminish the aesthetic appeal of a destination through the construction of buildings that clash with the surrounding environment, creating architectural or visual pollution. The high-rise hotels along the coastal zone of Atlantic City and Miami are examples, as are several high-rise hotels in Jerusalem, whose construction arguably damaged the city's architectural beauty (GhulamRabbany et al. 2013).

According to Mohammadi et al. (2010), an environmental impact of tourism in Kermanshah (Iran) is that it will provide an incentive for the restoration of their heritage. However, crowded public places, traffic congestion and noise were found to be the negative aspects of these tourism impacts.

## **2.5. Cost–benefit analysis of tourism: South African perspective**

Characteristics of problems to which cost–benefit analysis is applied include public expenditures investments. Projects are sometimes financed by direct user payment,

but more often by general taxation. There are multiple policy objectives, often partly conflicting and requiring tradeoffs to be made (SafetyNet 2009).

When developing a tourism route in the Umjindi Local Municipality the planners need to consider the following for cost-benefit analysis on tourism development as identified by Goldman (1994):

- i. The inventory of public services that present the range and capacity of the facilities. Support services such as police, sewerage, water, restrooms, streets, medical facilities, rescue system, parks and waste arrangements.
- ii. A projection of the expected number of visitors.
- iii. An estimate of the spending by tourist. Benefits are associated with an increase in local income and employment.
- iv. Tax revenue might increase, proving tax relief to local residents if additional revenue exceeds the cost of additional services.
- v. Tourism may provide a means of diversifying the existing economy or reducing seasonable fluctuation, particularly in important areas, dominated by one industry.
- vi. Tourists may also be important for culture.

Cost and benefit in tourism include economic, social and environmental effects to the host community. Tourism is dynamic and destinations continuously change in terms of visitor numbers and types of visitors. Destinations have the opportunity to influence the direction and speed of this change (Greiner et al. 2004).

Tourism should take environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their spending in the community.

SANParks in South Africa has three primary objectives, namely to conserve the biodiversity of the country, to promote community upliftment and capacity building among people living in the areas neighbouring the parks and to provide tourism and recreational outlets that allow people to experience and enjoy the wonders of the

parks (Oberholzer et al. 2010). The Tsitsikamma National Park, which is part of the South African National Parks, is situated in a rural area which means that the degree of economic benefit depends on the amount of money that remains in the region. Leakages, in the form of imported skills and goods, pose a serious threat to the region's economic stability. These leakages reduce the money remaining in the region and do greatly affect the economic benefits received by local communities (Oberholzer et al. 2010).

The community around the Skukuza area of Kruger National Park perceived itself to be benefitting economically from tourism activities, although there are associated costs that could be attributed to tourism activities. Job creation, infrastructural development and improved standards of living were identified as key benefits for the rural populace, while social issues such prostitution are the perceived costs of tourism in the area adjacent to the Kruger National Park of Limpopo Province South Africa (Tafadzwa & Olabanji 2014).

Planning, management, policy and investment with cooperation of various stakeholders and communities is vital for developing tourism routes, and to think about what kind of tourism the community in the Umjindi Local Municipality will want for their area and how to work towards achieving that objective for their benefit.

According to Nkemngu (2012), the community from Soshanguve in Pretoria suggests that there are benefits accruing to community members from tourism industry around Soshanguve in Pretoria, no matter how minimal, in all spheres of sustainable development (economic, socio-cultural and environmental).

#### **2.5.1. Economic cost and benefit of tourism in South Africa**

A survey commissioned by South African Tourism and carried out at airport departure halls indicates that the average stay of foreign air arrivals in South Africa was 16 nights and the average spend per day, excluding airfare was R904 in 2000 (Howarth Tourism & Leisure Consulting, 2001). Foreign exchange earnings are earned through foreign tourist spending on goods and services or goods and services been sold to tourist. Foreign spending has a huge impact on our economy as currencies differ from country to country (Keyser 2009). According to the Tourism

White Paper (1996), Tourism is the fourth largest earner of foreign exchange in South Africa. The development of a tourism route in Umjindi is expected to attract more foreign tourist and that will have positive impact of economy.

Benefits of tourism include the contribution it makes to government revenue. The government generates income from tourism activities of business directly and indirectly. According to the Department of Environmental Affairs and Tourism (1996), Tourism is the largest source of foreign exchange in South Africa. The contribution of tourism to government revenue come from the following sources: airport taxes, fees, and levies and this money is being used to maintain and upgrade essential infrastructure such as airport, or tourism marketing activities.

Tourism also plays a major role in the GDP. According to the National Department of Tourism (2011), their efforts are geared towards creating a conducive environment for the tourism sector to grow its direct contribution to the country's gross domestic product (GDP) from R71.4 billion rand in 2009 to R118 billion rand in 2015, and to increase the number of jobs directly supported by the sector from 389,100 in 2009 (as per the World Travel and Tourism Council estimates) to 403,900 in 2015. One way to estimate the impact of tourism on tourism earnings of a country's economy is by examining the share of the sector in the country's gross domestic product. The tourism route in Umjindi is expected to make improvement of contribution to the Gross Domestic Product.

The World Travel and Tourism Council estimates that travel and tourism is now the world's largest generator of jobs. Tourism provides direct and indirect job opportunities as it is a very large industry (Department of Environmental Affairs and Tourism 2006). This industry includes the accommodation sector, the attraction sector, the transport sector, the travel organizers sector, the destination organization sector, the government and many more private sector parties (Mason 1995).

The Midlands Meander tourism route located in the KwaZulu-Natal Province, South Africa, contributes only marginally to direct employment. In terms of the work opportunities created, most of the enterprises are micro- or small enterprises offering few job opportunities and invariably draw on the existing work force, where there is a

need for additional labour. There are exceptions, both in larger upmarket accommodation enterprises as well as in growing arts and craft enterprises (Mathfield 2000).

The costs of tourism include inflation. It is related to the increases in prices of land, houses and even food that occur: as a result of tourism, prices increase. According to Saayman (2000), inflation is the continued increase of price levels of goods and services, without an increase in the quantity or quality. Tourism businesses and other general businesses increase prices during peak periods, which also affects the local or host communities. According to Keyser (2009) tourism leads to increased prices in services and products. The development of a tourism route in Umjindi has a potential for an increase of prices of tourism products along the route.

#### **2.5.2. Socio-Cultural cost and benefit of tourism in South Africa**

Travelling brings people into contact with each other and, as tourism has an educational element, it can foster understanding between peoples and cultures and provide cultural exchange between hosts and guests (DEAT 2009). Routes seem to be a particularly good opportunity for less mature areas with high cultural resources that appeal to special interest tourists, who often not only stay longer, but also spend more to pursue their particular interest (Meyer 2004).

Open Africa which is a company that develops routes in South Africa and Africa was established in 1993 as an NGO with a mission to elevate African values, pride and prosperity – based on respectful, restorative, sustainable, and profitable use of the unique qualities of Africa's human and natural environment. South Africa has recently, seen a revitalisation of cultural festivals and ceremonies that were long dormant, and it is expected that these routes will play an important part in using this revitalisation for the generation of economic benefits as well as pride (Open Africa 2002).

Tourism routes can add to the vitality of communities in many ways. Community members can either be participants or spectators of a tourism route. The jobs created by tourism can act as a vital incentive to reduce emigration from rural areas

(Richard and Hall 2007). Local people get to increase their influence on tourism development, as well as improve their job and earnings prospects, through tourism-related professional training and development of business and organizational skills (Richard and Hall 2000). As tourism supports the creation of community facilities and services that otherwise might not have been developed, it can bring higher living standards to a destination.

Benefits of tourism can also include upgraded infrastructure, health and transport improvements, new sports and recreational facilities, restaurants, and public spaces as well as an influx of better-quality commodities and food (Keyser 2009).

