



**COMMUNITY PARTICIPATION AND TOURISM DEVELOPMENT IN
KWAZULU-NATAL: A CASE STUDY OF THE DIDIMA RESORT AND THE
UMHLWAZINI COMMUNITY, DRAKENSBERG**

by

Nduduzo A. Ngxongo

BTech: (Tourism), Durban University of Technology, 2011
(20823410)

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APPROVED FOR FINAL SUBMISSION

Chili, Simon N., Ph.D. (Geography)

Date...../...../.....

Supervisor

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DECLARATION

I, Nduduzo Andrias Ngxongo, do hereby declare that the work presented in this dissertation is my own work and findings, except where indicated. All sources used have been duly acknowledged and referenced.

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Ngxongo N.A Date

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Chili S.N Date

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DEDICATION
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This work is dedicated to my lovely family in Ladysmith who had to endure the challenges related to this commitment, and have come out to be my pillar of strength and my source of inspiration. This is for their endless love, support and encouragement, patience and understanding when my attention was used up by this project.

Bongekile F. Zulu [Mother]
Musawakhe P. Zulu [Brother]
Sandile N. Sibiya [Brother]

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ABSTRACT
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This thesis discusses the concept of community participation and tourism development in KwaZulu-Natal using a case study of the Didima Resort and Umhlwazini community in Bergville, Drakensberg. In order to examine the research topic, the thesis scrutinizes the following key concepts: community participation in tourism development; tourism development initiatives for the local community of Umhlwazini; and, the contribution of tourism development towards community enhancement. The research was guided by four research objectives: (1) To investigate the level of understanding and awareness that the Umhlwazini community have regarding tourism development and the importance of community participation; (2) To investigate whether there is active community participation and whether there are tourism development initiatives or practices the resort authority is offering to the local community; (3) To ascertain strategies employed by Didima Resort to encourage maximum participation of communities for development of tourism at Umhlwazini; and, (4) To identify problems that hinder the community's participation in tourism development at Umhlwazini.

The outcomes from the interviews indicate that the majority of the Umhlwazini community members are willing and interested in participating in the development of the tourism initiatives happening at Didima Resort and within their community. Currently, the community's participation in tourism development in their area is predominantly at the level of temporary jobs which are occasionally offered to unskilled labour. Work opportunities for skilled workers are non-existent so that not even a single member from the community is part of the Didima Resort management team.

Recommendations arising from the study include but are not limited to the following:

- There must be a vigorous, selfless and mutual cooperation between the following role players; Amangwane Traditional Council, Ezemvelo KwaZulu-Natal Wildlife (Didima), Ingonyama Trust, Okhahlamba local municipality and the community of Umhlwazini. This association will ensure that the interests of the community are taken

into account and that the community is part and parcel of any tourism development projects taking place in the Umhlwazini area.

- There is an obligation for community enhancement programs such as tourism awareness campaigns and tourism seminars in the Umhlwazini community.

- Ezemvelo KwaZulu-Natal Wildlife (EKZNW) must put more effort into advertising and promoting community products such as bicycle hire and handcraft work. That effort can increase the visibility and sales of such community products.

Community problems appear to be more noticeable than benefits. Some of the problems identified are: the lack of jobs from Didima Resort; no improvement in the infrastructure of the community; local artistic talent is not utilised during mega events happening at Didima. The lack of tourism awareness and education was identified as two main causal factors that impede community participation in tourism development, as well as the breakdown of communication between Ezemvelo KwaZulu-Natal Wildlife and Umhlwazini leadership (traditional council and contemporary political councillor).

According to the outcomes derived from analysis of the data from interviews, this research study concludes that local community members desire to play an active role in the tourism development process of Didima and Umhlwazini. In general, community members want to see decisions about tourism development in their area made co-operatively by Ezemvelo KwaZulu-Natal Wildlife, Okhahlamba municipality and local leaders (Amangwane Traditional Council) in consultation with the local community of Umhlwazini. They also want to be recipients of tourism benefits and want transparency regarding the community levy fund which is meant to support community projects.

This research study further concludes that there is great potential for community participation in tourism development initiatives at Umhlwazini community and Didima Resort. There are various tourism opportunities for the community which can be explored including a traditional restaurant and a cultural village which would benefit the community immensely. The community of Umhlwazini needs to be empowered with knowledge, business skills and financial assistance to start business ventures. It is only when the local community benefits financially that their participation in tourism development will become meaningful to them.



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LIST OF ACRONYMS

- ATC** = Amangwane Traditional Council
- CLC** = Community Liaison Coordinator
- CP** = Community Participation
- DEAT** = Department of Environmental Affairs and Tourism
- DRAC** = Didima Rock Art Centre
- EKZNW** = Ezemvelo KwaZulu-Natal Wildlife
- FRC** = Faculty Research Committee
- IREC** = Institutional Research Ethical Committee
- KZN** = KwaZulu-Natal
- NCC** = Ndumeni Craft Centre
- TD** = Tourism Development
- WHS** = World Heritage Site
- WTP** = White Paper on Tourism

CHAPTER 1 : INTRODUCTION

1.1 Introduction of the Study

The aim of this research study was to investigate the extent of tourism development and community participation in Didima Resort as well as Umhlwazini community. More specifically, the study focuses on determining whether there is any form of tourism development taking place in the Didima Resort and if so, whether that development takes into account the participation of the local community, an element which the researcher regards as being fundamental for tourism sustainability. This study seeks to reveal the extent of tourism development and community participation at Didima Resort, Drakensburg.

Community participation is believed to be a worthwhile principle of sustainable tourism development (Cole, 2006: 42). Thus, to guarantee genuine deployment of local resources, the local community should participate in deciding the purposes and approaches as well as in the implementation of tourism activities. A number of emerging countries have identified tourism development as an effective approach to enhance economic advancement by increasing employment and bringing more income to local communities (Thammajinda, Fountain and Rennie, 2013: 850). On the other hand, it is hard as to know how much exactly do local communities benefit from tourism development (Rennie, 2013: 62). The majority of local communities have limited opportunities and inadequate potential to capitalise and operate tourism businesses by themselves (Thammajinda, et al., 2013: 851).

According to Makame and Boon (2008: 97) the concept of community participation is applied in many fields of development studies including tourism. Tosun (2000: 621) argues that the story of community participation in the development of tourism processes is an adaptive and elastic model. That model permits host communities, in different tourism destinations, at different stages of development, to contribute in the decision-making procedure of tourism development, including open dispersal of the profits from tourism and deciding on the type and level of tourism growth in their locality (Cole, 2006: 85; Tosun, 2006: 497).

Tourism development ought to create work opportunities and contribute to the local community residing in the locations where tourism development is happening (Burns, 2000: 18). Therefore, the province of KwaZulu-Natal in South Africa has, in recent times, embarked on a number of tourism initiatives encompassing community participation in an effort to conserve wildlife and natural resources whilst connecting them to the development of local communities (Gopaul, 2009:21). These projects follow a universal movement, which recognizes that tourism development cannot be successful without the contribution of local people in any destination. The idea of community participation in tourism development is entrenched in the White Paper on Tourism (Department of Environmental Affairs and Tourism [DEAT], 1996: 11) which seeks to encourage tourism and local communities' legacies for the South African nation. In the White Paper it is highlighted that national and regional agencies should play a significant role in developing and handling of state preservation property for sightseeing purposes.

1.2 Background to the Study

The value of community participation in tourism development has long been accepted for its contribution to local development as well as to the tourism business itself (Tosun, 2006: 498; Oviedo-Garcia, 2008: 101; Jamal and Stronza, 2009: 175). With regard to certain destinations, community participation in tourism development can sustain the well-being of the local community by providing them with opportunities to acquire benefits as well as to wipe out damaging impacts from tourism development (Law, 2002: 51; Oviedo-Garcia, Castellanos and Martin-Ruiz, 2008: 99).

Tourism crosses various sectors and needs to take into account the diversity of stakeholders including the local community (Sherpa, 2011: 21). Consequently, sustainability in tourism entails all-inclusive preparation that incorporates many sectors and includes significant community participation in tourism development (Choi and Sirakaya, 2005: 1281). There are several reasons and advantages for community participation in development initiatives that have the potential to influence natural resources of the local community. Additionally, community participation in tourism ventures can also promote individual and communal learning practises, which then change isolated individual activities into cooperative and shared actions contributing to sustainability of ecological and natural resources (Sinclair, 2008: 71).

Meanwhile, the local environment can be well-maintained since participation in the tourism industry may well provide local people with a motivation for ecological preservation (Harrill, 2004: 233; Tosun, 2006: 496). Support from the local community is necessary and important for the success of tourism programs. This is not only because local community products and services are central components of tourism, but also because their friendliness toward visitors is important to warrant tourist well-being and satisfaction (Blackstock, 2005: 44; Tosun, 2006: 499). The wisdom of local people and their involvement in tourism development can influence the procedures of development (Aref, 2011: 349). With no reasonable community participation and insight from the community, the development of tourism cannot be accomplished (Aref, 2011: 349).

According to Boppet al. (2000: 113) sense of community refers to “the quality of human relationship that makes it possible for people to live together in a healthy and sustainable way”. The wisdom of community plays a crucial part in development of community support for development and possibly will improve its lasting sustainability as a comprehensive foundation for tourism development planning (Hall, Kirkpatrick and Mitchell, 2005: 66).

Development and empowerment of the local community in tourism inspires active involvement by making the local community feel valuable, connected and stimulated to unite and come together on the road to mutual goals (Aref, 2011: 350). Thus the wisdom of community can be viewed as the ability of community members to participate in the development of tourism activities effectively and cooperatively.

1.3 The Problem Statement

The intention of this research study is to investigate the level of community participation and the development of tourism. The achievement of community participation is an imperative component of an empowered community (Reid, 2000: 23). Community participation is a vibrant development by which the community influences the course and implementation of development projects with a view to improving their welfare in terms of proceeds, community development, independence or other principles that they appreciate (Muganda, 2009: 44). The study therefore investigates the degree of tourism development as being determined by the level of community participation at Didima Resort since most studies argue that tourism development cannot be adequately achieved if community participation is overlooked.

According to Akama (2004: 146) “local communities are barely participating in tourism development” and communities are more often than not without any influence in the development progression (Havel, 1996: 93). This condition, according to Mbaiwa (2005: 217) is different to the ideology of tourism development which, among other things, places emphasis on the participation of host communities. The distress about community participation has been raised because of the unequal power sharing between controlling interest groups and local communities (Puhakka, Sarkki, Cottrell, and Siikamäki, 2009: 536). The organisations and other dominant interest groups, such as global operators and resorts, on occasion lack selflessness for the interests of local communities (Zhang, 2010: 76). This is due to the community members’ lack of control to make certain that their concerns are taken into account when decisions are made with reference to tourism (Puhakka, Sarkki, Cottrell, and Siikamaki, 2009: 534).

Community members that are less-informed on the topic of tourism normally do not feel positive about participating in any active way, such as by openly joining the tourism development activities, or they may not be willing to participate at all, since they are uninformed of the implication of their participation. This apparent lack of self-belief from some community members results in the exclusion of view and opinions from local community concerning tourism development, mainly in decision-making (Trakolis, 2001: 239). It’s well-known that with no consideration of the real concerns of local people, tourism authorities have a tendency to decide on issues that they regard to be of the broadest community benefit when discussing and deciding on tourism development activities (van Fossen and Lafferty, 2001: 205).

The certainty is that what tourism developers believe to be important for the community might be in reality the least essential thing for the community. The authorities might make a decision to construct a nursery for the community without consulting the community, only to later discover that what the community needs is a community information centre that will be used to empower community members at large (Blackstock, 2005: 43). However, these issues (property developments, funding opportunities, education and internet wireless connections) risk being channeled toward the benefits of the interest groups rather than local communities. In these cases, community participation fails to bring, deliver and share satisfactory benefits to local communities.

1.4 Research Questions

In order to achieve the below mentioned objectives of investigating community participation and tourism development at Umhlwazini community and Didima Resort, the study specifically addresses the following research questions:

- What is the level of tourism development awareness and understanding of community participation of Umhlwazini village towards all tourism activities taking place in the area?
- What are the views of the local community towards community participation and tourism development at Umhlwazini Area and Didima Resort?
- What strategies are in place from the community leadership and Didima authorities to encourage and promote maximum participation of the local people in tourism development?
- What are the obstructions that impede the community from participating in tourism development and what exactly does the resort do to mitigate or eliminate challenges that affect maximum participation and the development of local residents?

1.5 Aims and Objectives

The aim and objectives of the study are provisional steps toward creating an instrument that can be used to investigate the merits and demerits of community participation and tourism development in Umhlwazini and the Didima Resort. Moreover, the accomplishment of the objectives leads toward suggesting possible solutions to the problems that face the Umhlwazini community, as well as forming a mutually beneficial affiliation between EKZNW and the local community.

1.5.1 Aim

The aim of the study is to investigate community participation and tourism development at Didima Resort, which is located near to the Umhlwazini community in Bergville, Drakensberg, KwaZulu-Natal. More specifically, the study focuses on determining whether there is any form of tourism development taking place in the Didima Resort and if so, whether that development takes into account community participation which the researcher regards as fundamental for tourism sustainability.

1.5.2 Objectives

The objectives that this research study aims to achieve are the following:

- To investigate the level of understanding and awareness that Umhlwazini community members have towards tourism development and the importance of community participation;
- To investigate whether there is active community participation and whether there are tourism development initiatives or practices the resort authority is offering to the local community of Umhlwazini;
- To ascertain which strategies are being employed by Didima Resort to encourage maximum participation of communities for development of tourism at Umhlwazini; and,
- To identify problems that hinder community members' participation in tourism development in their area.

1.6 Research Methodology

The procedure and method of research are essentially significant for accomplishing convincing and dependable instruments of data collection, investigation and analysis. These methods are necessary for verifying the process and the reliable study results. Existing knowledge resources were used as corresponding sources to fortify the validity of the study. Research methodology involves the choosing of the sample, tool for data collection and process and the technique of information gathering and the process of data interpretation.

The research methodology of this study employed a qualitative research approach because of this methodology's capacity to provide insight into and interpretation of the research topic, so there was no need to start with an hypothesis (Noor, 2008: 1602). The interview questions were designed with the aim of obtaining deeper understanding of the community's viewpoint on the issue of community participation and tourism development, so there were no closed ended questions.

The target population of this study is divided into four categories, namely: the general community, Amangwane traditional council, Didima Resort management and the Community Liaison Coordinator. A sample size of 25 respondents was drawn from a target population of 137 515 (Okhahlamba Municipality IDP, 2006: 6).

Purposive sampling was used to select respondents because this enables the researcher to identify participants who are likely to provide data that is detailed and relevant to the research questions. The collected information was captured and analysed, with individual themes being identified and analysed. The major data preparation techniques included data-capturing, data-editing, data-coding and (McDaniel and Gates, 2010: 12).

1.7 Rationale and Significance of the Study

The research purpose of the study is to explore community participation and tourism development at Didima Resort, which is located nearest to the Umhlwazini community in Bergville, Drakensberg. In South Africa, the discourse of local participation in tourism development has long been founded on the belief that local communities are themselves able bridge the gap between poverty and higher levels of development (Gopaul, 2009: 82). The obstructions facing tourism development are immense but the revitalisation of the rural economy is a key to a better way of life in local communities.

The findings from this research contribute to the knowledge of the levels and types of community participation in tourism development in Bergville specifically at Umhlwazini community and Didima Resort. In particular, this research extends the understanding of the role of development in facilitating community participation in tourism development. The results from this research also extend the body of knowledge about the impediments and key success factors regarding community participation in tourism development in KwaZulu-Natal. Wider and deeper understanding of barriers to community participation may assist tourism policy makers to initiate appropriate strategies to overcome those limitations.

It has been mentioned in previous paragraphs that the tourism industry needs a good relationship between the authorities and the local communities to avoid negligence as well as minimal participation from one of the role players. A good relationship would ensure that locals get maximum exposure from tourism offerings; the relationship linking the involvement of host communities in development of tourism in Didima could bring income to the community.

It is furthermore anticipated for the study to raise the awareness of tourism authorities on the topic of tourism development problems, strengths as well as opportunities that are available for Umhlwazini community and other communities finding themselves in comparable circumstances. The research suggests that Didima Resort has a potential to attract a number of visitors due to its rich cultural heritage, weather and its world-renowned heritage site. The findings of this study can even lead to more research in areas that have tourism potential and are occupied by disadvantaged communities.

Ultimately, it is anticipated that the research study will help to establish a level of tourism understanding and awareness among tourism authorities and the local community in particular. Such understanding can lead to better community participation and tourism benefits.

1.8 Definition of key Concepts

The definition of key concepts will help the reader to gain an appropriate understanding of the study. The concepts will also help in limiting the study to only the relevant issues and avoid abstruseness.

1.8.1 Tourism

Tourism is considered to be a key source that provides material benefits for the poor and can bring cultural self-importance, a sense of possession and control (Benavides and Perz-Ducy, 2001: 13). Tourism is considered to have a beneficial impact on employment, economic progress and foreign exchange contributions.

Tourism is a service industry which is offered by small and medium sized organisations and directed by the tourist industry, with help from government and the international community.

The World Tourism Organisation (2002: 16) identifies and classifies tourists as individuals who are "travelling to and staying in places outside their traditional environment for not more than one consecutive year for vacation, business and other purposes not related to the exercise of an activity remunerated from within the place visited". Tourism can then be defined as a service industry that offers services to tourists. These services mostly consist of provision of transport, lodging and offering goods and human resources in order to satisfy the requirements of tourists.

McIntosh, Goeldner and Ritchie (2002: 22) defines tourism as a combination of activities, services and industries that provide a travel experience, including: transportation, lodging, hospitality, entertainment, amenities and other services to individuals or groups that are travelling away from home. This definition clearly indicates that tourism offers a wide range of services and has great opportunities for community participation.

1.8.2 Community Tourism

Community tourism is tourism in which local members of the community are active participants and property managers/users, entrepreneurs, workers, and decision-makers. In this type of tourism the host community has an opinion in decisions made in regard to the development of tourism in their area and collaborates with other potential stakeholders to develop opportunities for employment, business, skill development and other improvements in local livelihoods. Some aspects such as participation in development may be accomplished by communities acting cooperatively, and some, such as business development, by local individuals and families (World Tourism Organisation [WTO], 2002: 17).

1.8.3 Tourism Development

Tourism development is a continuing progression of preparing for the influx of tourists. It requires preparation, construction, and supervision of attractions, transportation, services, and amenities that serve tourists (Khan, 2005: 25). Tourism Development as connected with affirmative community change, which means moving forward to something that is enhanced compared to the present. In this case this change relates to the development and advancement of tourism activities and benefits (Aronson, 2000: 56).

Tourism development also entails the invention and endorsement of innovative tourism products and activities, improving and advertising of already existing tourism products, and creating a secure and easy to use environment for visitors and local communities.

1.8.4 Local Community

According to Kotze and Kotze (2008: 35) community is a collection of people who are collectively inter-reliant, who participate jointly in discussion and decision-making, and who share particular practices that both define the community and are nurtured by it.

The concept 'community' according to Kotze and Kotze (2008: 35) has four basic elements, namely, citizens, setting in geographic space, social interface, and common ties.

Local communities have an important responsibility in the development of tourism as they are critical in availing first-class environmental conditions for tourists. Local communities are essential constituents of present tourism development. The community is the central point for the continuous supply of lodgings areas, food preparation, knowledge, transport, amenities and services for tourism development (Godfrey and Clarke, 2000: 105). There are numerous definitions of community. The word community can have a specific geographic implication with a plainly defined spatial boundary and also refers to groups of people with a familiar and comparable interest (Chapman and Kirk, 2001: 5).

1.8.5 Community Participation

Nowadays many development initiatives require the participation of local communities for sustainability of the development initiatives (Ribot, 2004: 1592). A clear and commonly shared concept of community participation is not easy to establish. However, the levels of participation influence or control decision making, actions and outcomes are often key to the descriptions of community participation (Murray, 2002: 9).

A number of efforts to describe and explain community participation are topics to huge arguments, primarily due to the different viewpoint of scrutiny of the words community and participation. Secondly, due to the notion that the actual subsistence and the practicality of the whole idea are difficult, in particular given the reality that communities are never consistence (Cole, 2006: 35).