Tourism also helps to raise local awareness of the financial value of natural and cultural sites and can stimulate a feeling of pride in local and national heritage and interest in its conservation. More broadly, the involvement of local communities in tourism development and operation appears to be an important condition for the conservation and sustainable use of biodiversity (Keyser 2009). However, destinations risk standardization in the process of satisfying tourists' desires for familiar facilities. While landscape, accommodation, food and drinks, etc., must meet the tourists' desire for the new and unfamiliar, they must at the same time not be too new or strange because few tourists are actually looking for completely new things. Tourists often look for recognizable facilities in an unfamiliar environment, like well-known fast-food restaurants and hotel chains.

Tourists want souvenirs, arts, crafts, and cultural manifestations, and in many tourist destinations, craftsmen have responded to the growing demand, and have made changes in design of their products to bring them more in line with the new customers' tastes. While the interest shown by tourists also contributes to the sense of self-worth of the artists, and helps conserve a cultural tradition, cultural erosion may occur due to the commoditisation of cultural goods (Keyser 2009).

Tourism involves movement of people to different geographical locations, and establishment of social relations between people who would otherwise not meet. Cultural clashes can take place as a result of differences in cultures, ethnicity, religion, values, lifestyles, languages, and levels of prosperity. The result can be an overexploitation of the social carrying capacity (limits of acceptable change in the



social system inside or around the destination) and cultural carrying capacity. There are limits of acceptable change to the culture of the host population of the local community (Keyser 2009).

### **2.5.3. Tourism costs and benefit to the environment in South Africa.**

Tourism can contribute directly to the maintenance of sensitive areas and of the habitat. Revenue from park-entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators (Keyser 2009).

Tourism helps in restoration, conservation and protection of the physical environment. It provides the incentives and income necessary to educate local residents and tourists, and create awareness about the conservation of the environment (Sunlu 2003). Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. Tourism routes highlight the value of nature and lead to environmentally conscious behaviour and activities to preserve the environment. They can play a key role in providing environmental information and raising awareness among tourists of the environmental consequences of their actions (Keyser 2009). Natural resources must be protected for the benefit of present and future generations. Resources are already limited and should be used efficiently to ensure sustainability. This principle should be applied in all development activities. Tourism can considerably contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources. Because of their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to creation of national parks and wildlife parks (Gauteng Tourism Authority 2006).

Tourism routes create a platform for showcasing the distinctive characteristics of the host destination. Selling tourism includes marketing the inherent properties of the

destination and using images to emphasise on how enjoyable the environment can be to its visitors (McDonnell *et al.* 1999). The tourism route in Umjindi Local Umjindi will help tourist attractions that have been previously not recognized and give them recognition and also promote unique features, culture, heritage, adventure and beautiful scenery that Umjindi Local Municipality has.

As much as tourism can be of benefit to the environment it can also damage the environment. Regulatory measures help offset negative impacts; for instance, controls on the number of tourist activities and movement of visitors within protected areas can limit the impact on the ecosystem and help maintain the integrity and vitality of the site. Such limits can also reduce the negative impact on resources. Such limits should be established after an in-depth analysis of the maximum sustainable number of visitors.

The development of a tourism route in Umjindi may attract a large crowd. A bigger number of tourists may disturb community activities and cause a rise in competition for recreational places and other services. Poorly planned tourism development can lead to increased congestion (Keyser 2002). Immense flow of visitors to an area can lead to problems of overcrowdings and have a negative influence on the quality of the tourism experience and cause damage to the environment (Keyser 2002). According to Saayman (2000), tourism requires the use of the environment for certain activities and overuse of delicate natural environment by tourists can lead to ecological damages and the development of tourists' infrastructure and facilities may interfere with animal migration patterns.

Inskip (1999) suggests that poor land-use planning and design of tourist services can create and lead to negative environmental impacts such as erosion, land sliders, flooding and other environmental problems.

Visual pollution may result from poor design of facilities and/or littering by both local residents and tourists. Surface water pollution will result from recreational and

tourists' transportation such as motor boats spilling oils and gas into the water (Saayman 2000).

Water is the strongest attraction for tourism and recreation and it is area under discussion when it comes to tourism pollution (Saayman 2000). Sewage disposal systems must be installed for hotels and other facilities, to minimize pollution of ground water from sewage.

The tourism route can increase noise in the community as the route passes through the Umjindi community. Noise disturbances can be generated by high concentrations of tourist vehicles and motor cycles tracks. Airplanes also generate noise disturbances leading to uncomfortable and irritating noise levels for nearby residents and some tourists seeking quietness and peacefulness (Sunlu 2003). Measures to minimize noise disturbances according to Maholtra (2005) would mean that noise producing vehicles must use a silencer, nobody creates noise in "silent zones, mandatory noise control is prescribed for all industries and building engineering such as sound proofing.

#### **2.4.4. Tourism benefit and cost to politics**

Governments have the power to influence tourism development, because they determine the rules of the supportive infrastructure for the development such as airports, roads, water and electricity supply for tourism facilities etc (Department of Environmental Affairs and Tourism 2009).

The tourism sector is also a highly political factor and South Africa has recognized the potential of tourism for its contribution to the growth and the development of the nation (Department of Environmental Affairs and Tourism 2009).

According to the Department of Environmental Affairs and Tourism (2009), the political arena has a huge influence upon the regulation of businesses, and the spending power of consumers and businesses. For tourism development to take place the following should be considered:

- i. How stable is the political environment?

- ii. How will government policy influence laws that regulate or tax on business and affect spending within the industry?
- iii. Is the government involved in trading agreements?
- iv. How do government employment legislation and policies affect the industry?
- v. How do tax policies affect industry spending and development?

Councillors / leaders may be replaced after local elections, but a policy document ensures continuity of commitment to tourism, a policy document ensures agencies work together to benefit the community (Department of Environmental Affairs and Tourism 2009).

South Africa suffers from too many tourism organisations with each promoting its own aims and objectives, which delays appropriate co-ordination and accountability (Saayman 2000). Clear goals and objectives should be laid out and assigned to responsible individuals to oversee the achievements of these goals. The participation of all stakeholders from an early stage is important in order to generate support and dedication to the process (WTO 1997).

Opportunities created by tourism are not all the time evenly distributed across the country and particularly in the local / rural areas. Local people should be involved, encouraged and expected to undertake leadership roles in planning and development of tourism with the assistance of the government, businesses and local authorities (WTO 1997).

## **2.6. Conclusion**

The development of a tourism route in the Umjindi Local Municipality is an opportunity which will have cost and benefit for the community. The development of such a project will be unable to engage in issues of infrastructure upgrading and development. Issues of safety and security also fall within the public sector domain and no amount of development will entice tourists to travel to rural areas if they fear for their safety.

There should be a co-operation and partnership between the public and private sectors and local communities to sustain the route. Proper planning, management, policy and budgeting are vital for the development of the tourism route.

The tourism route is to raise awareness of the Umjindi Local Municipality tourism activities through travel, setting up networks for cultural tourism, and utilising Umjindi Local Municipality tourism activities to stimulate of social, economic and cultural development, improving the quality of life of the local community.

## **Chapter 3: RESEARCH DESIGN AND METHODOLOGY**

This chapter presents the research methodology used in the study. The chapter describes the research design, the research method, and data collection methods employed. Ethical considerations and the limitations to the study are also explained.

### **3.1. Study area and population**

The study area is the section covered by the tourist route on the Shongwe Road in the Umjindi Local Municipality. The total number of households residing along the tourist route is 224, constituting the population of the study (Umjindi Local Municipality 2009).

### **3.1. Research design**

A research design refers to the options available for researchers to study certain phenomena according to certain procedures suitable for a specific goal (De Vos *et al.* 2005). The main function of a research design is to enable the researcher to anticipate what appropriate research decisions should be so as to maximize the validity of the eventual results (Mathebula 2013).

For the purpose of this research both qualitative and quantitative methods were used. According to Leedy (1997, citing Creswel 1994), quantitative study is a research into a social or human problem, based on a theory composed of variables, measured with numbers and analysed with statistical procedures, in order to determine whether the generalisations of the theory hold true, while, qualitative study is an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting. Mathebula (2013, citing Wallace 1984) states that qualitative research is designed to understand the nature of the situation; it produces data that are verbal and behavioural rather than numerical and statistical.