It is very important, therefore, to take into consideration that deciding as to who in the community should be involved in community participation entails deciding about who should be in and who should be out; who is local based on location or area and who is included based on particular dynamics.

Community participation is a dynamic progression by which beneficiary client groups control the course and implementation of a development project with a vision to enhance their well-being in terms of earnings, personal development, self-sufficiency or other standards they value (Muganda, 2009: 56).

Consequently, for the purpose of this study, community participation is explained as a condition whereby the majority of the community members who reside within the Umhlwazini Area directly or indirectly participate in tourism development activities, control a share of tourism related production or are employed in tourism destinations as individual or groups.

1.8.6 Community Tourism Development

According to Aronson (2000: 106) community tourism development is associated with positive social change, which means moving forward to something that is better than at present. In this case this change relates to the growth and advancement of the community through tourism activities and development. In other words, community tourism development relates to a method for enhancing human welfare by means of re-allocation of resources that involves some modification of the environment (WTP, 1996: 9).

1.9 Structure of the Study

This thesis is presented in six chapters. The **first chapter** presents an overview of tourism development and community participation, research context, and background of the research. The nature of the research problem, rationale of the study, research objectives and specific research questions are also stated.

Chapter 2 outlines the spatial setting of the Didima Resort and the Umhlwazini community, paying special attention to the historical background of the study area, and general background regarding the tourism sector.

Chapter 3 is an analysis and review of relevant and necessary literature. This chapter starts by discussing the notion of community participation and its implementation in tourism development. The chapter also discusses the factors which influence community participation in tourism. Theories, ideas and models arising from the work of previous researchers will be presented and discussed.

Chapter 4 outlines the methodology used for data collection for this thesis. A brief description of various participants involved in the study is provided

Chapter 5 presents the outcomes of the field work conducted. It sets out analysis of the results and interpretation of data gathered from the semi structured interviews and focus groups. As part of the presentation of the findings, this chapter outlines the findings from the respondents on CP and the contribution of TD to community development (job opportunities, skills development and income generation) at Umhlwazini community.

Chapter 6 presents analyzes and discusses the results of this study in relation to the research questions and the literature review. The chapter presents the implications of the results, the lessons learnt from this research work, and recommends strategies that can be implemented to improve community exposure and participation in tourism activities happening at and around the Didima Resort.

1.10 Summary of the Chapter

Figure 1.1 provides a visual summary of the information from this chapter. The chapter began with a discussion of the concepts of community participation and tourism development emphasising tourism as a catalyst to merge the two. Community participation is an essential ingredient to achieve sustainable tourism development. Even though community participation in tourism development is desirable it is not easily achieved in the real world, particularly in the developing world. Findings from this research could extend the body of knowledge about community participation in tourism development, particularly in developing countries where local people are often powerless to participate in tourism development.

This chapter outlined the main literature and values relating to the enquiry regarding community participation and tourism development at Didima Resort, and defined the central terminology. The aims and objectives of this study were presented along with a summary of the research methodology of collecting data, and concluded with an outline of the structure of the research project.

The holistic approach of this research study is expected to add value to the enhancement of life for the Umhlwazini community. Development can be accomplished through participation of the local community in matters relating to tourism in their area. The following chapter presents the spatial setting of the study area, beginning with an overview of Didima Resort and Umhlwazini area. The background and historical outline is followed by a discussion of tourism development in the area.

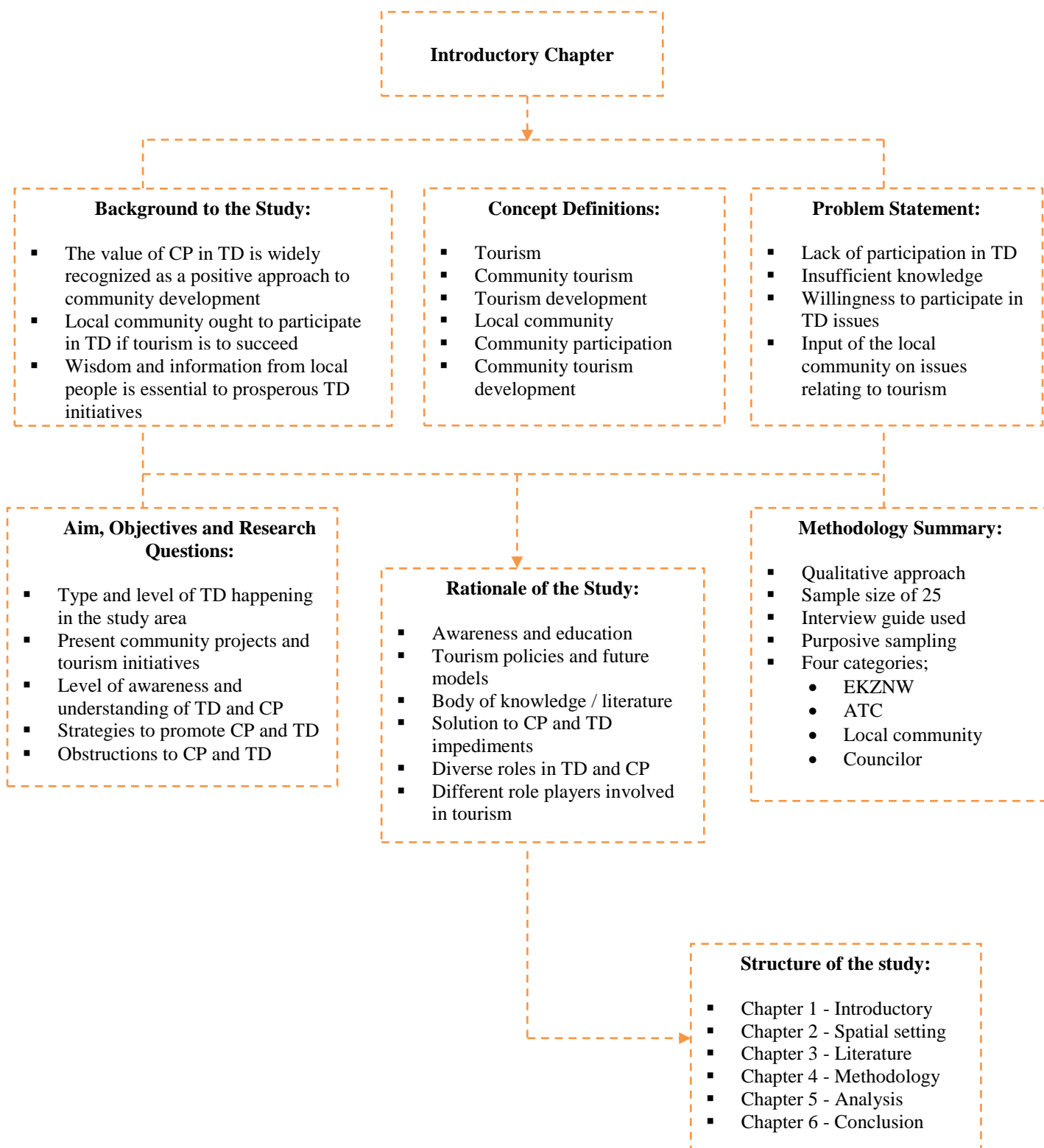


Figure 1.1: Outline of Introductory Chapter

CP = community participation; TD = tourism development

Source: Author (2016)

CHAPTER 2 : SPATIAL SETTING OF THE STUDY AREA

2.1 Introduction

The researcher has found it sensible to add in this section on the physical location of the area for a variety of reasons. This background will provide the reader with a perspective from which to understand this research study and where it is located. Due to the lack of scholarly research on the background of the area, the researcher had to rely heavily on internet sources and information solicited during the interviews. The significance of the physical setting in this research is not only to give the overall representation of the physical appearance of the area, but also to familiarise the readers with spatial elements and services that are offered by the study area. It is believed that once this chapter has been read, readers will be able to understand the basic reasons that prompted the researcher to undertake this research study.

2.2 Background of the Study Area

Didima Resort which is situated in Cathedral Peak is positioned in the Maloti-Drakensberg Park, South Africa's primary cultural and ecological World Heritage Site (WHS). The outstanding splendour of the Maloti-Drakensberg Park is apparent in its towering basaltic underpinning, golden granite walls, lofty altitude grasslands, steep-sided stream gorges and rock-strewn canyon. The region has rich natural diversity. This stunning natural scenery furthermore has several encompassing the biggest collection of work of art in Africa. These works of art were formed by the San people over an era of at least 4000 years. The rock canvases are amazing in value and diversity representing the sacred existence of the San nation that no longer occupy the area (Didima Rock Art, 2013: 3).

The study area is Didima Resort which is situated in the Cathedral Peak valley of the Okhahlamba Drakensberg Park; WHS. Didima Resort rests in an amazing peak covered in beautiful splendour with waterway streams, and rocky cliff. Didima celebrates the traditions of the San community and maintain a little of their identity with their background. The Cathedral Peak area is a hiker's delight, offering routes ranging from a day to week long mountain trails including many days of tenting and exploration. The nearest town to Didima Resort is Bergville.

Community participation and development of the rural poor is a necessary paradigm shift in all development efforts and poverty alleviation programmes (Samah and Aref, 2009: 63). This chapter therefore outlines the spatial attributes of Didima Resort, including the Umhlwazini area, paying special attention to its historical background as well as tourism development.

Currently the financial system of Umhlwazini is mainly based on household incomes where the main source is rural livelihood and activities, derived from remittance incomes, pension and welfare grants and subsistence agriculture (Okhahlamba Local Municipality, 2001: 18). The Drakensberg area can be separated into three main sections: the Northern Drakensberg, Central Drakensberg and Southern Drakensberg. These areas take account of diverse parks and reserves as well as towns such as Ladysmith and Ixopo. The study area (Didima Resort and Umhlwazini) for this particular research falls under the Bergville area which is part of the greater Drakensberg area.

2.3 History of Didima Area (Resort)

A place develops its own sense of being and part of that sense stems from the people who come and then go. Didima Resort is no exception; the earliest recorded report relating to the Cathedral Peak states that King Moshoeshoe used Organ Pipes Pass to transport a gift of animal skins to King Shaka. When the Cathedral Peak Forestry district was established in 1935, A.M. de Villiers was appointed as the first District Officer. In those days the road from Winterton to Cathedral Peak was nothing more than a track and teams of oxen hauling cars from the mud was not uncommon. Forests were planted on the catchment areas even before World War II (JayWay, 2014b: 1)

For many years Cathedral Peak has been an ideal place to come for a camping holiday, with many day walks to choose from, or as the starting place for a long backpacking trip into the High Berg. Now as we enter a new era in the history of Cathedral Peak, the forests at the top of Mike's pass have long since gone and the new Didima Resort emerges from the stone and thatch of the region. Didima Resort commemorates the traditions of the San community. Their work of art has been precisely replicated and can be seen at the San Rock Centre as well as in small areas located throughout the resort (JayWay, 2014b: 1).

The structural design used and applied throughout the resort is a blend of contemporary design with San-type paintings and background, and the resort consequently has a personality all of its own, without omitting any of the charming settings that one has come to expect from the KZNW parks (Didima Camp, 2015: 2).

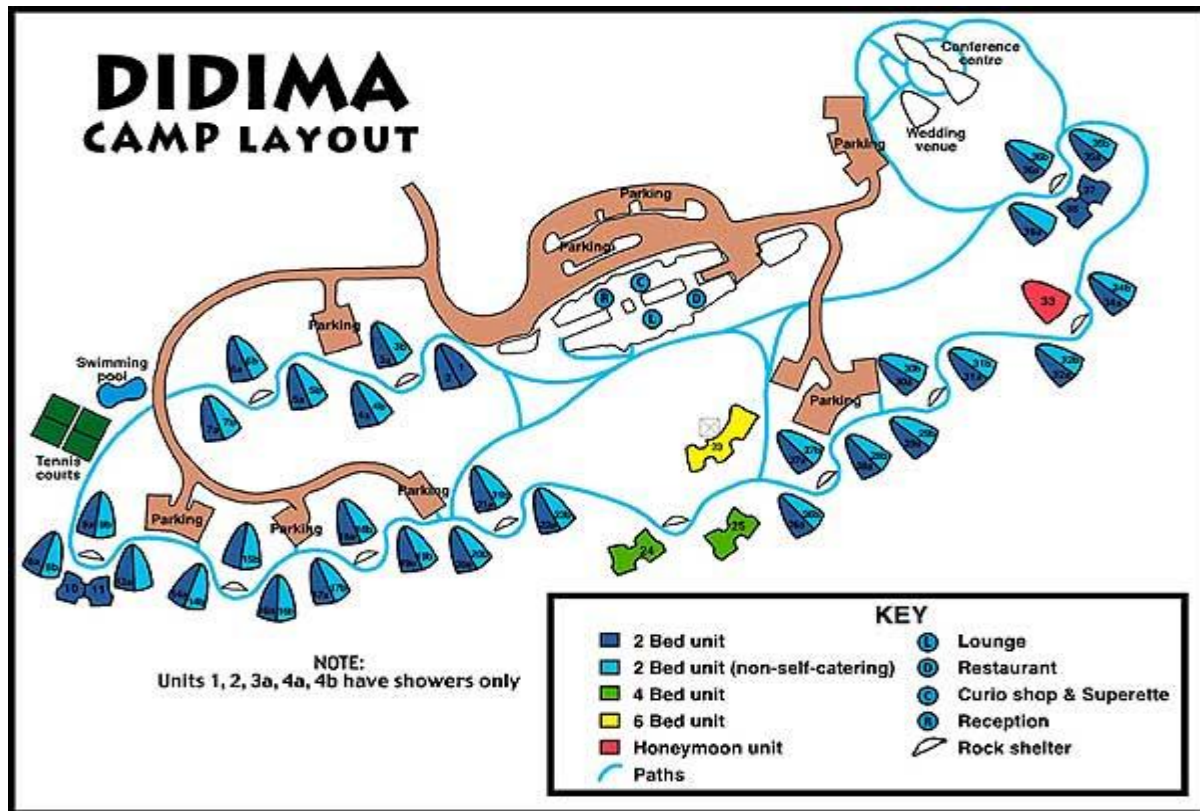


Figure 2.1: Layout of Didima Resort
Source: JayWay (2014c)

2.4 Diversity of the Study Area

Attractive magnificent scenery aside, Didima’s most distinctive feature is perhaps its astounding bushman paintings, towering mountains and winter snowfall. A number of the earliest San’s work of art are located in the study area, dating back 2 000 years. The landscape fluctuates from 400m above sea level in the north to 1450m above sea level in the south close to Lesotho. The splendid topographical scenery of Didima Resort presents a great experience to overwhelming animal and plant life. The resort’s housing is uniquely styled, which is a representation of the homes of the San community who once lived in the Drakensberg Mountains (Okhahlamba Local Municipality, 2001: 22).

2.5 Didima Resort Location

Didima Resort is a five hour drive on the N3 from Johannesburg and a four hour drive from Durban. The Didima Resort is positioned in an amazing mountain paradise flooded in charming beauty with rivers, winter snow, waterfalls, and ever-green grasslands.

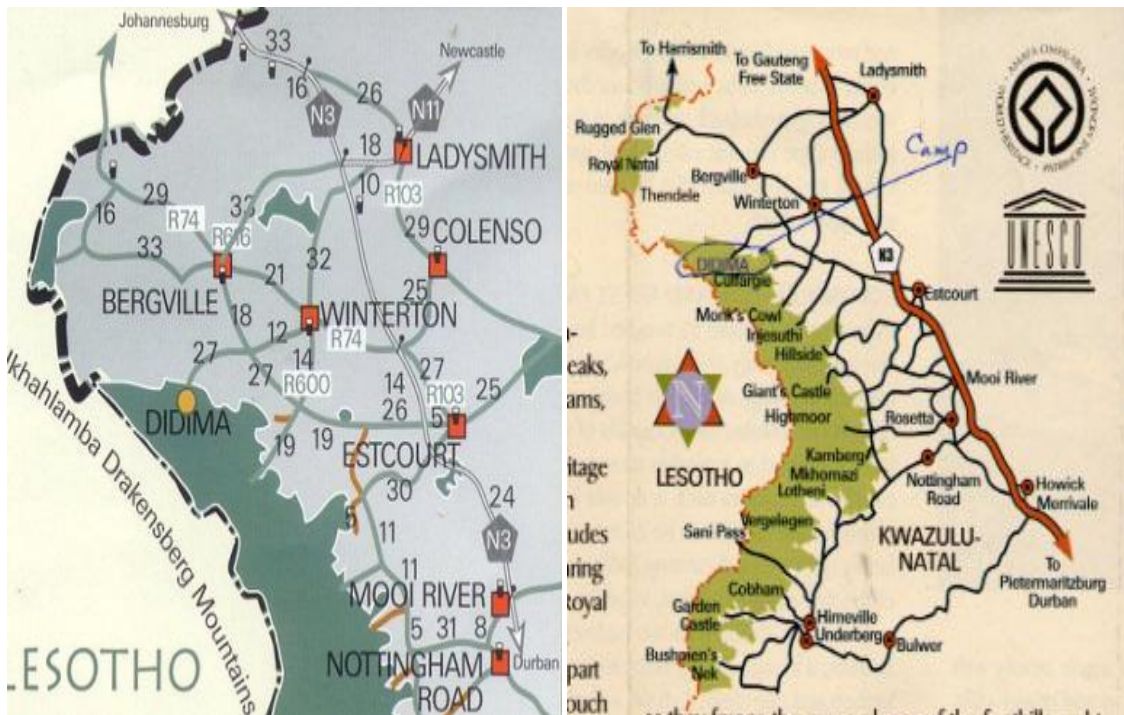


Figure 2.2: Didima Resort location

Source: Vivid Marketing and Communications (2010)

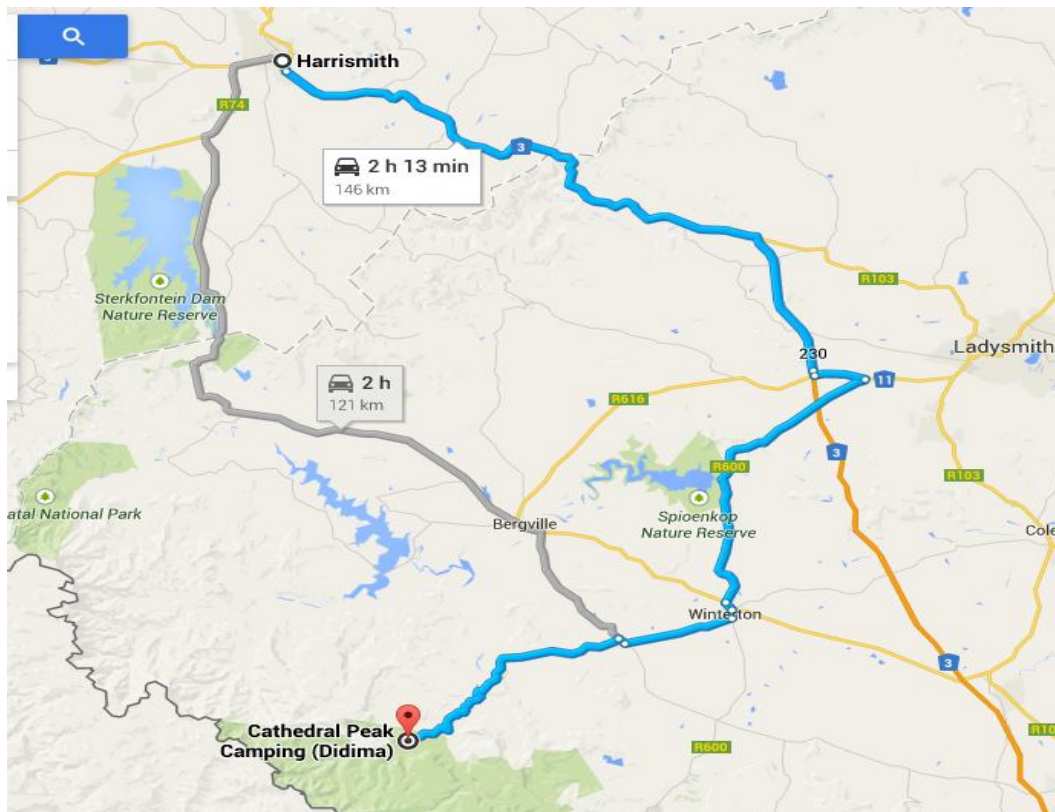


Figure 2.3: Direction Map to Didima Resort
 Source: <http://wesley.co.za/cathedral-peak-camping-didima/>

2.6 Didima Rock Art Centre

The Didima Rock Art Centre (DRAC) is a remembrance of one of South Africa’s wealthy cultural legacy, the San rock art of the uKhahlamba-Drakensberg Park. Positioned in the landscape of the Didima Resort, the DRAC presents an opportunity to visitors and tourists to gain knowledge of the rich enlightening heritage for which mountains are famous known for.

Okhahlamba Drakensberg was proclaimed a WHS on the 29th of November 2000. It was acknowledged and recognised as a WHS for its artistic and ecological importance, its artistic importance is on rock art. The resort is a home to over 600 identified rock art locations; the DRAC was formally opened in 2003. A visit to the DRAC guide a tourist all along the trip of sighting and discovery using the significance of the eland in San traditions as a theme that threads its way through the experience (JayWay, 2014a: 1).

The topic of the eland is first presented in the pioneering exhibition hall. Following the introduction to the interesting traditions and the life of the San, the visitors are led into a small cavern resembling area for a time of traditional fireplace narrative-time, before moving on to the artistic hall for a viewing of the inspiring and stimulating audio-visual staging.

The characteristically created Didima artistic hall holds almost hundred guests before a near life size replication of the Clarens stonework overhang.

The gorge of the eland demonstration, which screen for fifteen (15) minutes, discovers the reality, fairy story and fable surrounding the rock art images of the uKhahlamba Drakensberg. In the reasonably serenity of this presentation, guests can take some time to sight the overhang at leisure before departure into the lower exhibit section where they are introduced to the Ndumeni Craft Centre and Coffee Shop (JayWay, 2014a: 1).

The Didima Rock Art Centre, located at the Cathedral Peak Nature Reserve, houses three sections. The first is a display hall, where visitors can read about social relations between San and other social groups, their general life ways and religious beliefs. The second section is a preview room, where mythological stories dating back to 1873 are told. The last section is an auditorium where audio-visual shows are run.



Figure 2.4: Image of Didima Rock Art centre
Source: Scott (2013)

2.7 Umhlwazini Area

The Umhlwazini Village is a rural community located right next to Didima Resort, falling within the jurisdiction of the Okhahlamba local municipality and the larger UThukela District Municipality. The main village is located approximately 6.2 kilometres (12 to 13 minutes) from the southern section of the Didima Resort.

The local community of Umhlwazini is part and parcel of the physical environment and tourism facilities and activities to be found in the area. Umhlwazini community is a village predominantly occupied by rural community directly linked with the people who were removed from parts of Didima Resort. (Okhahlamba Integrated Development Plan, 2011: 33)

The town of Bergville is the main administrative centre of Umhlwazini village; the area is under the administration of Amangwane Traditional Council which is led by the honourable Menzi Hlongwane. Some of the community members of Umhlwazini are employed in the town of Bergville; working in homes, restaurants, lodges and shops. Apart from working for businesses in town, some Umhlwazini village residents are in the business of selling craftwork either on the side of the road going to Didima, or at the craft centre which is located next to rock art centre which is patronised by domestic and international tourists.



Figure 2.5: Image of Umhlwazini Community

Source: Scott (2013)

Umhlwazini is a stream in KwaZulu-Natal, South Africa which is situated at an altitude of 1,465 meters over sea level. The Umhlwazini community is situated between Siqalabeni and Ntabakayikhonjwa, close to Cathedral Peak. Around Umhlwazini landmarks in the area include Cathedral Peak, Mike's and Zunckel's Cave. The land area is not cultivated; most of the natural vegetation is still intact. The landscape is mostly covered with open broadleaved deciduous forest. The climate is classified as a humid subtropical (no dry season, hot summer), with a subtropical moist forest. The soil in the area is high in lixisols, soil with clay-enriched lower horizon, and high saturation of bases (Chinci World Atlas, 2011: 3).

2.8 Facilities at Didima Reserve

There are many facilities at Didima Resort, which is the reason the resort is a welcoming tourism destination. The resort has classic yet decent lodging, seminar hall, camping sites, mountaineering tours and trails, daytime and night-time drives, outing sites, gorgeous landscape etc. The resort, as previously mentioned has many fascinating San paintings.

2.8.1 Didima Community Campsite

The Didima community campsite offers 30 camping and caravan sites with electricity that can each accommodate a maximum of six people. Campers pay the fees at the reception. The communal ablution facilities have toilets, hot showers, baths and a communal kitchen. Braai stands are available, with firewood and charcoal for sale at the Curio Shop. The camp is under the management of EKZNW.

2.8.2 Didima Conference Centre

Didima's large, thatched convention hall has a central auditorium that holds over 140 delegates and one hall, seating over 40 delegates. The modern amenities consist of a completely equipped projection area, an all-inclusive sound system with fitting patch points, adaptable routine lighting, outstanding sound transmission and air conditioning. Unique gathering such as weddings, symposiums and festivities can be easily prearranged through the conference co-ordinator.

Didima has its very own unique twin thatched wedding chapel and adjoining reception venue (Didima Camp, 2015: 3). The shrine is glorious with its reversible glass framing the superb majesty of Cathedral Peak. A lot of global tourists come to Didima resort for conferences and weddings, which attests that this is indeed a tourist destination. The flexibility of the air-conditioned main hall speaks for itself: it offers cinema style seating planning for up to 80 delegates, lecture style for 70 delegates or a single U-shape for 30 delegates (Didima Camp, 2015: 3).

2.8.3 Ndumeni Craft Centre Project

The Ndumeni Craft Centre (NCC) is the quiet afterglow of this inspiring presentation visitor can take time to view before or after visiting the rock art Centre. The NCC displays a variety of locally produced indigenous craft works made from grass and beadwork.

These crafts are available for sale to visitors and in this way contribute significantly to the development and prosperity of the Umhlwazini community.



Figure 2.6: Image of Ndumeni Craft Centre
Source: Ngxongo (2016)

2.9 Social Services in the Study Area

Community enhancement such as education and other infrastructure is important for stimulating involvement in sustainable tourism progress in the study area.

2.9.1 Education

Okhahlamba local municipality, the town of Bergville and more specifically the Umhlwazini village have an insufficient number of education and training institutions that offer general education. The area does not have any tertiary institutions, but has a few secondary schools. In Umhlwazini there are three schools, two of them being primary schools and one a high school which was built by a guest that was visiting the resort.

There is no professional crèche. The scarcity of schools therefore suggests that there would be fewer young people being educated to take up positions in tourism, conservation and entrepreneurship. This does not bode well for the tourism industry in the study area.

2.9.2 Infrastructure

Infrastructure including roads, electricity, transportation and water reticulation is found in the developed municipal areas, not in areas like Umhlwazini. There is only one main road which is tarred from Didima Resort to Bergville town that goes through the community of Umhlwazini. There is no health clinic at Umhlwazini, so the community has to visit Emmaus hospital which is at least 30 minutes away from the community. The area does not have adequate recreation and tourism facilities for its inhabitants, let alone for tourists. What was observed is that there were a few informal soccer grounds that are very small in size when compared to ordinary official-size soccer grounds. There are no official soccer grounds and most of the existing grounds are soil-covered, none have a lawn or grass finish.

2.10 Tourism Development in the Area

The development of tourism is receiving considerable attention in Bergville, particularly in the Cathedral Peak area. The problem is that there is no coordinated and detailed tourism development plan for the whole of the Bergville area (Mthembu, 2011: 228). To take advantage of the existing tourism development potential, there is a need to develop a strategy for the development of Mnweni, Okhombe, Busangathi Valleys, Cathedral Peak, Royal Natal National Park and the Winterton-Spioenkop-Ladysmith route. The work of the Rand Water Mnweni Trust needs to be supported and the development of bed and breakfast establishments in the rural settlements encouraged. Farmers stand an opportunity to diversify their businesses and link up to provide tourists with farm products and other services (Okhahlamba Local Municipality, 2001: 18).

Tourism is playing an increasingly important role in the local economy (Mthembu, 2011: 229). The outstanding beauty of the Didima Resort and the Cathedral Peak Hotel is the prime tourist attraction which draws a regular flow of tourists throughout the year. The area is described as the entryway to the tourism hub of the Drakensberg (KwaZulu-Natal Top Business, 2010: 2) and tourism plays an increasingly significant role in the local economy of Okhahlamba Local Municipality.

There is a wide asset base, including accommodation facilities as well as outdoor sporting and recreational activities. Many of the charming vacation resorts like the Cathedral Peak, Didima Resort, Champagne Castle, Oliviershoek and Rugged Glen Nature Reserve, Spioenkop historical site, lakeside resort, and the dam are under the management of EKZWN and are close to the town of Bergville. Roughly 500,000 tourists are drawn to the Drakensberg yearly from as far away as Germany, England, France, Holland and North America. The area also attracts national tourists, especially from Johannesburg and the great KwaZulu-Natal region.

A substantial number of day guests and backpackers also pass through the Cathedral Peak area. Central Drakensberg is one of the main foundations of income generation in the tourism business, and overseas expenditure in the region contributes considerably to the local economy as well as to development of tourism in the area (KwaZulu-Natal Top Business, 2010: 2). The Drakensberg hills and rivers and the Cathedral Peak Hotel landscape possess one of South Africa's most fine-looking mountain scenery which incorporate the wonderful pinnacles of Mweni caves. The highest peak is 3 283m high and the highest level area can be reached by means of a chain stepladder.

From the highest point the sight over KwaZulu-Natal and Lesotho is inspiring. A number of different development proposals have been presented for additional tourism opportunities in this area. Issues that require consideration are:

- Extensive private sector participation;
- Partnership with host communities;
- Adequate and relevant infrastructure plan; and
- Advertising and information areas (KwaZulu-Natal Top Business, 2010: 2).

Between Bergville and the Didima Resort is the craft centre of Ndumeni, which trades a range of customary beadwork, carpentry and picnic basket goods. Close to Bergville are the Spioenkop Battlefield, the Dam resort and the cemetery of those who died in the battles of Spioenkop and Bastion Hill (KwaZulu-Natal Top Business, 2010: 2).

2.11 Future of the Didima Resort

The future of the Didima Resort depends to a large extent on the efficient management of the resort and how the authorities reinforce their alliance with the community of Umhlwazini. The local community has the potential to hinder progress in development of this association by either harassing the tourists or destroying the resources (Manyara and Jones, 2007: 635). Previously there have been mass demonstrations by the people of Umhlwazini for the reason that the resort is not doing enough for the community and the fact that the local people are not at all involved in management of the resort except for providing cheap labour. The outlook of the resort largely depends on the views that the local communities have regarding the treatment they get from EKZNW and Didima. It is important for EKZNW to ensure that their relationship with local community is managed appropriately for the sustainable tourism in the area.

2.12 Summary of the Chapter

Figure 2.7 provides a visual summary of the information from this chapter. This chapter provided information with reference to the setting of the study area, beginning with an introduction to the Didima Resort. The background and historical outline is followed by location outlines of the Didima Resort and the Umhlwazini community. The chapter also discussed the facilities and social issues of the study area followed by a discussion on tourism development in the study area. The chapter concluded with a brief discussion on tourism development with the emphasis on the possible function that tourism development can facilitate in smoothing the progress of development.

Didima Resort as the selected study area of investigation has numerous ecological units, which present this area as a unique destination in the Province of KwaZulu-Natal. It offers guests priceless experience and a good opportunity for local people to participate in tourism, for the reason that it has a variety of tourism offerings and business opportunities that are suitable for a range of tourism activities. The region has adequate but not plentiful tourism amenities to make it feasible for tourists to make best use of their recreation opportunities. Tourists from all over the world are likely to be found in this area of KwaZulu-Natal (KZN) because of its exceptionality. At the same time this admirable tourism destination is expected to present the necessary financial and property improvement in the area for the profit of Umhlwazini community.

The following chapter seeks to cover the literature review with in order to provide an in-depth understanding of what other authors have written with reference to community participation and tourism development internationally.

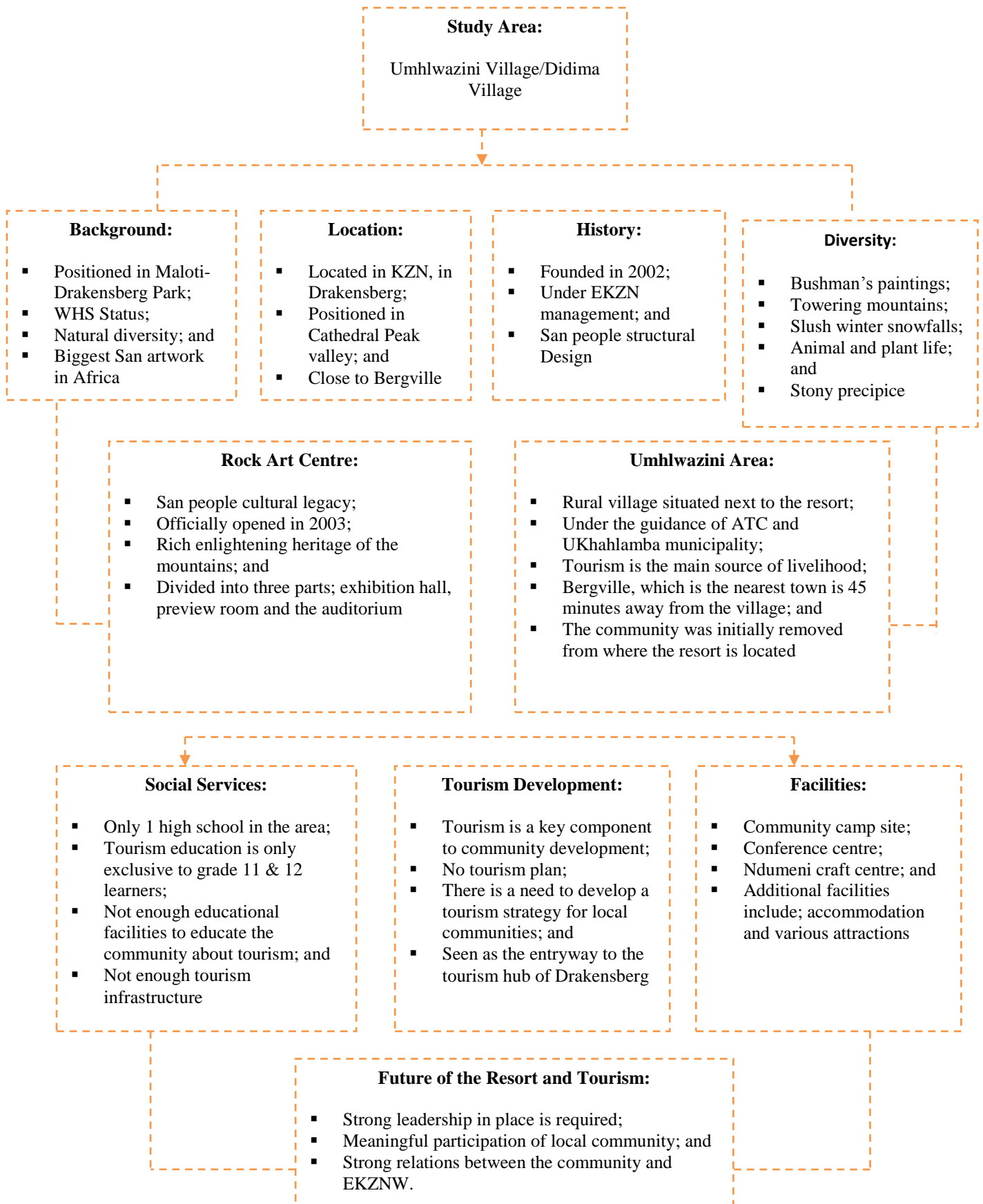


Figure 2.7: Outline of the Study Area
Source: Author (2016)

CHAPTER 3 : LITERATURE REVIEW

3.1 Introduction

This chapter presents the link and connection between community, development, tourism and participation (variables) based on previous studies, literature and models. Community participation is widely acknowledged as an important ingredient to achieve viable tourism development. However, meaningful participation does not happen effortlessly; there are a number of impediments to be overcome. Consequently, this chapter begins by presenting the important variables of this research in relation to tourism development.

The intercontinental and South African perspective of community participation in the tourism development process is discussed. Additionally, the key role players in the development of tourism in South Africa are discussed in relation to the White Paper on Tourism (DEAT, 1996: 10). The section also consists of discussion regarding the meaning of community participation and its implementation in different development programs. The chapter further looks at the different stages of community participation discuss the idea of community participation in the framework of the tourism industry. Dynamics that persuade host communities and attract them to be involved in the tourism industry, and the barriers, are presented and discussed.

3.2 The Importance of Community Tourism Development

The idea of community participation in tourism development is a necessity and the success of any tourism development venture is mainly dependent on the cooperation of the local community (Tosun, 2006: 81). Clearly, tourism development has immense potential to influence and change the lives of local communities. In their investigation Bartholo, Delamaro and Bursztyn (2008: 106) provide two flourishing occurrences of community tourism in the northern part of Brazil where not only a reasonable and sustainable strategy was entrenched, but the local communities' standard of living improved extensively. They further deliberated on the theory of "situation-centred" development. This concept of development, which goes further than economic reflection, strengthens the importance of local awareness and acknowledges community members as role players in the development and transformation of tourism in their area (Bartholo et al., 2008: 106).

Mitchell and Muckosy (2008: 102) conducted research in Latin America and concluded that tourism developments in the community do not often lessen poverty and that local communities must as an alternative attempt to make their way in conventional tourism businesses, which may generate more advantages compared to the alternative approach. Numerous tourism community developments are not connected with local authority structures and decision-making. Mitchell and Muckosy (2008: 102) propose that local communities should be connected with key tourist flows, rather than chase “alternative” tourism. Instead of depending on international giant companies, what really holds the solution to continued existence of tourism development in local communities is the encouragement and development of local skills, creativeness and resourcefulness. This may result in local communities attaining a degree of authority and ability to exercise control over tourism developments in their area (Mowforth, and Munt, 2009: 21).

3.3 The Readiness and Enthusiasm of Local Community to Participate in Tourism Development

One of the intentions of this research study was to establish and discover if the local community of Umhlwazini was keen to participate in tourism development happening in their area. From the perspective of tourism development, community participation can be explained as being a method of involving all interested and affected parties in tourism activities in such a manner that profits, authority and decision-making is shared evenly (Okazaki, 2008: 518). Community participation is a subject deliberated within a variety of studies regarding tourism development (Li, 2006: 138; Okazaki, 2008: 519). Dynamic local participation in tourism development is believed to be a requirement for benefits to reach communities.

Even though principled tourism is promoted by tourism companies, the policies still remain mostly exclusive, and insensitive to different methods. Government, mostly in the developing countries, is not likely to encourage transformation that will modify the degree of influence of major established role players in the tourism industry. Therefore, possibilities for transformation are not likely to come from the top level, but rather from the working class level, where the necessity for change is the most urgent (Mowforth, and Munt, 2009: 9). As a result, community organizations and their associations are becoming ever more significant in terms of community development, in previously disadvantaged communities in rural areas.

According to Tosun (2006: 53) tourism developers are quick to involve various public authorities in development projects but generally ignore the support and the role of the local participation. While numerous scholars encourage better community participation in tourism, not many have assessed suitable techniques to win local communities' attention and support for tourism development. The hypothesis that local community members are keen and able to participate equally in tourism have been an ongoing discussion within the community development context.

Local participation in tourism does not have greatest influence when it is encouraged by the principles of powerful group. As an alternative, the outcome of development requirements must be represented by local desires and interests (Taylor, 2001: 5). The eagerness of local community members to participate in tourism and their capacity to develop useful options is a critical aspect to consider. Ideally, the principle would be for the local community to make a decision on the type of tourism developments and have complete authority over any tourism projects in their area. In actuality though, local communities regularly lack not only knowledge and capital, but in some instances they even lack the curiosity and eagerness required to participate in tourism activities (Scheyvens, 2002: 146).