Qualitative research methods in this regard involved the utilisation of interviews with the business people along the Shongwe Road, while quantitative methods involved the utilisation of questionnaires targeted to the community of Umjindi residing along

the Shogwe Road to obtain information from the respondents. A qualitative approach was used to reflect on the views of the business people on Shongwe Road.

### **3.3. Sample, sampling methods and sample size**

The following section describes the sample, sampling procedures and the sample size.

#### **3.3.1. Sampling units and strategy**

From a list of the 224 households, which was used as a sampling frame, simple random sampling was used to select 89 households, using a random number generator. This represented 40 percent of the population. Random sampling is a technique where a group of subjects is selected (a sample) for study from a larger group (a population), where each individual is chosen entirely by chance and each member of the population has an equal chance of being included in the sample (Brunt 1997).

Purposive sampling is a design in which the researcher purposely selects an institution or individual who could provide information (Mochechela, 2010). Babbie (1995) defines purposive sampling as a type of nonprobability sampling method in which the researcher uses his/her own judgement in the selection of sample. From the sample of 89 households selected for the quantitative study, those who had businesses were purposively selected to be interviewed regarding their businesses and business potential along Shongwe Road. Nine business owners were interviewed.

### **3.4. Data collection methods**

A structured questionnaire was constructed to collect data from the community members on their community perceptions based on cost–benefit analysis approach to developing a tourism route in Umjindi Local Municipality. An interview guide was used to gain an understanding of perceptions of business opportunity along the tourism route.

#### **3.4.1. QUESTIONNAIRES**

According to Babbie (1995) ambiguous questions should be avoided when constructing a questionnaire as they make it difficult for the respondents to respond to questions with confidence. Such questions lead to hesitation and indecision on the part of the respondent.

The questionnaire was constructed in a sample format to accommodate both literate and non-literate respondents. It was constructed to obtain the respondents' demographic information and their views and opinions with the regard to the questions asked to and respond to the objectives of the research

The data were collected from 89 community members residing along the Shongwe Road in Umjindi who were respondents in the study, through a questionnaire. Questionnaires were identified by the researcher as a suitable method of collecting data in this study as they allow respondents to express their views based on their experiences and understanding with regard to the study. The questionnaire was divided into 3 sections which included demographic information, current tourist activities and community perceptions based cost–benefit analysis approach to developing a tourism route. Appendix A contains the questionnaire that was used.

#### **3.4.2. INTERVIEWS**

An interview guide (see Appendix B) was used to collect data from the nine purposively selected business people. According to Bless et al. (2007), an interview involves direct personal contact with the participant who is asked questions relating to the research problem. The interviews were used in order to obtain information from nine business people along the Shongwe Road in the Umjindi Local Municipality. This method of data collection is characterised by having a set of predetermined questions for a face-to-face interview, in which the order of questions may be varied. Some questions may not be asked depending on the organisational context. Additional questions may be added to get more clarity and the nature of questions may be altered to suit the educational level and background of the respondents (De Vos *et al.* 2005).

#### **3.5. Data analysis**



The data that were collected through questionnaires were arranged, sorted and summarised in terms of percentages and displayed in tables and graphs. This was done by means of the computer programme Statistical Package for the Social Sciences (SPSS). The t-test was used in the quantitative analysis. For the data obtained through interviews, transcripts were prepared and the data were coded. A descriptive analysis helped to provide preliminary understanding into the nature of the responses obtained, as reflected in the distribution of the values for each variable of interest. Thematic analysis was used to analyse the qualitative data.

### **3.6. Research limitations**

According to Masaki, (2008) several weaknesses of research studies include time-consumption, researcher bias and censorship, and survey designing conformity. It is essential for the reader to be aware of several factors which may have influenced the outcome of the study.

The major weakness of the study is that it is based on perceptions. If the implementation of the tourist route is not done soon, the perceptions of the tourism route may change. Thus the validity and relevance of the study to the implementation of the route depend on the time frame of the project implementation. The sooner the implementation of the study, the more relevant the findings of the study are.

### **3.7. Ethical considerations**

The following ethical considerations, confidentiality and the participants' rights to anonymity, voluntary participation and participants' consent, were applied throughout the study.

#### **3.7.1. Confidentiality and participants rights to anonymity**

During the collection of data the purpose of participation was shared with participants and assurance on confidentiality and anonymity was provided. According to University Research Degree committee (2008) participant's anonymity and privacy to the research should be respected and personal information relating to participants should be kept confidential and secure. This happens thorough maintaining personal

interaction aimed at building mutual trust with participants and by giving cognisance to the interests of the organisations researched and of others about whom generalisations might be made (Manson 2001).

### **3.7.2. Voluntary participation**

Participation in the research study was voluntary. The questionnaire was discussed with each intended participant for their voluntary participation. Part of the discussion included the participant's right to decline without justification (Saunders et al. 2003).

### **3.7.3. Participants' consent**

Participation in the study was with the consent of each participant. Participants were informed of their consent and it was indicated that participants have a right to know what the research is about, how it will affect them and benefits of participating and the fact that, at any stage of the research, they have the right to decline to participate if they choose to do so (Bless et al. 2007).

## **3.8. Conclusion**

This chapter has shown how the research was conducted. It has introduced the techniques that were employed in the research and the reasons why they were used, how the data were analysed and it also has focused on ethical considerations. In the next chapter, the report will focus on the research findings and data analysis.

## CHAPTER 4: CHAPTER 4: RESEARCH FINDINGS, ANALYSIS AND INTERPRETATION

### 4.1. Introduction

The chapter presents the findings from the study. Tables and graphs are used in the presentation. Where appropriate, statistical tests were performed, interpreted and inferences made.

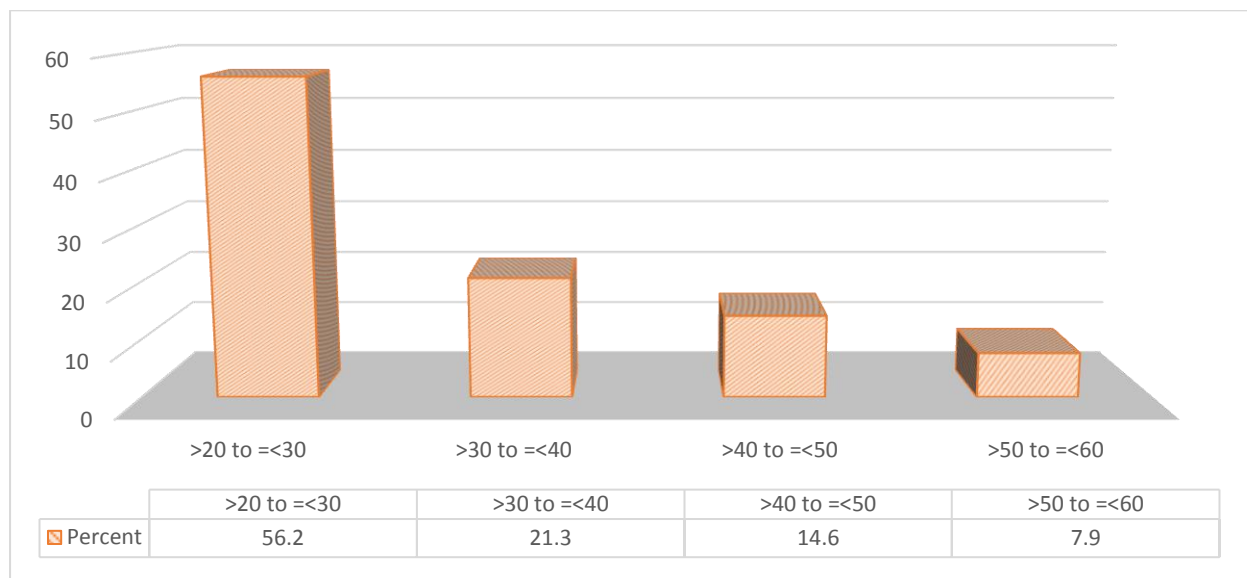
### 4.2. Demographic profiles of the respondents

This section summarises the demographic information of the correspondents which includes their age, gender, employment status and length of stay in the Umjindi Local Municipality.