3.4 The Concept of local Community and Community Participation in the Tourism Background

For the purpose of this study, community participation is investigated in terms of participation and empowerment as they relate to tourism development (Singh, Timothy, and Dowling, 2003: 9). The objective of community involvement is to enhance community visibility in matters relating to tourism initiatives. Energetic and constant community participation in tourism development can generate many benefits and advantages to local communities (Tosun, 2002: 241)

According to Scheyvens (2011: 48) community participation is the intended effort that incorporates all facets of community interests when it comes to tourism development. The idea of community participation is accepted to reinforce the community relationships and fortify structures that have become disorganized through lack of collective engagement in matters concerning tourism (Yan, 2004: 55). According to Gilchrist (2004: 11) community participation allows local community members to identify and attend to unmet tourism desires and problems.

It seeks to improve competence by enhancing tourism expertise, awareness and information for local members and the community in general. Community participation in tourism is seen as a superlative method to build the sense of worth of the local community members in order for them to engage with each other and seek resolutions to tourism development problems that are affecting their community.

Assisting local communities to improve their knowledge of tourism for development purposes is the most important act of community participation (Ife, 2002: 157). Community participation in tourism is a course of action that permits local community members to integrate, strategize, reach resolution and take appropriate courses of action to develop the progress of tourism attractions of the community. An increased community competence structure is an outcome of fruitful and progressive community participation. Community participation in tourism enhances local communities' skills so to effectively deal with communal issues. Therefore, it is fundamental to the continued existence and prosperity of local communities (Talbot and Verrinder, 2005: 157). Figure 3.1 demonstrates the apparent contribution of community participation to the host community from tourism development.

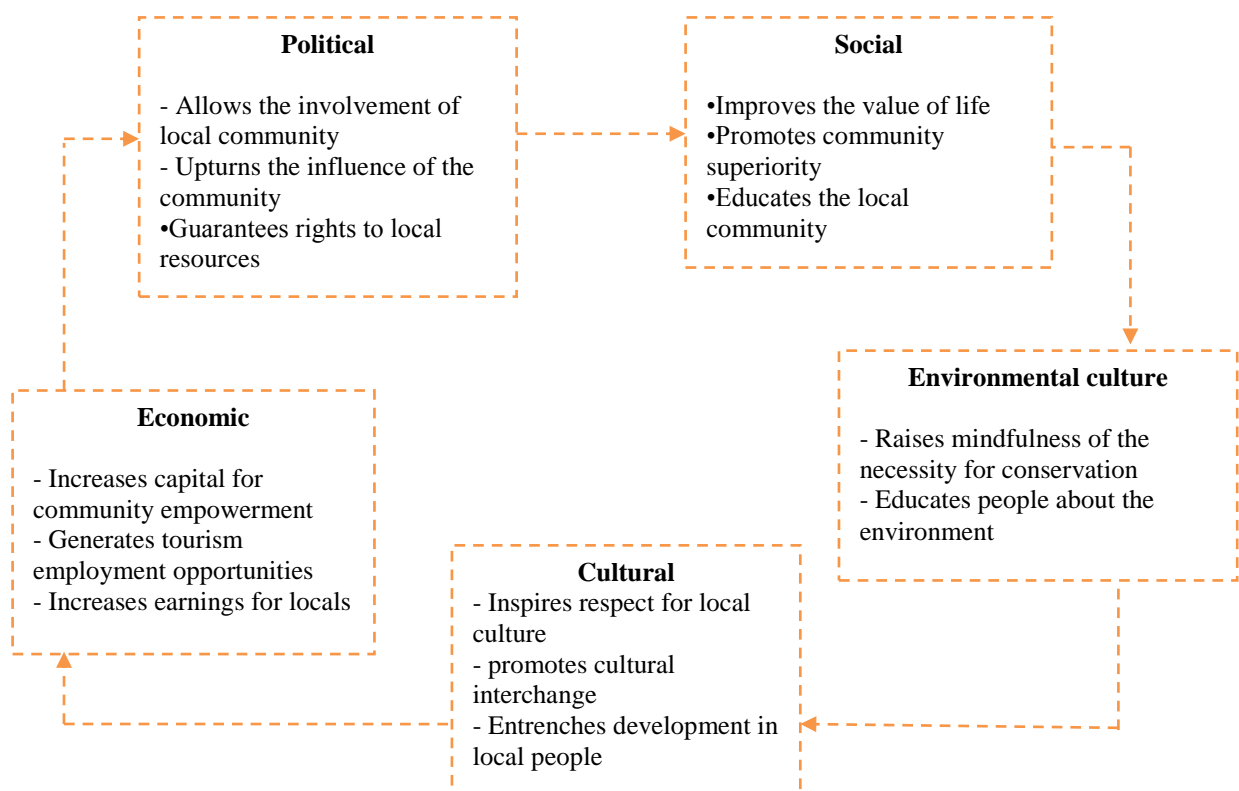


Figure 3.1: Contribution of community participation to local community
 Source: Adapted from Strasdas (2005) and Suansri (2004)

In understanding the meaning of community participation, the study needs first to be clear about the term 'community'. The meaning of this term is extremely challenging and there are numerous definitions (Tesoriero and Lfe, 2006: 155), although most are hinged upon a common location. However, it has also been used to refer to clusters that are not physically determined but share familiar features. For the purpose of investigating the subject of tourism development, a community can be any existing arrangement of individuals that share universal problems, interests and ambitions.

While reviewing the body of work on community participation and tourism development, it is essential to be aware of the correct meaning of the concept of community as it was applied in this research. One should comprehend the notion of community in order to comprehend the principle of community participation. According to Telfer and Sharpley (2008: 30) there is a huge potential that can be engaged on local communities in the background of tourism development. Local communities may possibly be regarded as the key component to community knowledge and information although for other scholars the community is basically the location where tourism happens. There is potential too for the local community to obstruct prospective tourism development. Telfer and Sharpley (2008: 30) state that communities are gradually being enticed by the idea of tourism development not merely from the demand point of view, as travellers dynamically search for fresh destinations and communities to experience, but also from the contribution point of view, as local communities are gradually learning of the potential of the products they can provide to visitors and the financial benefits that can be generated.

3.5 Community Participation in the Tourism Development Context

The concept of 'participation' emerged in political science; in traditional democratic theory participation is about political movement, public responsibility and individual rights (Tosun, 2006: 321). However, participation in development is more than the political right to take part in an election. The United Nations Economic and Social Council Resolution 1929 (LVIII) describes the concept of participation in development as follows:

- Community participation necessitates the intended and democratic participation of citizens in:

- Contributing to the development attempt;
- Sharing even-handedly benefits generated from tourism; and
- Making community decisions, creating strategies and execution of economic and community development programs.

A participation model is extensively used in various fields of development including tourism. According to Aref and Redzuan (2008: 937), community participation is a central aspect of community development and of successful tourism development. Tosun (2000: 621) writes that the meaning of participation of local community in the development of tourism course is an elastic concept that permits community members, in various tourism destinations at different stages of growth, to partake in the decision making practice of tourism development, together with sharing benefits derived from tourism development and determining the category and extent of tourism development in their area. Similarly, Cole (2006: 311) states that local communities can participate in tourism development plans at all stages of development including preparation, execution and sharing of benefits. Community participation in the preparation stage includes identifying problems, formulating options, setting up activities and assigning resources. Community participation in the execution stage includes control of and operating the development programs. Manyara and Jones (2007: 633) emphasise that the sharing of benefits is a progressive move for tourism as it means that the local communities get financial and social benefits from tourism development, either individually or communally.

In the field of tourism, the term ‘community’, must not be defined by geographical area alone but by proceedings where people congregate as one and discuss concerns about tourism. Principally, even though tourism takes place in a destination or host community, at all times there are several participants beyond the local community that are affected by tourism. For the purpose of this study, a community refers to the destination community. The destination community is defined as the setting, collectively with their natural and human essentials, where tourist experiences happen and where the tourism product is formed (Singh, Timothy and Dowling, 2003: 10).

The phrase ‘host community’ suggests that all the community members and all the interested and affected parties who are potentially affected, equally positively and negatively, by the impacts of tourism development inside the confines of the area must be part and parcel of tourism development.

In this research, tourism role payers relating to community participation in tourism development in community are not defined by area only, but by their lively participation in tourism development, regardless of their status and education levels.

The local community therefore includes local community members of Umhlwazini and tourism authorities of Didima Resort, and ATC, who are all participating with or affected by tourism development at Didima Resort. Community participation is one of the solutions of an empowered community. Community participation is the hub that drives the community's life blood and it members into tourism business; however, community participation is far more than a necessity; it is a step forward for community success. Communities that engage their members genuinely in the effort of community development get extra positive results and develop in more holistic and beneficial method. Ultimately, community participation in tourism development is essential to community accomplishments.

It is broadly accepted that community participation is an indispensable element in tourism development. Community participation in tourism development is an instrument to address key community struggles of tourism in many destinations. He further adds that community participation in tourism development will accomplish additional sharing of the benefits, discourage autocratic decision making and will meet the requirements of local community in an improved method. According to Kiss (2004: 234) tourism participation can spawn sustenance for conservation amongst communities as long as they witness certain profits. The function of local community in deciding tourism development activities is slowly becoming clearer (Hall, 2005: 16). Local communities need to organise themselves in order to play a more efficient role in tourism development, and to work together with government and other participants at all levels.

The community must be capable of recognizing possible tourism opportunities and attractions inside their communities which can support practical community development. The community should be enthusiastic to participate in tourism decision making as that gives them more ammunition that they can use to better their lives (Tosun, 2006: 322). Tosun also states that local communities should participate directly to warrant positive benefits from tourism. For any community participation to be effective, Shaw and Williams (2004: 182) emphasise that it is necessary to include local community desires with tourism developments to reduce the possibilities of problems and differences associated with negligence of local principles and values.

3.6 The Sustainability of Community Participation and Tourism Development

The notion of tourism development is a multi-disciplinary idea overlapping a wide range of subjects such as ecology, economy, and sociology. As Berno and Bricker (2001: 11) argue, the tourism industry is an organism in which the components are related and often adjustments in one-part have an effect on other parts. Furthermore, the tourism industry includes a variety of interested and affected parties having diverse insights and concerns in tourism development, which at times are frequently contradictory. There are numerous stakeholders in the tourism industry including visitors/tourists, investors, shareholders, management, the workforce, the local community and the responsible tourism authority. Tourism development must involve this broad variety of stakeholders to ensure success (Liu, 2003: 463).

Successful tourism developments that integrate significant community participation have been acknowledged as a holistic technique for achieving meaningful development in tourism in many literatures (Choi and Sirakaya, 2005: 1279; Kent, 2005: 44). An efficient tourism development will make best use of the money-making benefits of tourism to the local community, promote community participation and lessen the harmful impacts on community, economic, and physical environments.

A properly planned tourism development is essential not only to ensure quality of existence but also to increase the positive mind-set of local community towards tourism development. Kent (2005: 48) points out that tourism development starts with tourism preparation and a useful tourism development must incorporate significant community participation. Community participation is a central element in the search for sustainability in the tourism industry while ensuring happiness of local people (Kent, 2005: 52).

Balint (2006: 26) recommended that successful community participation that includes fresh insight, thoughts and approaches is critical to ensure constant development of tourism. Choi and Sirakaya (2005: 152) in their study on sustainability indicators illustrated that tourism development is a necessary cause of action that will certify the achievement of sustainable tourism development in local community level. The investigation further highlighted that it must be managed by community stakeholders and all the participants should be well-versed about the related problem by providing them with comprehensive and appropriate knowledge.

Tourism development must be responsible and must make possible the participation of a variety of stakeholders particularly the local community. Insights and views of local community must be included into tourism development, as tourism impacts and interrelate mostly with the host community (Hardy, Beeton and Pearson, 2002: 482).

The requirement for better participation of local community in tourism development and the sustainability of tourism development at community level is emphasised throughout the literature (Saxena and Ilbery, 2008: 234). Community participation in development and decision-making stages of tourism is very important as “the individuals who take pleasure in or experience the major impacts of tourism are those who reside in the communities where tourism destinations are located” (Tosun, 2000: 238). As Hall (2002: 16) highlighted, tourism success and development relies heavily on the support and friendliness of local people; for that reason, any development must be suitable with local desires and ability for successful performance. Accordingly, the success of any arrangement in tourism relies upon the scale and nature of community participation in the decision-making level.

3.7 Local Opportunities as a Form of Local Community Participation in Tourism Development

According to Masseur (2010: 13) community participation in tourism can be seen from at least two standpoints: in terms of participating in decision-making processes and in sharing of the benefits proceeding from tourism. Participation in tourism commonly refers to empowering the local community to decide their own plans for development, and to seeking guidance from the community to establish their trust and concerns regarding tourism.

The idea also embraces the participation of other stakeholders and interest groups in decision-making. Increasing family incomes, employment opportunities, and enriching locals with education and information are the most obvious product of involving community members in the benefits of tourism development. Open-mindedness and tolerance to visitors’ activities can be reinforced if opportunities are offered for active community participation in the development, control and operation of tourism facilities. To gain local communities’ support and participation, which in turn may assist development of the industry, they should participate in the tourism development through a range of channels.

Community participation in tourism decision making processes and sharing of tourism benefits will be thorough discussed in 3.18 and 3.19 respectively. One such channel, employment opportunities, will be briefly discussed in the next section.

3.7.1 Community Participation in Employment Opportunities

Community participation in employment opportunities is an approach to encompass and entice community participation and gain their support in tourism development (Zhao and Ritchie, 2007: 124). Tourism development is seen as a prospective basis of employment for local communities (Johannesen and Skonhoft, 2005: 214) given that improved manual-labour and small-scale prospects in the local community can be made available by tourism (Chok and Macbeth, 2007: 149). Community participation in employment opportunities, as employees or as business operators, can be a step forward toward the development of tourism merchandise and services, art and crafts particularly through taking advantage of plentiful natural and cultural possessions accessible in local communities. Tosun (2000: 44) highlights that community participation through working in the tourism industry has been acknowledged to assist local communities not only to sustain development of tourism but also to gain added monetary benefits.

Kibicho (2003: 36) mentioned that 88.6% of 236 members of the local community who participated in his study in Kenya approved that encouraging the local community to invest in and work for the tourism industry is an appropriate method of community participation.

3.7.2 Forms of Community Participation in Tourism

It is essential to comprehend the terms “community involvement”, and “community participation”. These two terms have wide-ranging implications that do not limit their range only to community tourism but the central idea highlights numerous methods in which local communities can participate in and have a positive impact in relation to the tourism development happening in their communities. Ashley and Roe (1998: 21) provide illustrations of community participation in tourism at various levels of participation (Table 3.1). For instance, if tourism is primarily operated by external stakeholders, chances are that opportunities for locals may be restricted only to being workers or selling local products.

Conversely, local communities have greater chances to participate if tourism operations are mostly operated by locals or community initiatives, and can participate by offering household holiday services or setting the arrangement over benefits for the entire community. Co-operative projects amongst local community and private investors may involve greater responsibility in tourism decision-making such as being agents on tourism structures or being consulted in tourism development (Muganda, 2013: 39).

The degree of responsibility of the community in tourism development is significant for the reason that it enhances opportunities for local community to be employees and own small-scale tourism ventures where they have more control over the nature and extent of tourism development; tourism development may be more coordinated with the local way of life and lead to healthier community well-being (Tosun, 2006: 52).

In the real world, tourism develops in several types of community ventures. The problem is how to integrate the local community into tourism development, particularly when the private sector is the major role player in the destination which is generally the case with mass tourism. Timothy (2002: 158) states that large scale tourism developments which frequently depend on the imported materials and workforce, have a duty to embark on a more pro-sustainability strategy that involves the usage of local products and workers where possible. Such a strategy offers additional opportunities for the local community to receive benefits from tourism development by retailing local produce and being employees.

One method of community participation in huge-scale tourism can be viewed and witnessed in Indonesia where an association between native food producers and a four-star hotel was established, namely, a limited contractual arrangement for the supply of first-rate foodstuff to the hotel. Subsequently, the hotel has reduced its dependence on outside contractors as well as changing the relations between tourism services and the local community from one of disagreement to one of mutual co-operation (Zhao and Ritchie, 2007: 129).

Table 3.1: Opportunities for local communities to participate in the development and administration of tourism

Type of Institution	Opportunities for management roles by locals	Examples
Private business run by outsiders	<ul style="list-style-type: none"> ▪ Employment ▪ Supply goods and services 	<ul style="list-style-type: none"> ▪ Kitchen staff in a lodge ▪ Sale of food, building material, etc.
Enterprise or informal sector Operation run by local entrepreneur	<ul style="list-style-type: none"> ▪ Written agreement over nature and extent of the enterprise ▪ Agreement over benefits for the wider community ▪ Enterprise ownership ▪ Self-employment ▪ Supply goods and services 	<ul style="list-style-type: none"> ▪ Tours of natural features in the area to take place only at set times and to be postponed during community rituals ▪ Jobs for local people or donations to a community fund based on the number of visitors ▪ Craft sales, food kiosks, campsites, home stays ▪ Guiding services
Community enterprise	<ul style="list-style-type: none"> ▪ Collectively owned and managed ▪ Collectively owned but individually managed 	<ul style="list-style-type: none"> ▪ Community campsite run by a management committee ▪ Craft centre owned by the community but managed by an individual with business training
Joint venture between the community and private operators	<ul style="list-style-type: none"> ▪ Revenue sharing agreement ▪ Participation in decision-making 	<ul style="list-style-type: none"> ▪ Community has equity in lodge and representatives sit on board of directors ▪ Community leases land for tourism development and sets conditions upon which development may proceed
Tourism planning body or conservation authority	<ul style="list-style-type: none"> ▪ Consultation ▪ Representation ▪ Participation 	<ul style="list-style-type: none"> ▪ Local consultation in regional tourism planning ▪ Community representatives on tourism board or parks board

Source: Ashley and Roe (1998)

Community participation has long been accepted as an instrument for harmonising power in decision-making and to spread the benefits of community development ventures (Wang and Wall, 2005: 45). The terms “community participation” and “community empowerment” have a similar critical goal, that is, “local governance over tourism development” but those two notions are presented from different viewpoints. The community participation presented by Ashley and Roe (1998: 24) places emphasis on the solid participation of local community. This research study chooses to use the term “community participation” which covers community participation in getting benefits, taking part in tourism development as well as having power or governance over tourism development and decision-making processes.

3.8 Barriers to Community Participation in Tourism Development

Even though community participation is one factor of tourism development, it regularly faces barriers in tourism development. Supposedly, tourism can generate improved opportunities for realising community participation, but there are still obstacles to successfully use tourism development for community progress. Barriers to community participation in tourism development are barely deliberated by scholars of tourism (Moscardo, 2008: 16). In the underdeveloped countries, a lack of community participation is a persuasive obstruction to tourism development (Aref and Redzuan, 2009: 16).

According to Tosun (2000: 618) there are operational, structural and cultural barriers to tourism development in many developing countries. Structural obstacles include monopolisation of public administration of tourism development, lack of harmonisation between involved parties and lack of information being made available to the local community of the tourist destination as attributed to, but not limited to, inadequate data and poor distribution of information (Tosun, 2000: 618). Under these circumstances minimal community participation in tourism development process is expected as people are not well informed.

These obstacles jointly make it hard for the local community to participate in the tourism development procedures. Moscardo (2008: 17) argues that lack of familiarity with tourism markets has been used in many tourism destinations to defend the barring of local communities and other community stakeholders from participation in decisions.

According to Hall (2005: 21) partial skills and awareness can lead to incorrect expectations regarding the benefits of tourism and lack of readiness for changes related to tourism, limiting opportunities for local communities to take advantage of tourism benefits. However, one method to warrant that local communities can conquer those obstacles and eventually participate actively in tourism development is to empower them (Tosun, 2000: 621). Arguably, power relations seem to be the key component of community participation. Consequently, it is beneficial to begin discussion with the most noteworthy issues which may lead to other impediments to community participation.