#### 4.2.1. Age and gender of respondents

Figure 4.1 shows the age distribution of the sample.

The age of respondents ranged between 20 to 60 years and older.



**Figure 4.1. Age of respondents**

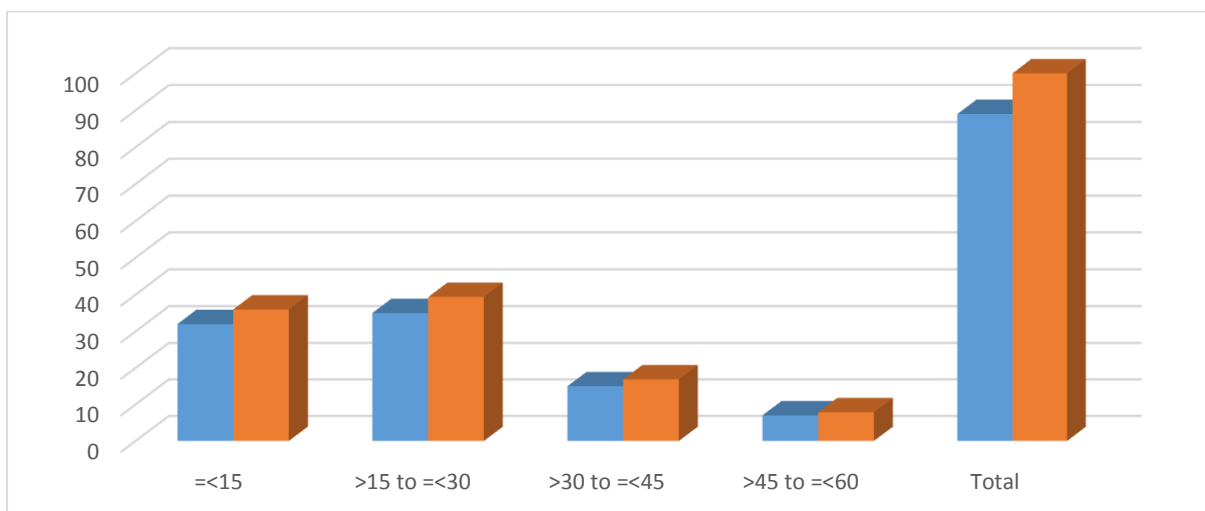
56 percent of the respondents were male. From Figure 4.1 we observe that 56 percent of the respondents were between the ages of 20 to 30 thus most responses were from young people.

#### 4.2.2. Employment Status

Sixty four percent of the respondents were unemployed. This shows that the level of unemployment is high in the Umjindi Local Municipality community, compared to the national unemployment rate of 25.0% (Statistic South Africa, 2014). This rate of unemployment shows that there is need for employment creating projects like tourism development.

#### 4.2.3 Length of stay in Umjindi

Figure 4.2 summarises the results for the period of stay in Umjindi for the respondents. The results show that 39 percent of the respondents stayed in Umjindi for a period between 15 to 30 years. Those who stayed for 1 to 15 years constituted 36 percent, those who stayed 30 to 45 years constituted 17 percent, and those who stayed 45 to 60 years constituted 8 percent of the respondents.



**Figure 4.2. Length of stay the respondents**

#### 4.2.4. Years of education

Table 4.1. shows that 72 percent of the respondents attended school for 10 to 15 years, a period in which people can attain matric, certificate or diploma. Respondents who went to school for 15 to 20 years, a period in which people can attain degrees, constituted 20 percent of the respondents. Those who went to school for 10 years constituting people who do not have matric were 7 percent of the respondents while, respondents who went to school for 20 years, constituting people who have Master's degrees were only 1 percent of the respondents.

**Table 4.1. Years of education (n=89)**

<b>Years</b>	<b>Frequency</b>	<b>Percent</b>
=< 10	6	7
>10 to =<15	64	72
>15 to =<20	18	20
>20	1	1
<b>Total</b>	89	100

#### 4.3. Community perceptions based cost–benefit analysis approach to developing a tourism route

Using a Likert scale ranging from very good to very poor, respondents were asked about their perceptions of the attributes listed below. The percentages on good and very good were then added together and also poor and very poor during the discussions of the figures. These are only perceptions because the tourism route is yet to be developed.

##### **a. Economic attributes constituted:**

- i. Respondents' income
- ii. Employment in the area
- iii. Business opportunities within the area
- iv. Tourism contribution to government revenue
- v. Tourism awareness

**b. Socio-cultural attributes constituted:**

- i. Cultural awareness
- ii. Respect for culture
- iii. Community involvement in tourism activities
- iv. Preserving of heritage in the community
- v. Entertainment

**c. Environmental attributes constituted:**

- i. Maintenance of sensitive areas and habitat
- ii. Conservation and protection physical environment
- iii. Awareness on the conservation of the environment
- iv. Traffic congestion
- v. Pollution
- vi. Noise disturbance

**d. Infrastructure attributes constituted:**

- i. Roads
- ii. Telecommunication
- iii. Sewage
- iv. Electricity
- v. Water supply

Respondents were asked for their perceptions of these attributes before and after the development of the tourism route. The t-test was used to test for the differences in the distributions of the perceptions before and the development of the tourism route.

### 4.3.1. Community perceptions on economic attributes.

Table 4.2 summarises the responses from the economic attributes.

**Table 4.2. Perceptions of the economic attributes before and after the development of the tourism route. (n= 89)**

Before project						After project					Sig
Attribute	1	2	3	4	5	1	2	3	4	5	
My Income	7	18	30	17	28	18	36	28	7	11	0.005
Employment in the area	8	9	27	27	29	19	38	25	9	9	0.349
Business opportunities within the area	7	15	35	22	21	20	45	17	8	10	0.027
Tourism Contribution to government revenue	9	20	26	24	21	27	44	13	8	8	0.002
Tourism Awareness	9	23	30	21	17	30	43	16	3	8	0.020

Key: 1=very good, 2=good, 3=neutral, 4=poor and 5=very poor

Table 4.2 shows that, 25 percent of the respondents reported that they perceived their income to be good before the tourism route project development. Forty five percent reported that they perceived that their income as poor. Forty five percent reported that the perceived income would be good after the project. Only 18 percent reported that the perceived income would be poor after the project. The t-test value ( $p=0.005<0.05$ ) shows that the distributions are statistically significantly different.

This shows that the perceived income impact of developing the tourism route is positive.

In terms of employment in the area, 17 percent of the respondents reported that they perceived the employment in the area to be good before the tourism route development. Fifty six percent perceived employment in the area to be poor before the tourism route project development. Fifty seven percent reported that the perceived employment would be good after the project and only 18 percent reported that the perceived employment would be poor after the project. It can be concluded that the respondents expect employment opportunities to increase as a result of the development of the tourism route. The high employment rate in the area may account for the pessimism.

With reference to business opportunities within the area, 22 percent of the respondents reported that they perceived business opportunities within the area to be good before the tourism route development. Forty three percent reported that they perceived that business opportunities to be poor. However, 65 percent reported that the perceived business opportunities within the area would be good after the project. 18 percent reported that the perceived business opportunities within the area would be poor after the project. The t-test statistic ( $p=0.027<0.05$ ) shows that there is a statistically significantly different. It can be concluded that the respondents expect employment opportunities to increase as a result of the development of the tourism route. The high employment rate in the area may account for the pessimism.

Regarding tourism contribution to government revenue, 29 percent of the respondents reported that they perceived tourism contribution to government revenue to be good before the tourism route project. Forty four percent reported that they perceived that tourism contribution to government revenue to be poor. However, 70 percent reported that they perceived tourism contribution to government revenue to be good after the project. Only 16 percent reported that the perceived tourism contribution to government revenue would be poor after the project. The t-test value ( $p=0.002<0.05$ ) shows that the distributions are statistically significant different. This shows that the perceived tourism contribution to government revenue impact is positive.



With reference to tourism awareness, 31 percent of the respondents reported that they perceived their tourism awareness to be good before the tourism route project. Thirty eight percent reported that they perceived that their tourism awareness is poor. However, 73 percent reported that the perceived tourism awareness would be good after the project. Only 11 percent reported that the perceived tourism awareness would be poor after the project. The t-test value ( $p=0.020<0.05$ ) shows that the distributions are statistically significantly different. This shows that the perceived tourism awareness impact is positive

#### 4.3.2. Community perceptions on socio-cultural impact

Table 4.3 summarises the responses for the socio-cultural attributes.

**Table 4.3. Socio-cultural attribute (n= 89)**

Socio-cultural Attribute						Sig
	1	2	3	4	5	
Cultural Awareness	18	26	24	21	11	0.033
Respect for culture	25	21	25	25	4	0.186
Community involvement in tourism activities	9	25	34	20	12	0.027
Preserving of heritage in the community	10	34	29	16	11	0.001
Entertainment	28	22	25	9	16	0.000

Key: 1=very good, 2=good, 3=neutral, 4=poor and 5=very poor

Table 4.3 shows that 44 percent of the respondents reported that they perceived their cultural awareness to be good before the tourism route project. Thirty two

percent reported that they perceived that their cultural awareness is poor. However, 69 percent reported that they perceived cultural awareness would be good after the project. Only 11 percent reported that they perceived cultural awareness would be poor after the project. The t-test value ( $p=0.033<0.05$ ) shows that the distributions are statistically significantly different. This shows that the perceived cultural awareness impact is positive.

Regarding culture, 46 percent of the respondents reported that they perceived respect for culture to be good before the tourism route project. Twenty nine percent reported that they perceived that respect for culture to be poor. However, 69 percent reported that they perceived respect for culture would be good after the project. Only 9 percent reported that they perceived respect for culture would be poor after the project. The t-statistic ( $p=0.186>0.05$ ) shows that the two distributions are not statistically significantly different. It can be concluded that the respondents do not expect respect for culture to increase as a result of the development of the tourism route.

In terms of community involvement, 34 percent of the respondents reported that they perceived the community involvement to be good before tourism route project. Thirty two percent perceived community involvement to be poor before the tourism route project. Seventy five percent reported that they perceived community involvement would be good after the project and 13 percent reported that the perceived community involvement would be poor after the project. The t-test value ( $p=0.027>0.05$ ) shows that the two distributions are statistically significantly different. It can be concluded that the respondents perceive community involvement to increase as a result of the development of the tourism route.

Regarding preserving of heritage in the community, 44 percent of the respondents reported that they perceived preserving of heritage in the community to be good before the tourism route project. Twenty seven percent reported that they perceived that preserving of heritage in the community to be poor. However, 72 percent reported that they perceived preserving of heritage in the community to be good after the project. Only 17 percent reported that they perceived preserving of heritage in the community would be poor after the project. The t-test value ( $p=0.001<0.05$ )

shows that the distributions are statistically significantly different. This shows that the respondents perceived that preserving of heritage in the community to be gaining as a result of the tourism route project.

With reference to entertainment, 44 percent of the respondents reported that they perceived entertainment, to be good before the tourism route project. Thirty two percent reported that they perceived that entertainment is poor. However, 69 percent reported that they perceived entertainment, would be good after the project. Only 11 percent reported that they perceived entertainment would be poor after the project. The t-test value ( $p=0.00<0.05$ ) shows that the distributions are statistically significantly different. This shows that the respondents perceived that entertainment would be impacted positively by the development of the tourism route project.

### 4.3.3. Community perceptions on environmental attributes

Table 4.4 summarises the results for the environmental attributes.

**Table 4.4. Environmental Attribute (n= 89)**

Before project						After project					Signi fican t
Environmental Attribute	1	2	3	4	5	1	2	3	4	5	Si g
Maintenance of sensitive areas and habitat	10	30	25	19	16	31	39	16	8	4	0.017
Conservation and protection of the physical environment	13	30	30	16	10	33	38	18	8	4	0.006
Awareness on the Conservation of the environment	16	27	29	18	10	26	43	20	6	6	0.139
Traffic congestion	18	35	29	13	4	22	36	27	9	6	0.000
Pollution	12	29	31	16	11	15	40	26	9	10	0.046
Noise disturbance	10	13	28	18	29	17	25	30	9	19	0.004

Key: 1=very good, 2=good, 3=neutral, 4=poor and 5=very poor

Table 4.4 shows that, 30 percent of the respondents reported that they perceived the maintenance of sensitive areas and habitat to be good before the tourism route project development. Thirty five percent perceived maintenance of sensitive areas and habitat to be poor before the tourism route project. Seventy percent reported that the perceived maintenance of sensitive areas and habitat would be good after the project and 12 percent reported that the perceived maintenance of sensitive areas and habitat would be poor after the project. The t-test value ( $p=0.017<0.05$ ) shows that the distributions are statistically significantly different. This shows that the impact on perceived maintenance of sensitive areas and habitat after the developing the tourism route is perceived as positively.

Regarding conservation and protection of the physical environment, 43 percent of the respondents reported that they perceived the conservation and protection of the physical environment to be good before tourism route project. Twenty six percent perceived conservation and protection of the physical environment to be poor before the tourism route project. Seventy one percent reported that they perceive conservation and protection of the physical environment would be good after the project and 12 percent reported that the perceived conservation and protection of the physical environment would be poor after the project. The t-test value ( $p=0.006<0.05$ ) shows that the distributions are statistically significantly different. This shows that the conservation and protection of the physical environment after developing the tourism route is perceived to be positively impacted.

With reference to awareness on the conservation of the environment, 43 percent of the respondents reported that they perceived awareness on the conservation of the environment, to be good before the tourism route project. Twenty eight percent reported that they perceived that awareness on the conservation of the environment to be poor. However, 69 percent reported that they perceived awareness on the conservation of the environment would be good after the project. Only 12 percent reported that in their view awareness on the conservation of the environment, would be poor after the project. The t-test value ( $p=0.139>0.05$ ) shows that the distributions are not statistically significantly different. It can be concluded that the respondents do not perceive awareness on the conservation of the environment awareness to increase as a result of the development of the tourism route.

In terms of traffic congestion, 53 percent of the respondents reported that they perceived the traffic congestion to be good before tourism route project. Seventeen percent perceived traffic congestion to be poor before the tourism route project. Fifty eight percent reported that the traffic congestion would be good after the project and 15 percent reported that the perceived traffic congestion would be poor after the project. The t-test value ( $p=0.000<0.05$ ) shows that the two distributions are statistically significantly different. This shows that the respondents perceived that the development of the route would impact traffic congestion positively.

In terms of pollution, 41 percent of the respondents reported that they perceived the pollution to be good before the tourism route project. Twenty seven percent perceived pollution to be poor before the tourism route project. Fifty five percent reported that the pollution would be good after the project and 19 percent reported that the perceived pollution would be poor after the project. The t-test value ( $p=0.046<0.05$ ) shows that the two distributions are statistically significantly different. This shows that the respondents perceived that the development of the route will have a positive impact on pollution.

With reference to noise disturbance, 23 percent of the respondents reported that they perceived noise disturbance, to be good before the tourism route project. 47 percent reported that they perceived that noise disturbance is poor. However, 42 percent reported that the perceived noise disturbance, would be good after the project. Only 28 percent reported that the noise disturbance, would be poor after the project. The t-test was used to test for the differences between the responses distributions ( $p=0.004<0.05$ ). It shows that there is a statistically significant difference between perceived noise disturbance in the area before and after the development of the tourism route and that the perceived impact is positive.