3.8.1 Political Barriers to Tourism Development

Tosun (2000: 62) proclaims that the lack of organisation may be partially due to a traditional controlling bureaucracy that governs legislative and operational processes. Botes and Rensburg (2000) state that community committees, which are not legitimately elected, often represent the voice of a group of self-appointed persons and may not truthfully replicate the opinions of the broader community. It is a test to tourism developers to identify the correct community agent to participate in tourism decision making, who are competent to act on behalf of the entire community. A further concern is the control of public administration for tourism planning. Tosun (2000: 66) suggests that public participation appears to be centralized only at the higher levels of government at present thus making it rather difficult for the local communities to participate in tourism.

3.8.2 Socio-economic Barriers to Tourism Development

It is generally acknowledged that the inadequate capacity (expertise, understanding and awareness) of the local community is the ultimate barrier to community participation (Tosun, 2000: 81). Cole's (2006: 24) study regarding sustainable tourism of a community in Indonesia found that the local people did not have the understanding to participate; not only the information about how to participate but also knowledge about development matters that is required for meaningful participation.

In developing countries most local people in the tourism sector are unqualified. Therefore, the skilled jobs are occupied by individuals from other parts of the country. Low status occupations linked with low wages have restricted local people in participating in tourism development as they may have partial self-worth, no confidence and little influence to participate.

These obstacles were all evident on the current research study as well as the respondents indicated that lack of information, skills and funding are the main barriers that prevent the Umhlwazini community from participating in tourism development.

3.8.3 Philosophy of Silence as an Obstacle to Community Participation in Tourism

One impediment which may limit community participation in tourism development is the culture of silence (Kumar, 2002: 769). This culture is found in many developing countries, where local community members do not feel at ease to express their opinion or share ideas in public spaces. Exclusive authority is another important limitation to community participation. Elites are influential individuals who play an important role in decision-making in many community development projects, including tourism. This may result in their individual benefits being prioritised over community benefits. Broad elite dominance may lead to fraud problems in development projects in communities. The findings of this study can relate to this obstacle as some of the respondents expressed their reluctance in voicing out their grievances because of lack of interest and corruption.

3.9 Barriers to Community Participation in Tourism Development in Rural Areas in Developing Countries

Various scholars and researchers have deliberated on community participation and recognise a number of inter-related obstructions that preclude the local community from participation in tourism development. The general conclusion regarding such barriers is that communities lack interest in tourism thus resulting in few benefits filtering down to the local community level (Manyara and Jones, 2007: 631).

Indifference and a low level of awareness about tourism matters in the local communities is generally acknowledged. Tosun (2000: 45) describes a wide range of difficulties regarding community participation in tourism development in the context of developing countries. One of the main issues is that many communities in developing countries struggle to meet their basic needs and ordinary existence occupies all their time and consumes their energy. For this reason, getting thoroughly involved in matters of community concern, such as community participation in tourism development progression which frequently requires lot of time and dynamism, may not be a priority that they cannot afford.

A low level of interest in taking part in matters beyond their immediate family domain can also be partly attributed to many years or centuries of exclusion from socio-cultural, economic and political affairs that impact their dignity. Whatever the reason, a low level of awareness of such issues stops the poor from demanding that their needs be accommodated by the institutions which serve them.

Cole (2006: 123) points out that the apparent lack of ownership, funds, expertise, information and resources all limit the ability of communities to entirely control their participation in tourism development. These barriers might originate from low levels of education and uneven influence circulation. Manyara and Jones (2007: 634) identify exclusivity, degree of participation, outflow of profits, conglomerates, access to tourists, uncluttered approach to benefit-sharing, and lack of a suitable strategy for backing the growth of community initiatives have substantial bearings on community participation in the tourism industry.

3.9.1 The Significance of Community Participation in Tourism Development

Local community participation is a broadly accepted principle of practical tourism development (Cole, 2006: 24). To ensure actual deployment of local resources, local communities should be participating in determining the intentions and plans as well as participating in the execution of development projects. There are several explanations and arguments presented for community participation in tourism development. Firstly, the local community is influenced both positively and negatively by tourism impacts in their communities.

According to Tosun (2000: 621) one advantage of community participation in tourism development is to increase the chance of managing the harmful impacts related to tourism. Secondly, local communities are progressively being viewed as a crucial part of the “tourism industry” of an area. Participation in tourism possibly will promote local fulfilment and inspire local communities to support tourism activities. Hardy, Beeton and Pearson (2002: 483) declare that community participation in development procedures tends to reduce any feelings of hostility toward and disagreement with tourism development, leading to healthier collaboration in the application of the development projects. Thirdly, local communities are often more able to identify what will succeed and what will not succeed under local conditions (Timothy and Tosun, 2003: 64).

According to Garrod (2003: 41) the local community can be a perfect base of information, some of which would not be available to strangers. Fourthly, community participation can guarantee that the benefits from tourism development will be disseminated even-handedly all over the community. Fifthly, community participation in tourism development can improve self-importance in community values and also generate opportunities for them to meet visitors, particularly those who come from outside of the country, which offers opportunities to find out about the broader world. Lastly, community participation in decision-making can lead to the growth of a self-sufficient community; people will recognise that many problems are able to be resolved at a community level with the participation of local members. Active participation not only halts the attitude of dependency but also enhances their awareness, confidence and control of the development process. Participation in decision-making aids in the development of local human resources as well (Kumar, 2002: 771). The ultimate notion of community participation necessitates a certain level of power allocation and shifting to have-not individuals (Tosun, 2006: 211).

The literature reviewed above acknowledges that there are three specific clusters of complications associated with community participation in developing countries: political obstacles (such as unbalanced authority relations), socioeconomic obstacles (such as conflicts of interest) and cultural obstacles (such as exclusive control). All these support the notion of why community participation is a significant element for accomplishing tourism development. Conversely, the literature above discloses an assortment of impediments to community participation.

3.10 Alternative Forms of Tourism Development

Scheyvens (2007: 238) describes how mass tourism is frequently linked with extravagant hotels and encompasses groups of visitors coming to a local community once a day for a cultural presentation and to buy souvenirs and then returning to their hotels. Further, mass tourism has a tendency to be uncooperative in terms of interactions with the local community, accommodation is regularly large scale and owned by big establishments. In a reaction to the harmful impacts of mass tourism, there is a development of alternative tourism products, including: responsible tourism, green tourism, cultural tourism, traditional tourism, and sustainable tourism.

Alternative tourism makes provision for other types of tourism which are lesser-scale and lessen ecological intervention, and which highlight community necessities, community participation and community benefits, rather than being centred on a profit making agenda (Scheyvens, 2007: 239). According to Butcher (2003: 8) unconventional tourism is a form of tourism that sets out to be dependable with ecological, and community morals and which permits both the local community and visitors to appreciate constructive and valuable collaboration and experiences.

The types of tourism development involved will affect the level to which local community members can participate in tourism. For instance, in cultural tourism and eco-tourism, the local community may have more opportunities to participate by being porters, local tour guides or performing arts in traditional displays. In contrast, luxury tourism may limit community participation to tourism businesses, which are frequently owned by external shareholders who regularly assert that the local community lack the competence to offer customary tourism services (Scheyvens, 2011: 24). One type of alternative tourism which was examined in this research is community oriented tourism. Based on Scheyvens's (2002: 37) definition, community founded tourism is a form of tourism in which the local community have an even-handed amount of governance over tourism, and a substantial percentage of the monetary benefits remain in the hands of the local community.

3.11 Typologies of Community Participation in Tourism Development

Leksakundiolk (2006: 54) developed a typology of community participation. This typology comprises the following:

- **Informing/Passive Participation:** Local community members are informed about tourism development activities which have been already decided for the community. The stakeholders and investors implement the projects without taking into account the views and concerns of the local community. This involves one-sided announcements by a development organisation without any attendance to a community's reactions. The information being shared is only accessible to external authorities.

- **Manipulative Participation:** Tourism development projects are usually established by some influential individuals, or government, without any dialogue or engagement with local community members and leaders. The benefits generated from tourism regularly go to a few exclusive individuals; the local community at the grass roots is likely not to get any benefits. Participation in tourism is basically a facade, with ‘community’ representatives on authorised panels but who are unelected and are powerless.
- **Participation by Consultation:** The local community is engaged with and consulted in numerous methods, e.g. participation in community gatherings and community dialogues. Developers and investors may give consent to some assistance and suggestions from the local community that may work in favour of the proposed development project. The local community participate by being consulted or by responding to enquiries.
- **Interaction:** The local community have a better participation rate in this level. The priorities of the local community are acknowledged and recognised at a local level by establishments, but receive restricted support from government organisations. Here participation is perceived as correct, not just as a means to accomplish development programs. The community takes charge of local decisions and regulates how available resources are to be used, so they have a role in deciding structures.
- **Partnership:** Conciliation between investors and the local community is established in the participatory procedure. Local administrations select the front-runners to express their views and discuss with external developers on behalf of the community. There are some apparent elements of local influence in the development progression. The benefit may be disseminated to the community level in the method of shared benefits and work opportunities and improved earnings to local community members.
- **Empowerment:** Empowerment also known as enablement is the uppermost step of community participation, in which local community members have the utmost control and governance over the entire development without any peripheral power or guidance. The benefits are completely circulated in the community.

This is the most preferred form of community participation method for most communities as the majority of community members are able to get and enjoy equitable benefits from tourism development.

- **Self-mobilization:** The local community may openly establish tourism amenities by themselves. Some plans may be sustained by NGOs that have had no participation in the decision-making of the local community. Local communities establish and form acquaintances with outside organisations for resources and practical guidance they need, but maintain governance over how resources are utilised (Leksakundiolk, 2006: 54-55).

3.12 The Role of the White Paper on Tourism Development and Community participation in South Africa

The White Paper on the Development and Promotion of Tourism (WPT) was published in 1996. The Department of Environmental Affairs and Tourism (DEAT) introduced this document jointly with the mission of drafting a tourism discussion paper as a foundation for a potential national tourism strategy. This national tourism strategy is related to the commerce sector, employees' movement, regional governments, community group and countrywide governments. Regional guiding principles were based on this national structure; subsequently municipalities formulated integrated development campaigns which focus on tourism, economic and community development at a local level.

The White Paper presents a policy structure and course of action for tourism development in South Africa. This is succeeded by an execution policy which includes a number of important proceedings in order to efficiently employ the guidelines. Some of the problems and concerns that speak to tourism development and community participation which are addressed by the White Paper are outlined in Table 3.2.

Table 3.2: Problems concerning tourism and communities that are addressed by the White Paper on Tourism of 1996

Concerns	Description
Insufficient participation of local communities in tourism development	The South African tourism business is far behind when it comes to the participation of local communities and previously disadvantaged groups. Although this has been mainly owing to the preceding regime's policies, the necessity to turn around this condition is of critical value. The tourism business, possibly more than any industry, offers a number of exceptional opportunities for participation of host and local communities.
Lack of contribution from the community side	The majority of South African communities have not been participating in the development, decision-making, and promotion of the tourism. Communities have not been participating concerning major resolutions proposed for areas in which they occupy.
Inequalities in communities	Historical discrimination, injustices and exploitation by authority have led to the mistreatment of local traditions and community groups. Thus resulting in more community members not participating in tourism development.
Negative attitudes towards tourism business	Harmful viewpoints that exist within the tourism business towards community tourism products which are at times viewed with uncertainty and are regarded as substandard. There is regularly a opinion that what is White is best. The worth of the formerly neglected communities and their products often tend to be undermined.
Lack of market access to tourism industry	Local communities have a shortage of access to the profitable tourism markets as guests are kept within the hotels and go out only to see places of interest. For the local business, the local craft shops, or township experience, a visitor sighting is an infrequent event.
Barriers to entry to tourism	The barriers to tourism are caused by big corporations and company structures which have power over the market. Businesses in South Africa are either big or small - a middle fragment is only gradually emerging. The cost of resources stops many communities and businesses from participating in tourism.

Source: Tourism White Paper (1996)

3.12.1 The Main Role Players in Tourism Development

According to the WPT (DEAT, 1996: 3) local communities in South Africa are anticipated to play a very important role in the development of tourism. The latest democratic order in South Africa has brought in a new point of view regarding tourism activities. Formerly the key stakeholders were the government, private sector and the White population groups. However, in this new privileged Black local community, and Black company entrepreneurs, under the support of the Black Economic Empowerment [BEE] strategies to promote active participation have come to play an imperative role.

The WPT (DEAT, 1996: 7) recommends that local communities must classify themselves as role players, recognize tourism resources, seek out economic support for tourism development, engage in joint ventures, develop the constructive benefits of tourism and encourage responsible tourism.

In South Africa it was only following 1994 that community tourism began to come into view as a particular approach in the administration of tourism development. Community tourism came into the spotlight mostly after the publication of the WPT (DEAT, 1996: 7). The main role players consist of the government, local community, private sector and parastatals. These role players will be further discussed below.

3.12.1.1 Government as a Role Player in Tourism Development

As suggested in the TWP (DEAT, 1996: 8) the government has an important role to play in the development and encouragement of the tourism industry. In order for the tourism industry to grow, the government must set up a safe and steady political atmosphere which is one of the indirect demands of tourism development. Government has the responsibility to encourage active participation of the host communities in tourism for the betterment of local community members through jobs, business opportunities and economic improvements. A flourishing tourism industry relies on corporations involving government and local communities who play a hosting function to visitors; it is the duty of the government to supply a variety of infrastructural support such as property, road networks, electrical energy, and water and to the tourism sector. Ruhanen (2007: 54) highlight that international government's play a significant role in land rights, development of tourism and participation of local communities.

3.12.1.2 The Local Communities as Role Players in Tourism Development

Tourism should engage and permit local communities to participate in tourism development activities and make sure that they are given reasonable opportunities to compete (DEAT, 1996: 9). The tourism business depends on the friendliness and collaboration of local communities. There is no amount of appeal that can compensate for the rudeness and hostility that the visitors can experience from local communities.

In order to generate friendliness and goodwill, local communities need to participate in the tourism development decision-making process with reference to tourism development. The community must be able to identity solid payback from the influx of visitors in their area. The WPT (DEAT, 1996: 9) recommended the following course of action that can be implemented to promote community participation in tourism development:

- Local communities must be encouraged to participate in land-use development, and community improvement around the destination.
- Local communities must be educated and convinced to value tourism amenities, take advantage of tourism and be encouraged to share tourism benefits and facilities.
- Tourism development must be based on ambitions that are approved by local community so that it can maintain the standard of living, keep up the development within the caring-capacity and balance the growth rate with local desires.
- The local communities must oppose any form of development that is detrimental and disrespectful to the local standards and surroundings.
- Promotion of broad-based participation in tourism activities and events, as it is the members of the local community, which are being put on display.
- Local communities must seek out association opportunities with well-established tourism organisations for mentorship and financial support.

3.12.1.3 Private Sector as a Role Player in Tourism Development

There is no industry that can function effectively without financial support. The private sector is also involved in the development of community because local communities have a scarcity of capital. The private sector plays a fundamental role in the development and encouragement of community participation in tourism industry. The delivery of excellent tourism services mostly depends on the private sector. The responsibilities that are executed by the private sector are put forward by the WPT (DEAT, 1996: 10) but only a small number of the duties will be listed here:

- Encourage local community participation in tourism through formation of joint ventures with communities and by sourcing supplies from local communities.
- Promote and encourage accountable and environmentally responsible tourism.
- Allow local communities to profit from tourism development through job opportunities and profit-sharing schemes.
- Promote community produced services locally, regionally and globally.

3.12.1.4 Parastatal Organisations as Role Players in Tourism Development

Parastatal organisations and the charitable non-profit making organisations have grown to be the important stakeholders in tourism development. The supposed functions of the parastatal associations are to smooth the progress of tourism, manage, control and supervise the development of the tourism. As suggested in the WPT (DEAT, 1996: 11) such organisations have the following functions:

- To formulate guiding principles and procedures for tourism, which encourage the government, local communities and private sector to work together for the good of tourism and the local communities.
- To sustain the community and community structures in organizing themselves, preparing them to put into action tourism development projects.
- To inform, educate, make possible and link the local community with the content of the WPT and interrelated guidelines.
- To help the government by carrying out tourism awareness campaigns in relation to the tourism industry.

Tourism in Didima and Umhlwazini requires additional support from both the private and public sector as it cannot anticipate extensive profits only from the local market. They need the intervention of the private sector so as to attract the international market and ultimately to generate more profit. The following section will discuss tourism development in South Africa as well as internationally.

3.13 The South African Standpoint on Community Participation and Tourism Development

The South African White Paper on Tourism (DEAT, 1996: 1-36) presents an opportunity for community participation in the construction, execution and assessment of integrated tourism development at local level. The policy further provides a platform for previously disadvantaged communities to participate in tourism and enjoy benefits generated from tourism development. The following are some examples of how other tourism destinations in South Africa have attended to issues and matters relating to tourism development and community participation.

Gumede (2009: 1-120) conducted a research study on community participation in the Isimangaliso Wetland Park. The purpose of the research study was to study and bring about facts concerning the administrative interactions that exist at the Isimangaliso Park between the management and the local community. A progressive association with the community would certify that visitors get maximum exposure to Isimangaliso Wetland Park attractions as well as the nearby location including the standard of living of the local community.

One of the objectives of this research study was to ascertain how the Khula village community participates in the tourism development in the neighboring park. In this situation community participation could be used to regulate the level of community involvement and the way in which local member's benefit from activities offered by the Isimangaliso Wetland Park. Subsequent to the analysis, the study was able to conclude that the local community could participate sufficiently in the Isimangaliso Wetlands Park tourism activities, in such a manner that would generate sensible benefits to all the community members. However, the study found that community participation in tourism development and activities was minimal.

One of the objectives of this research study was to define the existing type of affiliation between the local community and the park authorities. Subsequent to data analysis, it came to light that many of the selected community respondents the local community was accused of performing certain unlawful activities such as trespassing, illegal hunting, and cutting of trees. The outcomes among others were that the majority of the respondents believed that there were too many elements adversely distressing the relationship between the park and the community. The influences that contributed towards poor relationship were the history of removal, and very little support of the local community by the park in terms of local development. The conclusions of the entire research established that there seemed to be inadequate development initiatives at the Isimangaliso Wetland Park presented to the local community. The ultimate conclusion was that the local community does not participate in development initiatives in the study area, nor does it have the opportunity to participate in any decision-making processes.

Mazibuko (2000: 1-146) carried out a research study on community participation in tourism development at KwaNgcolosi in KwaZulu-Natal. The purpose of this study was to investigate the extent to which the KwaNgcolosi community participates in tourism development in their area. It also aimed to carry out a feasibility study of the formation of a Zulu Cultural Village at KwaNgcolosi by the community members where they could participate fully and enjoy tourism benefits.

The outcomes from the study indicated that there are a number of local people who truly wanted to participate in tourism development. The study discovered that KwaNgcolosi community's participation in tourism development was commonly at the level of temporary employment which is mostly offered to unskilled employees. Employment offered to semi-skilled and skilled personnel were scarce and few. Complications appeared to be more noticeable than benefits. Some of the complications recognized were: the lack of employment from KwaNgcolosi reserve; no enhancement in the infrastructure and local talent that was not utilized.

The lack of tourism awareness and information was also acknowledged as one main contributing issue that delayed community participation in tourism development, as well as the breakdown of communication between Msinsi-Holdings and the KwaNgcolosi chieftaincy. Mazibuko (2000: 110) concluded that there is a chance for community participation in tourism development at KwaNgcolosi, since the nature of the tourism product to be developed is associated with the culture of the local people and that they have the majority of the cultural skills; the community only needs to be endowed with business administration abilities and funding opportunities to start the projected Zulu Cultural Village business. It is only when the community benefits economically and socially that their participation in tourism development will become significant to them.

3.14 International Standpoint of Community Participation and Tourism Development

Tourism in many countries is seen as an important mechanism for regional development as it encourages new economic activities. **Muganda (2009: 1-210)** conducted a study to assess community involvement and participation in tourism development in Tanzania. The research objective was to investigate the local community in a small active tourism center, which is located nearest to the well-developed and famous northern tourism circuit in Arusha-Tanzania.