#### 4.3.4. Community perceptions on infrastructure attributes

Table 4.5 summarises the results for the infrastructure attributes.

**Table 4.5. Community perceptions on infrastructure attribute (n= 89)**

Infrastructural Attribute											Sig
	1	2	3	4	5	1	2	3	4	5	
Roads	9	18	28	21	24	34	39	13	6	8	0.69
Telecommunication	18	31	25	15	11	36	33	20	4	7	0.14
Sewage	14	29	19	15	22	38	27	19	10	6	1.00
Electricity	25	28	28	12	7	42	29	17	4	8	0.00
Water supply	18	36	28	7	11	46	27	12	3	11	0.00

Key: 1=very good, 2=good, 3=neutral, 4=poor and 5=very poor

Regarding roads, 27 of the respondents reported that they perceived the roads to be good before tourism route project. Forty five percent perceived the roads to poor before the tourism route project. Seventy three percent reported that they perceive the roads would be good after the project and 14 percent reported that the perceived the roads would be poor after the project. The t-test value ( $p=0.69<0.05$ ) shows that the two distributions are not statistically significantly different. It can be concluded that the respondents do not perceive roads to improve as a result of the development of the tourism route.

In terms of telecommunication, 29 percent of the respondents reported that they perceived the telecommunication to be good before tourism route project. Twenty six

percent perceived telecommunication to be poor before the tourism route project. Fifty nine percent of the respondents reported that the telecommunication would be good after the project and 11 percent reported that the telecommunication would be poor after the project. The t-test value ( $p=0.14<0.05$ ) shows that the two distributions are not statistically significantly different. It can be concluded that the respondents do not perceive telecommunication to improve as a result of the development of the tourism route.

With reference to sewage, 43 percent of the respondents reported that they perceived sewage, to be good before the tourism route project. Twenty seven percent reported that they perceived that sewage is poor. However, 64 percent reported that the perceived sewage, would be good after the project. Only 16 percent reported that sewage would be poor after the project. The t-test value ( $p=1.00>0.05$ ) shows that the distributions are not statistically significantly different and It can be concluded that the respondents do not perceive sewage to be positively impacted as a result of the development of the tourism route development.

In terms of electricity, 53 percent of the respondents reported that they perceived the electricity to be good before tourism route project. Nineteen percent perceived electricity to be poor before the tourism route project. Seventy one percent reported that the electricity would be good after the project and 12 percent reported that the electricity would be poor after the project. The t-test value ( $p=0.00<0.05$ ) shows that there is a statistically significant difference between perceived electricity in the area before and after the development of the tourism route to be positive. Thus the residents perceive that the tourism route would positively impact electricity.

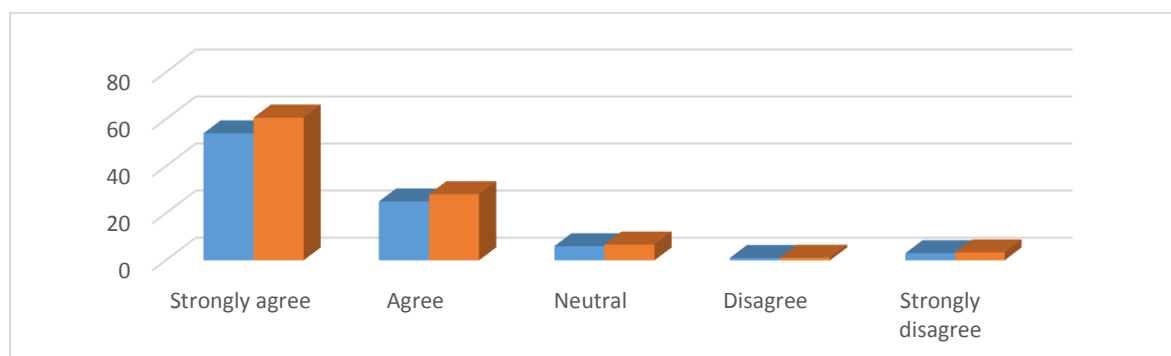
In terms of water supply, 54 percent of the respondents reported that they perceived the water supply to be good before tourism route project. Eighteen percent perceived water supply to be poor before the tourism route project. Seventy three percent reported that the water supply would be good after the project and 13 percent reported that the water supply would be poor after the project. The t-test value ( $p=0.00<0.05$ ) shows that there is a statistically significant difference between perceived water supply in the area before and after the development of the tourism route and that the impact is perceived to be positive.



#### 4.4. The willingness to accept the development of tourism route if the municipality will pay for the project

Using a Likert scale, ranging from strongly agree, agree and neutral to disagree and strongly disagree, respondents were asked to respond to the statement that they are willing to accept the tourism project if the municipality were paying for it. Table 4.3 shows that 60 percent of the respondents strongly agree that they will accept the development of the tourism route provided the municipality will be paying for the development because they do not have enough capital to do the project themselves. Twenty eight percent of the respondents agree that they are willing to accept the development of the tourism route provided the municipality will be paying for it, 7 percent of the respondents felt neutral, 1 percent of the respondents disagree that they are willing to accept the project even if the municipality will be paying. Three percent of the respondents strongly disagree that they are willing to accept the development of the route if the municipality will be paying for the project.

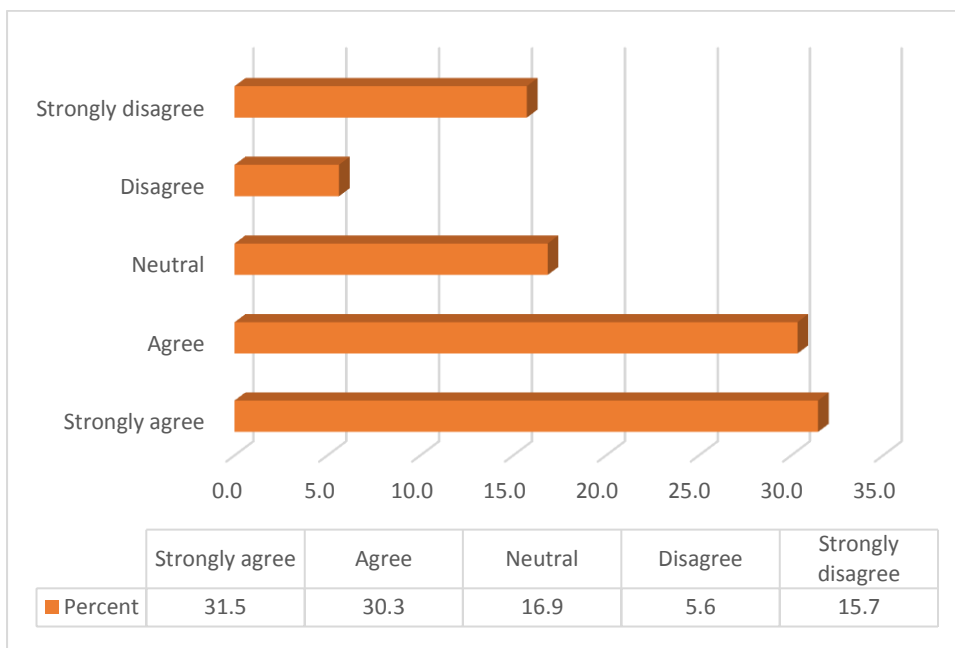
#### 4.5. The willingness to accept the development of tourism route if they will pay for the project



**Figure 4.3. The willingness to accept the development of tourism route if they were to pay for the project (n=89)**

Using a Likert scale, ranging from strongly agree, agree and neutral to disagree and strongly disagree, respondents were asked to respond to the statement that they are willing to accept the tourism project if they were to pay for the development of the

tourism route. The research findings show that 32 percent of the respondents strongly agree to the development of the tourism route even if they have to pay for the development. Thirty respondents agree to accept the development of the tourism route and are willing to pay for it. Seventeen percent of respondents were neutral about whether they are willing to accept to the development of the tourism route if they will be paying for the project. 6 percent of the respondents strongly disagree to accept the development of the tourism route if they will have to pay for it and only 16 percent of the respondents disagree with the development of the tourism route if they will have to pay for it.