The study area has a reasonable number of on-going community tourism developments such as a cultural tourism program and numerous tourism working groups. It also has a number of tourism establishments such as hotels, chalets, and community campsites whose workforce participated in this study. The study concluded that there was a commonly positive outlook from the local community concerning participation and tourism development activities. The study respondents who noted development to variables objected that tourism development had created a series of lucrative opportunities which many local members had taken advantage of. In addition to that, there was an increasing spirit of entrepreneurship amongst community members which was influenced by their desire to lift the people out of misery.

The study also revealed that even though the local communities around the parks were pleased, there were some issues that were raised concerning tourism development. Local communities stated that tourism opportunities were not enough to use for their own welfare such as conducting excursions in the park. This has become a general concern within communities positioned near to tourism destinations.

Vaquerizo (2013) conducted research on rural tourism development in Nepal. The outcome showed that there are a lot of benefits that can be reaped from tourism development in the rural areas. The benefits of rural tourism to local communities are mainly financial, as tourist enterprises offer a viable additional income if not an alternative to farming. This is especially true for mountainous regions or deserts where farming is not always very lucrative. In fact, analyses of rural tourism initiatives worldwide indicate that they have benefited some of the poorest countries like Nepal, India and several African nations. The study concluded that the development of tourism in Nepal has supported local communities to improve their lives through employment and small business development. At the time when the study was conducted, tourism contributed over 50% of the entire occupation in the local communities and improved the level of community participation in tourism development activities.

Mbaiwa and Stronza (2010: 1950 - 1959) conducted a study in the Okavango Delta. Changes in community attitudes towards tourism development and conservation in the Okavango Delta, Botswana. The Okavango Delta is one of Botswana's prominent tourism destinations largely because of the rich wildlife resources it possesses and its charming splendor. Tourism development has stimulated the development of infrastructure and various

facilities in the Okavango region. This has created opportunities for local community members while ensuring and encouraging maximum participation of the locals in tourism.

Tourism development in the Okavango Delta has provided work opportunities for local community members and it is a substantial source of foreign exchange for Botswana. The study concluded that the majority of local community members are working at safari lodges, and the profits generated from the development of tourism are used for development of local amenities that are important for community progress.

3.15 Community Participation and Development Initiatives

Community participation is now a common constituent in many development initiatives, including tourism initiatives, and has been promoted by development organisations, notably the World Bank, to address the inefficiency of highly centralized development approaches particularly in the developing world (Baral and Heinen, 2007: 525). Development initiatives, especially tourism related, require the participation of all interested and affected stakeholders including the community, not only for the sake of fairness of the programs, influence of benefactors and demands of local communities, but also for sustainability of such developments (Ribot, 2004: 1590).

This entails involving local communities in decision-making and consolidating their capacity to act for themselves. One method to attain this is “through investment in human capital, such as education and providing skills, investments in social capital such as local-level tourism businesses and participatory processes, and support for community based development efforts prearranged and employed from bottom up” (Wang and Wall, 2005: 45). On the other hand, given the fact that the important motive underlying community’s participation may be the idea of power sharing, these efforts are less likely to prosper unless structures and procedures that speed up and support local participation in tourism are in place.

3.16 The significance of Community Participation in Tourism Decision-making processes

Various tourism researchers and scholars recommend that local communities should participate in the tourism decision-making progression (Li, 2006: 138; Zhao and Ritchie, 2007: 125). Chok and Macbeth (2007: 153) declare that local communities “must participate

in tourism decisions if their means of support are to be redirected in the manner that tourism is developed”.

Zhao and Ritchie (2007: 136) recommend that this can be attained through involving local communities as participants in the tourism-related decision-making structures. Community participation in decision-making is an important element to ensure that the benefits local communities get from tourism are certain, and that their lives and values are appreciated. Tosun (2006: 86) specifies that the local community needs to be part of the decision-making structures through engagement by local tourism authorities with a committee elected by the public specifically for developing and managing tourism issues.

In order to make the most of the benefits of tourism, community participation in decision-making is required. This allows communities who often serve as tourist destinations, and for that matter suffer from the undesirable effects of tourism, to get involved and ultimately participate in planning decisions regarding tourism development. This creates better management of the harmful impacts of tourism development (Liu, 2003: 464).

Li (2006: 465) studied community decision-making participation in tourism development and points out that local community can receive reasonable benefits from tourism despite feeble local participation in the decision-making process. Li (2006: 138) states that incorporation of local communities into the decision-making process is “not the final approach” but merely one of many methods through which community participation can be achieved.

3.17 Community Participation in Tourism Benefit Sharing and Decision-making Practice

The idea of distribution of tourism benefits evenly with local communities has always been seen as one of many methods of community participation in the industry of tourism. Successful tourism development needs enhanced collaboration among tourism role players including industry, government at all levels, local communities, and tourism authorities. Benefit sharing is an important controlling instrument to consider in encouraging participants in particular the community (Eagles, McCoo and Hynes, 2002: 49).

Community participation has long been accepted as an instrument for harmonising power in decision making and spreading the benefits of development projects. Empowerment is a long-term and on-going practise. In a top down development situation, the sharing of benefits is a way to pave the way for community participation in decision-making.

Participation by the local community in decision making has been advocated as one way to balance the physical and viable positioning of tourism development with the desires and objectives of the local community, to enhance destination development (Murphy, Benckendorf and Moscardo, 2007: 240). In the absence of an effective scrutiny of the local political and development environments, it is difficult to conclude whether or not community participation in decision making is likely to be effective at a destination. Participation in decision making is likely to be notable only where it is politically favourable and reasonable to the government. Additional, decision- making can still be problematic when the community has different viewpoints; agreement may not be reached (Cooke and Kothari, 2001: 16).

Several studies and numerous worldwide development agencies have recognized that tourism is an influential tool for community enhancement due to the fact that it is an important economic sector in most countries (Chok and Macbeth, 2007: 149; Zhao and Ritchie, 2007: 128). Though there is no standard technique for assessing the sufficiency of community participation levels (Li, 2006: 134).

Communities can be attracted to participate in tourism through sharing with them the benefits acquired from tourism, and one requirement for a successful community tourism program, according to Scheyvens (2011: 21) is that balanced profits of tourism “must remain in the hands of the majority of community members in an uncluttered and straightforwardly understood manner”.

An example of community participation in the benefits of tourism can be seen in the Didima Resort, especially through its community outreach program, the Didima Artwork/craftwork project. The resort provides an ideal platform for the locals to sell their products inside the resorts. The profit from the project is shared by both the local community and Didima Resort. The underlying reason for sharing tourism benefits with local communities is a bid to attract

their participation and ensure sustainability at the same time as promoting human welfare through tourism and art.

3.18 Summary of the Chapter

This chapter provided the necessary understanding of community participation in tourism development (see Figure 3.3). In summary, community participation may occur in different forms and levels in different stages of tourism development in the destinations. The discussion of forms of community participation in tourism decision making, and receiving benefits illustrated various ways and levels that local people could participate in tourism.

The chapter also provided a theoretical structure for analyzing the development of tourism both in South Africa and internationally. The literature has revealed that community participation has become a crucial component in many tourism projects and that the concept has its roots in development studies. Furthermore, it has underlined that tourism is a well-placed instrument that if used fittingly can contribute significantly in efforts towards development of tourism, encourage lively community participation and improve the well-being of local communities especially in developing countries.

Although participation of communities in the tourism industry can be seen in the decision-making process and in the sharing of tourism benefits, community participation through employment also generates financial benefit directly to the household level which, in turn, can be used to lessen widespread of poverty in local communities. The chapter also outlined the essential aspects of the White Paper on Tourism that are relevant to the study and the key role players of the tourism industry. Developing countries appear to face more impediments to community participation in tourism development than developed countries hence this chapter touched on the barriers that prevent community participation in tourism. The next chapter presents the methods used for data collection and analysis in this research.

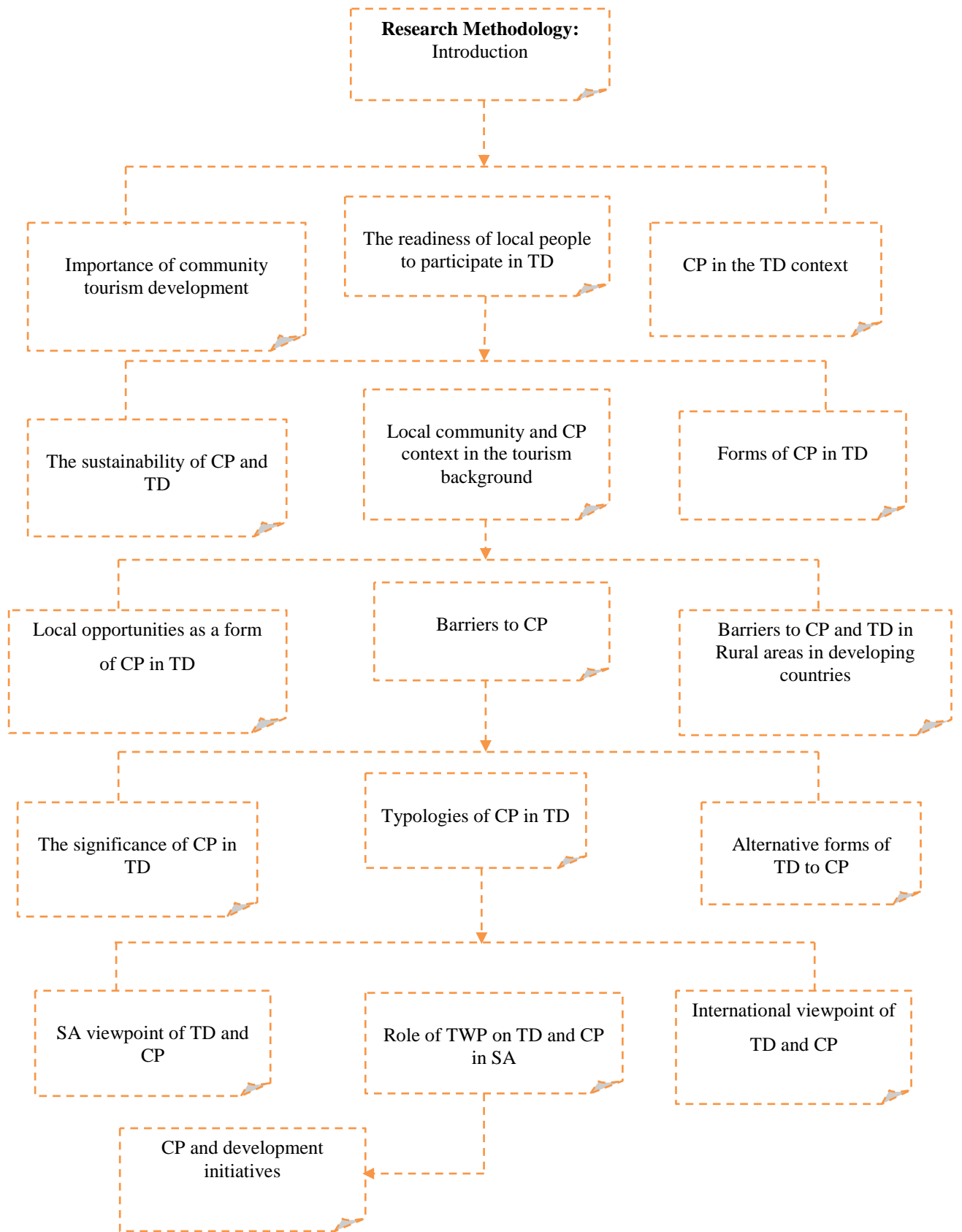


Figure 3.2: Outline of the Literature Chapter
 Source: Author (2016)

CHAPTER 4 : RESEARCH METHODOLOGY

4.1 INTRODUCTION

This chapter presents the research methodology used in the study. The researcher explains why the methods used to collect data were preferred, how they were designed and how they were utilised. According to Parikh (2006: 479) every study must be well planned to avoid the waste of effort and to ensure the achievement of valid answers. In support of this view, Bhattacharya, Banerjee and Saksena (2003: 64) state that there is a difference between research and an ordinary information gathering exercise because the former requires the application of a relevant methodology. According to Urwin and Burgess (2007: 29) research methodology is a tool for organising the acquisition of data.

In keeping with the above-mentioned facts the researcher used a specific research methodology to collect, analyse and interpret the data needed in order to draw conclusions and arrive at recommendations. Having recognised that the achievement of the research objectives depends on the research methodology, the researcher used the research methodology as an integral part of the study. It was through the research methodology that the researcher was guided in defining the activities through which to proceed towards the answering of the research questions. The stages and procedures that the researcher used in planning and designing this study formed part of the investigation into the following research questions:

- What is the level of tourism development awareness and understanding of community participation of Umhlwazini village regarding all tourism activities taking place in the area?
- What are the views of local community towards community participation and tourism Development at Umhlwazini Area and Didima Resort?
- What strategies are in place from the community leadership and Didima authorities to encourage and promote maximum participation of the local people in tourism development?
- What are the obstructions that impede the community from participating in tourism development and what exactly does the resort do to mitigate or eliminate challenges that affect maximum participation and the development of local residents?

4.2 Research Theoretical Framework

This study is informed by the citizenry participation theory. According to Mize (1972: 1) citizen participation is a process which offers private persons an opportunity to influence public decisions and has long been a component of the democratic decision-making process. The background of citizen participation can be drawn back from ancient Greece and Colonial New England. Before the 1960s, governmental procedures and techniques were intended to simplify "external" participation. Citizen participation was established in the mid-1960s with President Lyndon Johnson's Great Society programs (Cogan and Sharpe, 1986: 1).

Community participation is a factor to ensure that local communities have a direct say in public decisions. The terms "citizen" and "public," "involvement" and "participation" are regularly used inter-changeably. Although both involvement and participation are mostly used to indicate a procedure through which people have a say in public policy resolutions, they both have uniquely different meanings and convey little understanding into the process they seek to define. According to Mize (1972: 2) the term "citizen participation" and its connection to community decision-making has progressed without a general consent concerning either its meaning or its significances.

Many tourism agencies decide to eliminate or diminish community participation in planning efforts, claiming that resident participation is too costly and time consuming. However, there are noticeable benefits that can be generated from an effective citizen participation program. Cogan and Sharpe (1986: 2) categorises five benefits of community participation for the development process:

- Information and planning on community issues;
- Community support for development decisions;
- Prevention of extended struggles and costly delays;
- Reservoir of willingness which can carry over to forthcoming decisions; and
- Spirit of collaboration and reliance amongst the agency and the local community.

All of these benefits are essential to the tourism development in its planning efforts, particularly the last three.

4.2.1 Decision-Making Structures

In discussing the theory of community participation, it is useful to analyse extensive theories of decision-making structures involved in development studies to provide a clear understanding of the concept of community participation, as outlined in Figure 4.1. DeSario and Langton, in their book *Citizen Participation in Public Decision Making* explore the function of technology in community policy decisions (DeSario and Langton, 1987: 3). They conclude that community decisions are gradually being influenced by technology. Two broad decision-making structures are defined and examined: the technocratic method; and the democratic method.

The technocratic method is defined as the application of practical knowledge, skill, practises, and systems to problem solving. The democratic method, as defined by DeSario and Langton, refers to citizen participation activities in relation to government development and policy making (DeSario and Langton, 1987: 3). These methods are described in more detail below.

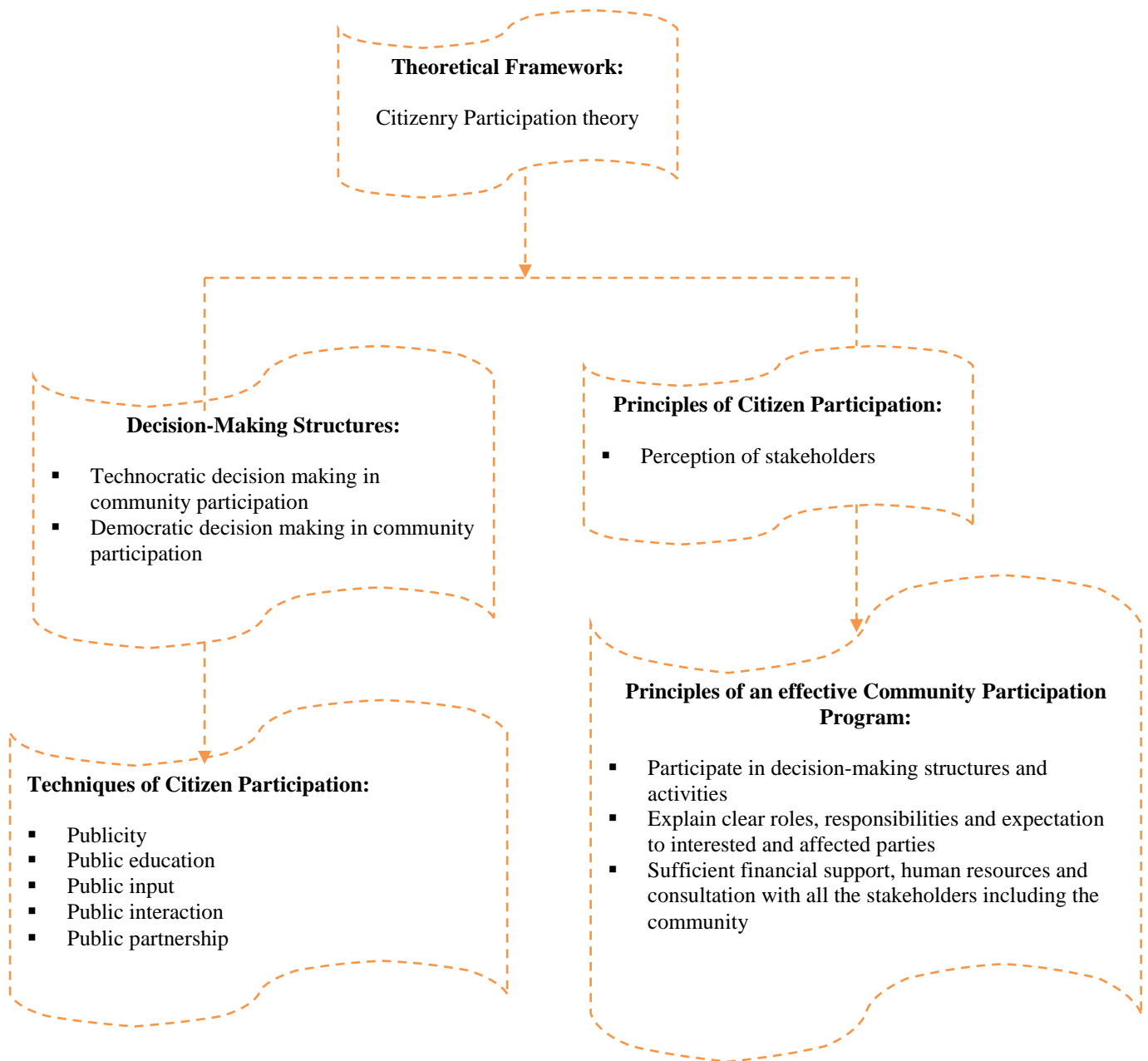


Figure 4.1: Theoretical Framework of the Study
Source: Author (2016)

4.2.1.1 Technocratic Decision Making in Community Participation

The technocratic approach to decision-making has traditionally been applied in most tourism service decisions. Solid arguments can be made in support of a technocratic decision method. A key argument is that empowered local communities are best suited to make multifaceted practical decisions.

Experts are progressively becoming a component of decision-making structures in both the public and private divisions (DeSario and Langton, 1987: 4). However, Nelkin concluded that technical and technocratic methods "not only failed to resolve community difficulties but every so often contributed to them". The idea that the "cure is often worse than the disease" becomes more and more imperative as technology provides different resolutions to community policy problems.

The combination of the technocratic and democratic methods, mainly in community participation, has led to a growing sense of frustration and pointlessness for both the community and the government organisations involved (Kaplan and Kaplan, 1989: 18). These and a range of linked issues show that there is a mounting need for decision-making processes at all levels that allow agencies to effectively incorporate the community's demand for better participation while incorporating the agency's expertise and desire for productivity.

4.2.1.2 Democratic Decision Making in Community Participation

Democratic decision-making, in contrast to inflexible or technocratic decision making, is based on the theory that all who are affected by a particular decision have the right to participate in the making of that decision (Chirenje, 2013: 71). The significance of the current research study is more relevant to this form of decision making process where participation can be direct in the traditional independent logic, or can be through agents for their point of view in a pluralist-republican ideal (Kweit and Kweit, 1987: 32).

4.2.2 Principles of Citizen Participation

A great deal of literature exists on the topic of citizen participation. An assessment of this literature indicates there are some universally acknowledged ideologies that can be used in the development and application of resident participation programs. Cogan, Sharpe and Hertberg, in their book *The Practice of State and Regional Planning* provide a brief synopsis of citizen participation in the development procedure, as discussed below.

4.2.2.1 Perceptions of Stakeholders and Planners of Community Participation

The opinions of tourism investors and planners are an imperative concern in the development and execution of any community participation program. Community participation is often an obligation for planners; however, it is all the time optional for residents.

The local community decides to participate in tourism as they anticipate a substantial experience and hope to affect the development process. Cogan and Sharpe (1986: 11) indicate that participation can provide a diversity of rewards to the local community. These can be fundamental to the participation of local community members, resulting in more tourism benefits to the local community.

The planner's expectations are also essential in the way that real public participation in tourism can lead to an improved development process and methods as well as personal fulfillment. Well-organized community participation programs transmit and improve the expectations of both the community and the developer. The "ladder of citizen participation" can assist the developer in determining their views of a development's purpose and match this with the anticipated opinions of local community.

Differences between the organizers' and the participants' expectations are nominal in a successful participation system. If expectations are different, battle and struggles are likely which are detrimental to the development and planning process, and to the relationship between the local community and the tourism developer. This should be preventable since its cause is in contradictory expectations rather than conflicting demands (Cogan and Sharpe, 1986: 15).

Resident participation programs can escalate expenses and the amount of time a project takes. Additional, as discussed above, there is a certain level of danger associated with resident participation programs. Conversely, Cogan and Sharpe (1986: 54) recommend that resident participation programs can make the development process and planners more effective by:

- Decreasing seclusion of the developer from the local community;
- Encouraging an essence of collaboration and reliance;
- Providing openings to sharing of tourism information;
- Identifying extra scopes of investigation;
- Support in ascertaining different resolutions;
- Providing justice to the development effort; and
- Increasing community support.

Furthermore, in certain divided concerns an effective public participation program may in fact save time and money by assuring that the suggested solution is suitable to all of the interested and affected participants.

4.2.3 Techniques of Citizen Participation

There is a range of methods available to tourism developers to solicit community participation in the development process. These range from basic open gatherings to more cultured methods such as structured and organised meetings that encompass the greater part of the local community. According to Cogan and Sharpe (1986: 32), "with few exceptions, a successful community participation program includes several techniques".

These methods range from passive participation to active participation, as outlined by Cogan and Sharpe (1986:32) (Table 4.1).

- Publicity** — Publicity methods are intended and planned to encourage and simplify local community support, relating to people as passive consumers.
- Public Education** — Public tutoring programs present reasonably comprehensive and sensible information so that local community may draw their own conclusions about development activities.
- Public Input** — Community input methods solicit ideas and views from local members of the community. They are most effective when shared with opinion mechanisms which inform members of the level to which their contribution has influenced the final decisions.
- Public Interaction** — Public interaction methods simplify the discussion of information and philosophies among residents, developers, and decision-makers. When these methods are effectively applied, each participant has the chance to express his or her opinions, react to the views of others, and work toward agreement.
- Public Partnership** — Public corporations offer citizens a formalized role in shaping the ultimate decisions.

Not all methods fit completely into one category. For example, a community meeting may offer opportunities for education and collaboration. A key fact Cogan and Sharpe (1986: 33) state is that the number of members that can participate in tourism is inversely linked to the level of active participation. For example, public relations efforts can reach a larger number of people, while public partnership confines participation to a few participants.

One of the stated objectives of the Cogan and Sharpe (1986: 28) method is to develop collaborations with individuals and clusters. While this is plainly an attainable goal, the previous discussion indicates that the number of collaborations developed during the development will probably be small.

Table 4.1: Public Participation Continuum

PUBLICITY	PUBLIC EDUCATION	PUBLIC INPUT	PUBLIC INTERACTION	PUBLIC PARTNERSHIP
Building public support	Disseminating information	Collecting information	Two-way communication	Securing advice and consent
<----- PASSIVE ACTIVE ----->				

4.2.4 Principles for an Effective Community Participation Program

A successful community participation program must be: essential to the development process and focused on its distinctive needs; planned to function within accessible resources of time, employees, and money; and responsive to the resident participants (Cogan and Sharpe, 1986: 25). Each specific development demands a diverse tactic for community participation. However, Cogan and Sharpe (1986: 26) point out that most successful community participation programs contain some common essentials. In order to be effective, Cogan and Sharpe (1986: 26) recommend that community participation programs need to:

- Plainly articulate goals and intentions;
- Command political backing and be a vital part of the decision-making structure;
- Receive sufficient financial support, workforce, and time and be able to ascertain which are the concerned or affected community members; and
- Explain clear expectations, roles and responsibilities for interested participants.

Community participation initiatives that include all these essentials will generally be successful in meeting the hopes of both the developer and the participants. Community participation is one component of reducing tension and struggle over public policy decisions. A range of methods exist that encourage and promote community contribution effectively.

Developers and local participants can enjoy a number of solid benefits from an effective community participation practise. However, the expectations of developers and the community must be roughly comparable for the development to be effective.

4.3 Research Design and Approach

According to Burns and Grove (2003: 270) research design is a blueprint for conducting a study with control over elements that may interfere with the legitimacy of the findings. Research design is a strategy that describes how, when and where information is to be collected and analysed". Research design is "the researcher's overall process for answering the research question or testing the research assumptions". Research objectives are goals of the research (Kruger and Welman, 2001: 137).

Research is either primary or secondary primary data being collected directly through research tools or secondary data mostly collected by someone else. Creswell and Plano Clark (2007: 6) define research design as "processes for gathering, scrutinising, understanding, and reporting information in research studies". Mouton, (2010: 23) states that the key purposes of research design are to permit the scholar or researcher to expect what the suitable research decision should be in order to make best use of the validity of the final result, to improve and theorise an effective plan and also to confirm that the techniques adopted under the research plan are suitable to provide objectives, correct and useable answers in relation to the research problem.

A qualitative research approach was chosen for this research study using a single data collection method for in-depth study of community participation and tourism development at Didima Resort and Umhlwazini community. Adopting a qualitative research approach fits well with this research study for a variety of reasons. For instance, qualitative research takes place in normal settings where the real events happen; this approach offers an opportunity for the researcher to discover and gain a clear understanding of a specific situation or proceedings (Creswell, 2009: 173). The qualitative research approach is a fitting research method for researchers who are concerned with insight, discovery, and understanding rather than assumptions (Noor, 2008: 1605). Furthermore, qualitative research is suitable to address certain research difficulties where the researcher often has little information or understanding of the subject (Morse and Richards, 2002: 11).

Qualitative research usually involves participatory techniques of data collection emphasising participants' insights and familiarities with a particular event (Creswell, 2009: 176), which was the case with this particular research study. In particular, qualitative research in the form of interviews permits the researcher to communicate directly with the respondents, offering the opportunity for detailed examination of issues and generation of detailed responses (Nykiel, 2007: 60). This method is appropriate in a study of this nature since it will provide a holistic perspective of the local community of Umhlwazini with regards to tourism development and their participation in community projects.

4.4 Population

Welman, Kruger and Mitchell (2005: 69) state that the population is the study object and can be persons, clusters, organisations, human products and actions, or the situations to which they are exposed. A population incorporates the total collection of all components of analysis about which the researcher wishes to make specific conclusions. Finn, Elliot-White and Walton (2000: 3) contend that there are three important questions which have to be addressed in any sample survey. These are:

- What is the estimated population of the study area?
- How big should be the sample of the study?
- How should the study sample be obtained?

Bless, Higson-Smith and Kagee (2007: 33) define population as the complete set of items or persons which is the focus of the research and about which the investigator wishes to regulate some characteristics. The target population of this study comprised local people from Umhlwazini community, the village chief, local political councillor; authorities from Didima Resort as well as Ezemvelo KwaZulu-Natal wildlife employee(s). The census conducted in 2011 estimated the population of Bergville to be over 137 515 (Okhahlamba Municipality IDP, 2012: 21). This included people living in the Bergville town and the surrounding rural area.

4.4.1 Sample

A group selected from the population is called a sample. The size of the population normally makes it impractical and ineffective to include all the members of the population in a research project. However, it's important to select members that have the information that is being

investigated by the researcher to guarantee and warrant the validity of the study (Welman, Kruger and Mitchell, 2005: 60). This study was conducted in one village in Kwazulu-Natal, namely Umhlwazini village as well as Didima Resort which is located adjacent to the Umhlwazini community. The Didima Resort Manager and the assistant manager were interviewed and the Community Liaison Coordinator from EKZNW was also comprehensively interviewed. One employee who is a long-serving Didima employee with over 25 years of experience was also interviewed.

In Umhlwazini village, one traditional Chief / uNdabezitha was interviewed and two focus group discussions were held, one involving the general community members and the other consisting of elected community committee members and people that are active in community projects. It is noteworthy to mention that each of the 25 respondents was initially interviewed individually prior to focus group meetings. Focus groups were utilized as these permitted the researcher to solicit and obtain further information when respondents were questioned in a group set-up. The researcher further interviewed the democratically elected councillor which is a contemporary community leader at Umhlwazini. A traditional councillor and the king's captain / *Induna yenkosi* from Amangwane Traditional Council were also interviewed.

The rationale for selecting particular respondents for the study was because those respondents had the necessary and applicable information that was desired to answer the research questions. The Didima authorities were selected because they were the principal custodians of tourism; they have the paramount understanding of tourism and are responsible for promoting tourism amongst the neighbouring communities. The community members were selected for the reason that they are the land owners, direct neighbours to the resort and implicitly stakeholders in tourism within their area.

Amangwane Traditional Council was selected for the study as they are a traditional structure that is responsible for matters concerning community issues hence they were in a position to provide rich knowledge about community matters including tourism. Furthermore, the community councillor was selected for the study as he is the mediator between the local municipality and the people of Umhlwazini. He was responsible for community budget, projects, developments and economic development matters therefore he was very pertinent to the study.

4.5 Sampling Method

Sampling method is the procedure of choosing the sample from a population to acquire data concerning a phenomenon that characterises the population of interest (Neuman, 2005: 28). Sampling is the study of the affiliation between the population and the sample drawn from it, aiming to determine some characteristics of a certain population (Babbie and Mouton, 2010: 119). Sampling is a finite part of a statistical population whose properties are studied to gain facts about the whole. When dealing with people, a sample can be defined as a set of respondents (people) chosen from a larger population for the purpose of an investigation.

According to Welman, Kruger and Mitchell (2005: 61) the participants or elements of a population are referred to as components of investigation. This study identified respondents that are of interest to the study and were able to answer all the research questions. The information from every study subject selected for this research is potentially valuable, therefore a purposive sample was chosen for this study. The researcher approached key local personnel including community members who were able to provide an insight into the subject area and would help answer this study's research questions. This is an appropriate sampling technique for in-depth research that does not aim to draw generalisable conclusions applicable to a wider population (Bryman, 2008: 32).

A sample of 25 participants including Didima Resort authorities was drawn from the local community around the resort. The research sample comprises of one respondent from Ezemvelo KwaZulu-Natal wildlife [this employee is a community liaison coordinator; responsible for community participation and development around the resort], three authorities from Didima Resort (the resort manager, front desk manager and a senior staff member), eight members from the chieftaincy [all full time staff of the royal house responsible for different aspect of the local community], and thirteen members from Umhlwazini community committee [this group was formed by the community members of Umhlwazini who are either working at Didima, general members of the community, ladies form the craft centre and active participants in tourism]. These respondents were selected because of their extensive knowledge, experience, expertise and participation in the tourism sector at Umhlwazini. In other words, they were selected based on their ability to contribute to the overall research objectives.

According to Bryman (2008: 8) purposive sampling is a form of non-probability sampling in which decisions concerning the individuals to be included in the sample are taken by the researcher, based upon a variety of criteria which may include specialist knowledge of the research issue, or capacity and willingness to participate in the research. The purposive sample is most suitable for this study because of its cost effectiveness; the researcher can identify participants who are likely to provide data that are detailed and relevant to the research question.

4.6 Sample Size

The research study was undertaken in a recognised area in KwaZulu-Natal Province. The researcher found the participants in these areas to be directly involved or who may have had experience with this issue. The resort was also chosen due to the fact that tourism is the only source of life, income and job opportunities for the local people of Umhlwazini. The total sample size as formerly mentioned is 25, the researcher chose participants because of their expertise and experience regarding the issue of tourism and community participation. The respondents were divided into four categories:

Category A – Represents respondents who are managing Didima Resort;

Category B – Represents the respondent that is a Community Liaison Coordinator;

Category C – Represents respondents from the Traditional Council;

Category D – Represents respondents from the community of Umhlwazini.

Table 4.2: Details of Participants

DATE	DURATION	CODES	CATEGORIES	ORGANISATION	INTERVIEWS
31/03/16	48:16m	EC	D	Government	1
31/03/16	34:31m	EC	C	ATC	1
08/03/16	49:23m	DD	A	EKZNW	1
08/03/16	32:10m	DD	A	EKZNW	1
31/03/27	31:26	DD	C	ATC	1
09/03/16	54:31m	EC	B	EKZNW	1
31/03/16	44:37	EKZNW	D	EKZNW	1
08/06/16	11:17	ATC	C	ATC	1
31/03/16	1h44:27	LC	D	Community	9

4.7 Data Collection

Data collection is a vital aspect of the research process. The data collection technique chosen has a major impact on how different activities for the rest of the research project are assumed (Polonsky and Waller, 2011: 94). The researcher opted to use an unstructured interview method with open-ended questions for data collection. According to Churchill and Iacobucci (2004: 167) data collection is an important part of a problem-solving process. The study is descriptive in nature, and focuses on the population from which the sample has been drawn.

The interviews involved the local community, the local leadership [Chieftaincy and councillor] and the local tourism authority [Didima Resort management]. The choice and design of interview questions was informed by the extent of the research problem, the demands of the research questions and the scope of the research objectives. The interviews were all conducted during daylight hours through comprehensive interviews with all the respondents who were selected for the study. The rationale for conducting the interviews during daylight was to gain trust from the respondents and also to give the respondents the chance to see the researcher face to face without any uncertainties.

The interviews were conducted in a form of one-on-one sitting with all the respondents; a voice recorder was used to record all the interviews. Each interview lasted approximately 40 minutes. The interviews were conducted in the isiZulu language so that the respondents could have a clear understanding of the questions.

4.7.1 Interviews

The data collection method used in this study was unstructured interviews. Interviews are a major category of techniques for collecting data through questioning and are acknowledged as being some of the most effective ways of collecting data in social sciences research.

The “interview” is a managed verbal exchange, and as such its effectiveness heavily depends on the communication skills of the interviewer (Clough and Nutbrown, 2007: 2). These include the ability to clearly structure questions, listen attentively, pause, probe or prompt appropriately, and encourage the interviewee to talk freely, “Make it easy for interviewees to respond” (Gomm, 2004: 26).

Unstructured interviews were used in order to gain an understanding of stakeholder's views regarding the entire issue of community participation and tourism development, decision-making process, and their perceptions about development activities around Didima Resort. Moreover, unstructured interviews were also used for gathering data regarding the public consultation and participation process used during project development, and the learning outcomes acquired by individuals through participation in project decision-making.

One of the major advantages of unstructured interviews is that they are flexible because questions can be adapted and changed depending on the respondents' answers. The interview can deviate from the interview schedule.

The format also allows for a flexible, interactive process where both interviewer and interviewee are able to take an active role in communicating, answering, listening and conversing (Cloke, Crang, Goodwin, Painter, and Philo, 2004: 18). Thus, rather than being bound by a predetermined set of questions, the respondent and researcher are free to introduce new themes and follow up on interesting conversational angles (Bryman, 2008: 38).

4.7.2 Structure of the Interviews

All the interviews were conducted by the researcher. Those who participated in the interviews were encouraged to give expression to their views thoughts and intentions, all interviews were conducted mostly in isiZulu language with some English – the researcher is fluent in both languages. Each interview was conducted at a mutually convenient time, place and covered questions on the subject of community participation and tourism development particularly in decision making, benefit-sharing and tourism's contributions as a means of income generation.

The average length of the interviews was 40 minutes; the shortest interview lasted for 12 minutes 57 seconds with the king's man (*Induna yenkosi*). The reason for that was because the king's man was fairly aged therefore he did not understand some of the questions. The lengthiest interview lasted for 1 hour 44 minutes and 27 seconds with the community focus group. This was the most fruitful, dynamic and informative interview amongst all interviews that were conducted. The entire process of interviewing the respondents lasted for three days. The interviews were captured by means of a voice recorder; all the respondents were informed prior to commencement of interviews regarding the use of a voice recorder and they all accepted this.

The most notable limitations that were encountered during the interviews was that of a language concern as almost all the respondents did not understand English hence the researcher had to resort to IsiZulu for better engagement with the participants. In addition to that, another limitation was the reluctance of the respondents to provide detailed information; it was only when the researcher brought in the community councillor that the respondents started to provide detailed information. The issue of a venue was an extra limitation in particular for the focus group interviews; nevertheless, the community hall was made available by the councillor to carry out the interviews without any obstacles.

There was a complete positive response from the respondents as all the participants that were selected to partake on the study were interviewed meticulously. Seeing that the duration of each interview was a lengthy process, the respondents were all interviewed over the course of three days.

4.7.3 Focus Groups Interviews

This research study utilised focus groups as a data collection method. Focus groups are a variation of a particular type of group interview, the difference being that the focus group interviewing approach uses certain techniques and stratagems to elicit data (Nchabeleng, 2013: 63). The researcher decided to use the focus group technique as more information can be extracted through this form of interview method.

The focus groups were formed by respondents from the community, community committees, women from the craft centre and members from the ATC. The justification for selecting these respondents for focus groups was because they had information that was necessary and suitable to answer the objectives of the study. Focus groups normally consist of between six and ten participants (Lancaster, 2005: 71). The interviewer steers the group to discuss pre-determined areas or aspects that the researcher is interested in exploring. The interviewer focuses the discussion between members of the group into these areas.

Focus groups are particularly useful for exploring attitudes, perceptions and feelings about a topic and like group interviews in general, may reveal data and insights that individual interviews do not. An unstructured interview can be held with a group of people. The group,

either experts within an area, or demographically homogeneous or heterogeneous people, are asked to discuss various open questions and topics the interviewer gives them.

The focus group approach has a wide range of advantages including; they are useful to obtain detailed information about personal and group feelings, perceptions and opinions, they save time and money compared to individual interviews and they provide a broader range of information (Onwuegbuzie, 2009: 73). In addition to that, focus groups enables interaction between the groups participants so they can build their thoughts upon the contributions made by others, as if they were brainstorming about a topic together (Claiborne, 2010: 72).

Two focus group discussions; one consisting of nine participants and the other consisting of eight participants were conducted. The total number of respondents was 25. The respondents from ATC, Didima Resort and the councillor were not included in the two groups thus only 17 respondents were available for focus groups interviews. The groups were afterwards divided equally so as to create stability and for the researcher to be able to have control of the groups. The motivation for interviewing the respondents in two groups was to avoid needless overcrowding, chaos and to provide a platform for all participants to express their opinions and grievances without restraint. This way they might inspire one another and create more elaborate ideas through active participation.

Groups were divided into the following categories: group 1 (this group consisted of members who are part of community committees, members of the craft centre projects and members from the traditional council) and group 2 (this group consisted of general community members, Didima employees who are residing at Umhlwazini community and people who are actively participating in tourism projects).

4.7.4 Profiles of Interviewees

Table 4.3 presents the interviewees who participated in this study. Among the interviewees were local government officials from Didima Resort, members from the chieftaincy, EKZNW employees and community members whom were directly and indirectly involve with matters relating to the development of Umhlwazini community.