**Figure 4.4. The willingness to accept the development of tourism route if the members of the community will paying the project (n=89)**

#### **4.6. Interviews conducted with business people along Shongwe Road**

A qualitative approach was used to assess the potential business opportunities that would arise as a result of the development of the tourism route. Owners of nine businesses spread across the proposed route were interviewed. These were the businesses that were included in the random sample of 89. In order to gain further understanding of businesses and business people along Shongwe Road and their circumstances, prior to conducting the interview, all the participants underwent a data profile by being requested to complete a demographic questionnaire as part of the data collection process. All of the participants agreed to provide their

demographic information which yielded the results as shown in Table 4.6. Thematic analysis was used to summarise the data.

**Table 4.6: Demography of interviewed businesses along Shongwe Road**

Item No.	Name of business	Year of establishment	Description of business
Business 1	G-Line Bar Lounge and Eating House	2004	The business sells liquor. It started by being a supplier of other bar lounges along the Shongwe Road such as the Road Way, T-Time and Bongani. It was the only supplier until the time they had their own license to operate as bar/lounge. The business also sells food.
Business 2	Edic Internet Cafe	2013	The business is an Internet café. It does business profile and business cards and register companies.
Business 3	Ekujabuleni workshop for people with disability	2002	The business does sewing such as comforters, cuttings and fixing clothes, beads work, gardening such as spinach, carrots, onions, carpentry and chemical such as cleaning chemicals, producing Vaseline.
Business 4	Fourway Car	2014	The business washes cars. The business has 6 young people and two adults. The youth work after school and two adult works in the morning. The business work with young people to keep them away from the street and from doing bad things like drinking liquor.
Business 5	Saphile Sive General Dealer	2008	The business consists of a butchery, bottle store, selling food and car spares. The business is busy in the afternoon and the morning is slow because people are at work and kids are at school. Weekends is busier. Friday they cook mogodu (cow intestines).
Business 6	Top Notch	2010	The business is a restaurant and a bar.
Business 7	Road Way	1994	It is a bottle store, café, butchery and a bar lounge.
Business 8	Rocka Fellaz	2010	It is a night club. They do gigs, sell liquor and host functions from 6pm to 6am. This place was closed because the owners opened another pub. The business only get busy from Thursday till Sunday in a week.
Business 9	Seeila Salon	2010	The business does different types of hairstyles,

#### **4.6.1. Theme 1: Impact of business on the community**

Only two of the interviewed business people were aware of the proposed tourism route along the Shongwe Road.

Business can have a powerful impact on a local economy in terms of job creation, new ideas, and economic and political benefits. All of the participants in this study (n=9) described issues surrounding their impact of their business on the community.

One of the business owners of an internet café mentioned that his internet café business is the only business in the community and that those who use it save money as they do not have to go to town for access to internet and printing. Another businesses made mention that they work with only disabled people to do sewing, bead work, gardening, carpentry and chemical and then share profit end of the year, while another business works with young people to keep them from their street and from alcohol abuse.

Two business owners reported that from time to time they assist communities and crèches with funerals by donating groceries, vegetables and transport and they also give donations to community members that come with a letter of donation with a stamp on it.

It was mentioned that young people in the community come to the business that sells liquor also for entertainment and to relax. It was also reported that community members do not have to travel far to buy groceries, meat and liquor as business are within the community and of convenience to them.

Although participates were from different types of businesses, they all played an important role on life of the community.

#### **4.6.2. Theme 2: New opportunities that may result from creating the tourist route**

One business reported that the tourist route will open a lot of job opportunity for people in the community. It was mentioned that people can come and sell their

traditional items to tourist because these will not be familiar with the items. It was also mentioned that the business people can try to talk to creators of traditional items that the tourists will be visiting the Shongwe Road on such a day so that the artists and traditional item creators can come and sell their products. The perceptions of the creation of business opportunities was very strong. This is evidenced by the observations of the owner of the internet café as follows:

***“I am not aware of the tourism route but I believe tourists will come here to do their things online, online services will increase. Tourist like taking lots of pictures, so I will print pictures for them”.***

The owner of the salon also mentioned that:

***“I think tourists will come to my salon to come do their hair”.***

Of the traditional items that can be sold along a tourist route, business owners mentioned that products like bead work, traditional clothing, traditional arts like paintings and traditional food and entertainment, can be made available along the route. It was also mentioned that tourists might also buy locally made comforters and curtains. The local people will also like to see tourists since they do not know them. This will mean more customers will come to the businesses which will result in more revenues for the businesses.

#### **4.6.3. Theme 3: Crime reduction**

Business owners also mentioned that the tourism route can also minimize crime by providing activities like dancing so that the community can concentrate on those rather than drinking alcohol all the time.

#### **4.6.4. Theme 4: Employment creation**

Business people also mentioned that the tourist route can create employment. This is very important since unemployment is a serious problem in South Africa.

#### **4.6.5. Theme 5: Business support**

Two business owners reported that they have sponsors such as Department of Social Department that supply them with food and do workshops for the disabled people. The Small Enterprise Development Agency (SEDA), the National Youth Development Agency (NYDA) and the Umjindi Municipality trains them in business, assisted in registering and provision of funding.

#### **4.7. Conclusion**

The chapter focused on the analysis of research findings and results which were collected through structured questionnaires and interviews. The quantitative data analysed the demographic information of the respondents to get their background, their views, opinions and experiences. A total of 89 respondents which comprised of community members and business people, responded to the questionnaire and 9 business people were interviewed. The research concludes that most community members perceive that the development of a tourism route will bring positive improvement to the community in terms of infrastructure, the economy of the municipality and social life. The development of a tourism route in Umjindi is important for revenue generation income.

The qualitative data from 9 business people along Shongwe road has been analysed for detailed information. Five themes were identified which included, the impact of business on the community, new opportunities that may result from creating the tourist route, crime reduction, employment and business creation and support from government and government parastatals. Generally, the qualitative data findings concur with that of the quantitative analysis.

The next chapter will provide the summary, conclusions and recommendation of the research.

## **CHAPTER 5: DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS**

### **5.1. Introduction**

This chapter gives the summary of the research and draws the conclusions from the research findings. Overview of the study and recommendations are made for the planners of the development of a proposed tourism route. The chapter is concluded with a summary.

### **5.2. Summary of key findings**

The study aimed at determining a cost–benefit analysis approach based on community perceptions on developing a tourism route in the Umjindi Municipality. The results were analysed in line with aims and objectives set for the study.

The study targeted a population around the Shongwe Road in the Umjindi Municipality. Simple random sampling was used to select a sample of 89 households around three products along the Shongwe Road. Interviews were also conducted with 9 business people along the Shongwe Road.

The demographics show that that male community members constitute 63 percent of the respondents while their female community members constitute 37 percent, the largest group were those between the ages of 20 to 30, who were mostly single people. The results indicated 64 percent of the responded are unemployed and 36 percent of respondent were employed. This indicates that majority of the community in Umjindi is unemployed.

The results indicate that a major group of the respondents has been staying in Umjindi for a period between 15 to 30 years and has been in school for 10 to 15 years; so these are people who have either matric, a certificate or a diploma.

The research indicated that along the Shongwe Road, which is part of the tourist route, there are different types of businesses including arts and craft business, bottle stores, an event management company, a food and liquor shop, a project management company, restaurants and salons. The analysis shows that the development of a tourist route that passes through Shongwe Road has potential for



developing business opportunities in the tourism sector such as accommodation (as at the moment there is no accommodation for tourists on the route) and traditional foods, arts and craft and entertainment.

The study shows that the majority of the respondents perceive that the project will bring improvement to the community and business opportunities. Using the t-test the study concludes that there are significant and positive perceived impacts of the tourism route regarding:

- a. Economic attributes
- b. Socio-cultural attributes
- c. Environmental attributes and
- d. Infrastructure attributes

### **5.3. Recommendations**

The main aim of the research was to determine the community perceptions based cost–benefit analysis approach to developing a tourism route. Based on the research findings the following are the recommendations are made.

#### **5.3.1. Tourism business forum**

Since the perceptions of the community are positive regarding development of the tourism route, it is recommended that the municipality should establishing a tourism business forum which can consist of tourism industry stakeholders such as government, government parastatals, artists, accommodation sector, hospitality sector and transport sector from Umjindi.

The roles of the business forum, among others, should be the following:

- Identify potential business
- Discuss challenges faced by business people and come up with solution
- Liaise with other stakeholders to promote tourism
- Provide research and advice on marketing opportunities
- Provide tourism trends on research and marketing intelligence

### **5.3.2. Community participation**

Most of the respondents indicated that they are anticipating that the development of the tourism route will improve their livelihoods. As the development will be taking place within the community of Umjindi, it is recommended that the community should be involved from the planning stage, so as to empower them to participate in the development of the tourism route and to develop more understanding on tourism issues.

### **5.3.3. Training on customer services and entrepreneurship**

Given the business potential expressed by the businesses that were interviewed, there is a need for training in customer services and entrepreneurship for the community and the business people in Umjindi. It is believed that such training will prepare the community of the Umjindi Local Municipality to take advantage of the opportunities that will be created by the tourism route.

## **5.4. Conclusion**

The chapter made a summary of the research chapters showing briefly what the previous chapters contain and gave recommendations based on the findings of the research. The recommendations give guides to the planners for the development of the tourism route and give them an idea on how community members perceive the tourism route based on the cost–benefit analysis approach. In this study, the costs and benefits were embedded in the perceptions that were evaluated of the expected development of attributes before and after the development of the tourism route.

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## APPENDIX A

### Questionnaire

#### COMMUNITY PERCEPTIONS BASED COST-BENEFIT ANALYSIS APPROACH TO DEVELOPING A TOURISM ROUTE: THE CASE OF UMJINDI LOCAL MUNICIPALITY, MPUMALANGA PROVINCE.

Section A and B is to be completed by Business Owners

Section A and C is to be completed by Members of the Community

Name of Respondent: \_\_\_\_\_

#### SECTION A: DEMOGRAPHIC

1. What is your gender?	
Male	1
Female	2

2. What is your age?

\_\_\_\_\_

3. What is your marital status?	
Single	1
Married/Living with a partner	2
Other	5

4. Are you employed?	
Yes	1
No	2

5. How long have you been staying in Umjindi?

\_\_\_\_\_

6. What is your years of educational after matric?

\_\_\_\_\_

7. Are you a resident of Umjindi?

\_\_\_\_\_

8. How many years have you been living in Umjindi?

\_\_\_\_\_

### Section B: Current Tourist Activities

9. Are you a business owner or a member just a member of the community?	Business owner	Community member
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10. Do you own a business?	Yes			No	
11. Trading name of your business					
12. Type of business					
13. How many years has your business been in existence?	1 year		2-5 years		5 years +
14. How many employees, including yourself does the business have?	1 – 5		5- 10		10+
15. How many hours per day is your business open to the public?	1 – 5		5 – 8		8 - 10
16. Is the business your family's only source of income?	Yes		No		

17. Does your business cater for tourists?	Yes		No	
18. How often does tourist come to your establishment?	frequently		Not frequently	
19. In your opinion what are the major problems of tourism in Umjindi?				

<b>20. Which mode of transport is used by tourist to come to your establishment?</b>	
Private Car	1
Bicycle	2
Bus	3
Train	4
Motorcycle	5
Tour Van	6
Taxi	7
Other: Please describe/specify	8

<b>21. Average number of times tourist visit establishment in the past 12 months?</b>	
1 – 4 visits in the past 12 months	1
5 – 12 visits in the past 12 months	2
13 - 16 visits in the past 12 months	4
17 - 20 visits in the past 12 months	5
More than 20 visits in the past 12 months	6

<b>22. Best describes the type of tourist that visit your establishment.</b>	
Alone	1
Couples	2
Families/ family	3
Tour group	4
Group of friends	5
Other: Please describe/specify-	6

23. Tourism route is important for tourism products marketing in Umjindi	1	2	3	4	5
24. Tourism Business owner within the route need training in customer service	1	2	3	4	5
25. Tourism Business owner within the route need training in entrepreneurship	1	2	3	4	5
26. Tourism Business owner within the route need financial assistance renovations of their business	1	2	3	4	5
27. The community in Umjindi needs a tourism body	1	2	3	4	5
28. In my business the tourists can interact with locals	1	2	3	4	5
29. The development of tourism route in Umjindi will create jobs opportunities	1	2	3	4	5
30. The development of tourism route will create business opportunities	1	2	3	4	5

Key: 1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree

**Section C: Community perceptions based cost–benefit analysis approach to developing a tourism route.**

**Before project**

**After project**

<b>Economic Attribute</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
31. Income											
32. Employment											
33. Business opportunities											
34. Tourism Contribution to government revenue											
35. Tourism Awareness											

Key: 1=very good, 2=good, 3=neutral, 4=poor, 5=very poor

<b>Socio-cultural Attribute</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
36. Cultural Awareness											
37. Respect for culture											
38. Community involvement in tourism activities											
39. Preserving of heritage in the community											
40. Entertainment											

Key: 1=very good, 2=good, 3=neutral, 4=poor, 5=very poor

<b>Environmental Attribute</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
41. Maintenance of sensitive areas and habitat											
42. Conservation and protection of the physical environment											
43. Awareness on the Conservation of the environment											
44. Traffic congestion											
45. Pollution											
46. Noise disturbance											

Key: 1=very good, 2=good, 3=neutral, 4=poor, 5=very poor

<b>Infrastructural Attribute</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
47. Roads											
48. Telecommunication											
49. Sewage											
50. Electricity											
51. Water Supply											

Key: 1=very good, 2=good 3=Neutral 4=poor 5=very poor

52. If the municipality is willing to pay for the development of a tourism route I'm willing accept the development of the tourist route.

Strongly Agree  Agree  Neutral  Disagree  Strongly Disagree





## APPENDIX B

### Interview guide for the study

**“Community perceptions based on a cost–benefit analysis approach to developing a tourism route: The case of Umjindi Local Municipality, Mpumalanga Province.”**

**The interview guide will give guidance for this qualitative business potential evaluation.**

### QUESTIONS FOR BUSINESS PEOPLE ALONG SHONGWE ROAD

#### General questions

- What is the name of your business?
- When was it established?
- May you please describe your current business in detail?
- What impact does your business have on the community?
- What opportunities do you perceive the proposed tourist route will create?
- How different will these opportunities be to your current business?
- What impact do you perceive the opportunities will have on your business?
- What impact do you perceive the opportunities will have on the community?
- What are the good aspects related to these opportunities and the perceived change that will be/may be caused by the opportunities?
- How can the perceived good impacts be promoted?
- What are the bad aspects related to these opportunities and the perceived change that will be/may be caused by the opportunities?
- How can the perceived bad impacts be minimised?
- What are the perceived constraints that may hinder the development of the proposed tourism route?

- What interventions can you propose to be used to address the constraints?
- What are the challenges of your business currently?
- Can the proposed route provide some solutions to the challenges currently faced by your business? If so how? If no why not?
- What are you doing to ensure that your business is ready for the operation of the proposed route and the opportunities it will present?
- What are you doing to ensure that your business is ready for the operation of the proposed route and the challenges it will present?
- Have you (as business owner) been consulted by any government official about the proposed tourism route?
- Have you (as business owner) consulted any government official about the proposed tourism route?
- Do you (as business owners) have business or tourism forums where issues of tourism developments are discussed and tourism information is shared?
- What are the marketing tools that you (as business owner) will you use to promote your business during the operation of the proposed tourism route?
- What do you think should be the role of government on the proposed tourism route?
- Do you have any questions?