Table 4.3: Breakdown of interviewees

Name of the organisation, or agency	Interview code	Total number of interview
-------------------------------------	----------------	---------------------------

Didima Resort	DD	3
Amangwane Traditional Council	EC	8
EKZNW	EKZ	1
Local community members	LC	13
Total	-	25

4.8 Respondents Recruitment Process

In attending to the issue of participant's enrolment processes, an email communication, with the summary information of the study proposal, was sent to the following respondents: Didima Resort Manager, Community Liaison Coordinator, Amangwane Traditional Council and the community councillor to request permission to conduct the study at their respective areas of operation. The following procedures were followed:

- The consent letter acquired from EKZNW Head Office was forwarded to the Didima Resort manager by means of email correspondence prior to commencement of the data collection process. The researcher then travelled to the Didima Resort with the hard copy of the consent letter acquired from EKZNW head office for security reasons. This letter was produced on the day of data collection. The researcher collected the data single-handedly with the help of an audio recorder which all respondents consented to.
- The inhabitants of Umhlwazini community who fall under the regulation of Amangwane Traditional Council at Bergville were selected for this study. Based on the above, consent letters were issued to the respondents requesting permission to conduct the study and to participate in the study. The letters that were handed to respondents explained the nature of the study and outlined the purpose to generate the validity of the research study. After permission was granted the researcher began the process of collecting information using unstructured interviews and focus groups.
- On the researcher's second trip to Didima, a traditional court in Bergville where traditional matters are deliberated was visited so as to interview the chief as well as the traditional councilor. The data from the community councilor was collected at Umhlwazini community hall where all the community respondents were present.
- The community liaison coordinator from EKZNW was interviewed as an important respondent regarding the issues of community participation since her responsibilities

are directly related to helping the community. An information letter describing the aims and objectives of the study was given to or read to study subjects prior to signing of the consent forms.

4.9 Ethical Considerations

The demand for ethics in research studies have become a fundamental subject, particularly with regard to studies such as this that touch on personal lives and the dignity of individuals' culture (Nchabeleng, 2013: 64). Various academics have pointed out the significance of treating research participants with respect, care, and sensitivity (Oliver, 2003: 87). The authority to conduct the study was approved by the Durban University of Technology (Faculty of Management Sciences), Faculty Research Committee [FRC] and the Institutional Research... Ethics Committee [IREC] after a rigorous process that was aimed at ensuring that the study met the required standards with regard to ethical issues.

In addition, both EKZNW and Umhlwazini related personnel were supplied with copies of the research proposal in order to obtain their authorisation for this study to be conducted. The main ethical consideration of this study is confidentiality of all information recovered during data collection. The researcher explained the drive and objectives of the study to all respondents and any questions were answered. All participants were expected to give written and verbal consent before participating in the study. Permission to make use of the audio-tape was included in the consent forms. Participants' identities and contact information was not recorded or used for the study for reasons of anonymity. Study subjects were assured that all information provided would only be used for the purpose of the study and that it would be treated with utmost confidentiality. Study subjects were informed that the processed data (thesis) would be made available to anyone who is interested in the study. Participants of the study were informed that they could withdraw from the study at any given time without any explanation.

4.10 Confidentiality and Anonymity

Irrespective of highlighting the importance of maintaining confidentiality (Grinyer, 2002: 4), the literature on research design and the ethical codes of professional conduct offer virtually no specific, practical guidance on disguising respondents' identities and preventing deductive disclosure in qualitative research (Giordano, O'Reilly, Taylor and Dogra 2007: 56). Confidentiality and anonymity was explained by means of a consent letter before

commencement of the interviews and participants had the right to participate or withdraw from the study. Throughout all the interviews, an informed written consent letter was obtained from each of the research participants.

According to Oliver (2003: 28) confidentiality can be elucidated as an explicit or implied guarantee by a researcher to a respondent in social science research whereby the respondent is confident that any information provided to the researcher cannot be attributed back to that respondent. Furthermore, the assurance of confidentiality carries with it the additional implication that non-researchers cannot discover the respondent's identity. Thus, confidentiality is an active attempt by the researcher to remove any trace of respondents' identities from the records. Anonymity is when respondents remain anonymous throughout the academic research study.

The researcher assured all respondents that any personal information collected that could identify them would remain strictly confidential and access to that information would be restricted to the researcher and the supervisor directly involved in the research at all times, before, during and after the research activities. The respondents were advised not to mention their names therefore the researcher used codes to classify respondents. Respondents were informed of the plans to destroy the original interviews when the research project is concluded, five years after completion of the thesis.

4.11 Data Analysis

Qualitative data analysis can be carried out by organising data into categories on the basis of themes, concepts or similar features. The qualitative researcher develops new concepts, formulates conceptual definitions and examines the relationships among concepts (Neuman, 2006: 82). According to Lancaster (2005: 18) analysing data is the method of turning data into information. Information is data in an arrangement which can be used for insight and decision-making. The crucial purpose of analysis therefore is to filter large quantities of data into forms that are more readily managed and absorbed, and also remove data that are not suitable in the setting of the research project. Related to extraction, data analysis should also help to classify data. Based on the theory and literature presented in Chapter 3, themes were identified based on the findings from the unstructured interviews and focus group discussions.

According to Creswell (2009: 184) data analysis follows several steps which include: a) organizing and preparing data for analysis; b) obtaining a general sense of information; c)

coding and identifying the main themes; d) representing the main themes in a qualitative narrative; and e) interpreting data in relation to the literature or theories. The researcher transcribed the interviews. Using these transcriptions and his field notes the researcher developed general themes of the research findings. Welman, Kruger and Mitchell, (2005: 69) state that field notes can be described as detailed notes made by hand, tape recordings and observations that are compiled during qualitative interviewing. The collected information is captured and analysed, data is categorised and individual themes are identified and analysed. The major data preparation techniques for qualitative data includes data-editing, data-coding and data-capturing (McDaniel and Gates, 2010: 132). The information collected through interviews using voice recorder was translated, edited and transferred into a hard-copy format, the information was then coded per objective and categorised accordingly. Data analysis enables relationships and particularly causal relationships to be identified.

4.12 Pilot Testing

According to O’Leary (2014: 206) pilot testing is essential and allows a researcher to test questionnaires with a group of respondents that have a similar background to the actual sample. A pilot testing of this study was conducted with a sample of five respondents from Inanda community. This particular site was selected due to its background, tourism activities, local community and location. This area of Inanda offered the researcher both aspects of community participation and tourists destination which is Inanda Heritage route. The Inanda Heritage Route is one of the growing tourism destinations in Durban thus raising the question of whether such development and growth takes into consideration the participation of community members of the Inanda area.

In addition, five interviews were pilot-tested with post-graduate students who were residing at Alpine and Corlo Court Residences, Durban University of Technology. This process sought to anticipate any errors or ambiguity in questions that needed to be identified in order to uphold accurateness, before the data collection process began. Lastly, the interview questions were also taken to an academic editor before the data collection process commenced.

4.13 Delimitations and Limitations of the Study

This section of this research study seeks to disclose the delimitations and limitations that were noted during the whole progression of the study.

4.13.1 Delimitations

This research study was delimited to one village and one resort and in Bergville, namely the Umhlwazini community and the Didima Resort, although it addresses a concern confronted by a number of communities situated nearby to tourism destinations all over the country. The research specifically intended to address the issue of tourism development and community participation at Didima Resort. Thus, this research was restricted both in terms of the variables and the study area.

4.13.2 Limitations

The sample population selected for this study was limited to respondents residing at Umhlwazini community in Drakensberg; thus, the ability to generalize to the entire population of Bergville community and beyond its borders is severely limited.

The lack of access to government employees meant that a first-hand account of the government's views on community participation in the tourism development and its role in overcoming barriers to greater local participation could not be gained thus affecting the end-result of the study. Since the researcher is not fluent in the traditional form of the Zulu language there was a slight barrier of communication between some of the respondents and the researcher but the community councillor assisted with the translation. The findings of this study are interpreted based on the views and opinions of the research sample identified in Chapter 4 only. Additionally, another limitation of this research study was that a number of respondents displayed reluctance to participate in the study and some were passionate in responding to questions due to their political views and the fact that they were not happy about what Didima Resort is presently offering them as the community. Therefore, some answers were motivated by anger and bitterness. Such conducts could have influenced the outcomes of the study.

Furthermore, the researcher failed to gain permission from the Didima Resort management to access certified hard-copies on the issue of CP and TD, due to the policies and regulations of the organisation which proscribed the organisation from agreeing to this.

4.14 Reliability and Validity of Instruments

Cooper and Schindler (2003: 121) argue that validity and reliability are non-negotiable for evaluating a measurement tool when a research project is planned. Validity answers the

question as to whether the instrument measures what is intended, and reliability addresses the extent to which a data collection procedure produces the same results on repeated trials. Miller (2007: 21) agrees with Cooper and Schindler (2003: 121) by stating that the two most important and fundamental characteristics of any research procedure are validity and reliability. Golafshani (2003: 86) summarises the significance of these two non-negotiables by referring to reliability and validity as tools of an essentially positivist epistemology.

4.14.1 Validity

The aim of the study was not to generate generalisable results but to investigate the tourism development and community participation of the Umhlwazini community and Didima Resort specifically. The information collected from the study area and the ultimate findings of the research study are required to be valid and usable (Wagner, Botha and Mentz, 2012: 43).

Validity is the extent to which an instrument measures what it is supposed to measure and performs as it is designed to perform. In qualitative research, validity is important in order to check the accuracy of the research findings (Creswell, 2009: 96). In warranting the validity of the study, the respondents were interviewed separately and later in a focus group format. This action allowed the researcher to attain further insight and information on the topic of CP and TD thus guaranteeing the validity of the study. The respondents appeared to be in a comfortable frame of mind and provided further information which was not provided when they were interviewed individually.

The study was further validated by the use of data triangulation, which helped in crosschecking the findings. The researcher combined numerous concepts, information sources and approaches; the researcher examined the current approach employed by the EKZNW and ATL and literature by other researchers related to the subject to authenticate the research findings. Finally, the study was validated through the use of multiple sources of data collection procedures including interviews, observations, recordings and focus groups.

Moreover, regular visits as well as previous experience helped the researcher to develop an in depth understanding of the local people, the place and the culture that contributed credibility to the narrative account. The resulting study report was also submitted to a language editor for quality evaluation purposes.

4.14.2 Reliability

Joppe (2000: 17) defines reliability as the extent to which results are consistent over time and are an accurate representation of the total population under study. If the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable. Punch (2005: 95) describes reliability as referring to the central concept in measurement. In warranting the reliability of the research findings, the interview questions were piloted to ensure that the questions were clear and that respondents did not come across any redundant complications when answering the questions. A number of interview questions were reviewed subsequent to the pilot study based on the feedback. The reliability was also ensured by selecting a sample that was guaranteed to provide precise and suitable information to answer the study objectives. The reliability of this study was further assured by the extent to which the interviews for both unstructured interviews and focus groups were carried out.

The researcher explained all questions to respondents in their indigenous language, to make it easier to comprehend.

Another aspect of reliability that the researcher addressed is internal consistency, which refers to the extent to which items in the research instruments measure the same thing. The interview questions were designed so that they all collected information that answered the same research objectives and research questions.

4.15 Summary of the Chapter

This chapter has explained the research methodology that was employed in the research study (Figure 4.2), including the research design, target population, sample methods together with sample size, as well as the measurement instrument. Respondent recruitment, data collection and data analysis were discussed, as well as pilot testing, scope and limitations, confidentiality measurement, reliability and validity, and ethical considerations. The chapter has also detailed the research process, focusing on the research design and construction of the research instrument and its administration, the collection, analysis and interpretation of collected data.

The next chapter will report on the findings of the study by providing and analysing the data which was collected during the interviews and elaborating on the interpretation of the research results.

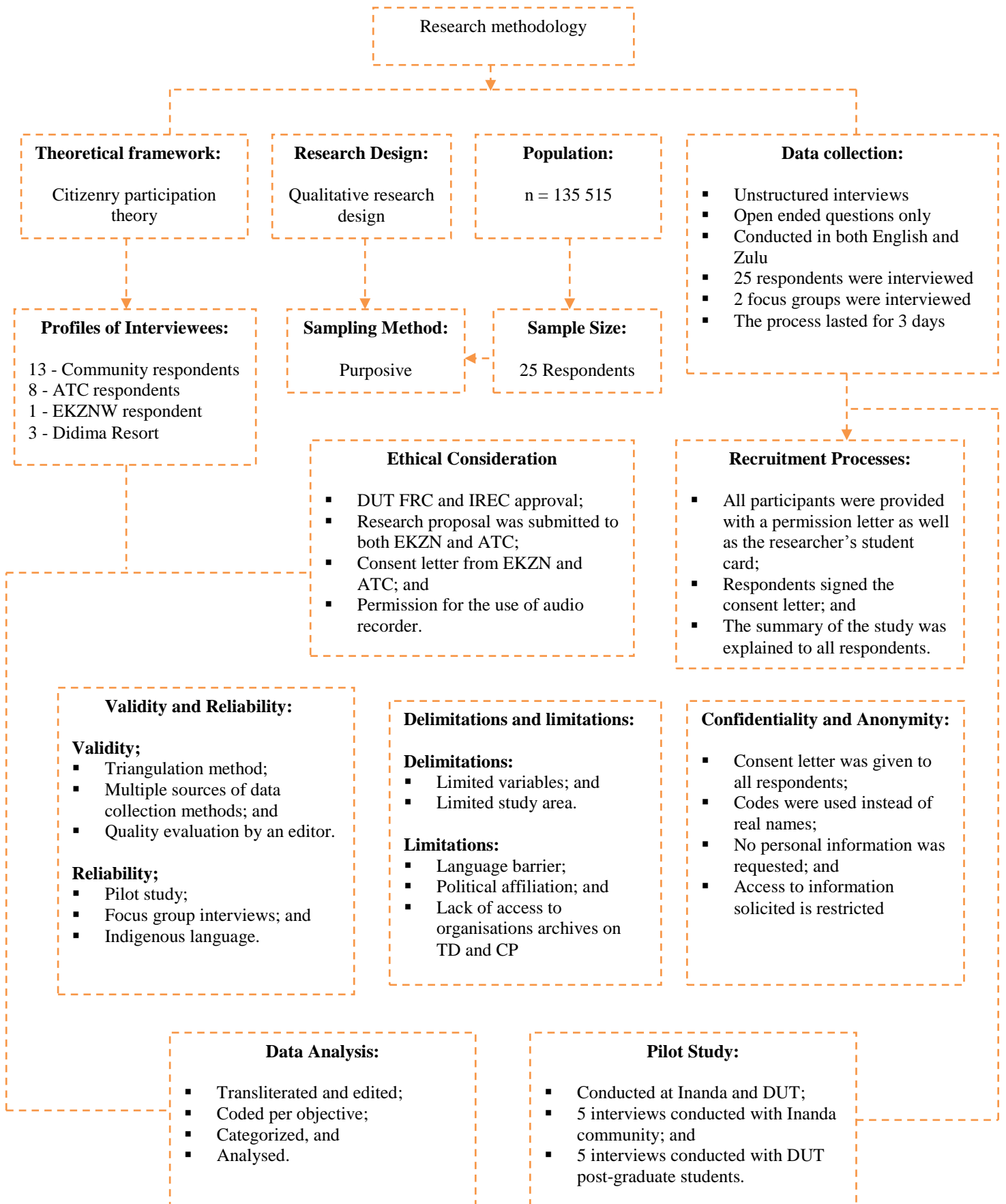


Figure 4.2: Outline of the Research Methodology
Source: Author (2016)

CHAPTER 5 : RESULTS – PRESENTATION AND DISCUSSION

5.1 Introduction

The previous chapter outlined the methodology employed in this study. This chapter presents the findings gathered from the field work conducted from amongst the respondents in the Umhlwazini community and the Didima Resort. The concept and literature discussed in chapter three will be compared or challenged in this chapter. The main objective of the study is to investigate community participation and tourism development at Didima Resort, which is located nearest to Umhlwazini community in Bergville, Drakensberg. More specifically, the study focuses on determining whether there is any form of tourism development taking place in the Didima Resort and if so, does that development take into account community participation which the researcher regards as fundamental for tourism sustainability. To maintain consistency throughout the chapter, themes have been set out from both the interviews and focus groups to analyse the findings.

This section presents the results of the data collection and analysis. The chapter presents the findings from data obtained from four different groups of participants using four interview guides. Interview Guide 1 directed at the participants from Umhlwazini community. Interview Guide 2 was directed at participants from Didima Resort Management (Managers and assistant manager). Interview Guide 3 was directed to the Community Liaison Coordinator who is working for EKZNW with the community, and Interview Guide 4 was directed to the Amangwane Traditional Council (Chief, Chief King's man and the traditional councilor). During the collection of data and analysis, the themes identified were:

- Community understanding of tourism development and community participation;
- Community involvement in tourism and level of awareness;
- Problems that hinder community participation;
- Role of Didima Resort and community leaders in promoting tourism development.

In this chapter, the empirical data will be analysed. The results of the interviews and focus groups will be analysed according to the research objectives. Some results will be analysed in a narrative way. In general, all findings from the previous chapter will be linked to the theoretical framework and discussed according to previous research.

5.2 Data Collection: Field Work Experience by Researcher

Data was collected through two sources: semi-structured interviews and focus groups. The data was collected by means of fieldwork investigation where the researcher went out into the field and collected data. Seale (2005: 468) states “Fieldwork is the term used in qualitative research to cover the data collection phase when the investigators leave their desks and go out ‘into the field’. The field is a metaphorical: it is not a real field but a setting or a population”.

With the consent letter granted to the researcher by the EKZNW and ATC in Bergville, the community councillor proceeded as an intermediary between the researcher and the participants. A consent letter in the form of a written document was given Didima Resort and the traditional council; consequently, permission was granted.

5.2.1 Unstructured Interviews

During the initial phase of collecting data, the purpose and justification of the study was presented and explained to participants at Didima Resort, Umhlwazini community and the traditional council. The participants in the community were reluctant and unwilling to participate in the study for the reason that they felt that this would be a waste of time for them, asking how will this assist them and some of them thought that this was somehow related to politics and the African National Congress. The community councillor played a crucial role in calming the community, the letter from the university also played a role. The researcher had to provide a student identity card which is when they started to show interest to participate. The piece of evidence that the researcher is originally from Ladysmith, which is located few kilometres from the study area played a massive role as well in persuading the participants to partake in the study.

The staff at Didima Resort and the community liaison coordinator expressed and shared their views regarding the issue of tourism development and community participation; they answered all questions during the interviews. In the second session of data collection community members were interviewed and most of them were reluctant to partake in the study, especially since the local elections were approaching; to many of them this was just a strategy from government to win their hearts before elections. Due to the social nature of rural areas, women are treated as second class citizens and their views are not taken serious. It is only after the male fieldworker explained the purpose of the study that they showed curiosity to participate in the study.

Appointments were scheduled on the same day with the traditional council. Three senior members of the council including the chief participated in the study. They showed interest in the study and answered all questions communicated to them during the interview sessions. The initial interview with the chief did not happen due to commitments in the traditional court so was rescheduled and did happen. Although some of the respondents were reluctant to answer some of the questions, the researcher shared his personal experience as a person who was born and raised in a rural area, and this made the respondents feel more comfortable to share their experience and knowledge.

5.2.2 Focus Group Discussions

Focus groups session were carried out with the general members of the community, elected committee members, Didima employees who are members of the community and the traditional council members. The groups were divided into two for the purpose of avoiding intimidation and also to make it more manageable. All participants were briefed about the study before the discussion took place. It took time for the researcher to settle the participants. The community councillor assisted in facilitating the focus group discussions. The community councillor furthermore assisted with field notes while the researcher was interviewing recipients to collect data. Some of the participants were not comfortable talking about their chief and the leaders but they were able to open up and felt more at ease as the interviews went on.

5.3 Themes Identified During Data Analysis

This section presents the responses from the interviews conducted from the focus groups and unstructured interviews (Table 5.1). The data is presented in numbers and percentages, the results discussed and the data presented in this chapter are explicitly from the respondents. The themes that were identified for the purpose of data analysis are; community participation, tourism development, tourism awareness and understanding, strategies to promote CP and TD, and barriers to community participation. This primary objective was to investigate the level of tourism understanding and awareness amongst the respondents that was selected for the study.

Table 5.1: Analysis of each question per objective, categorized and presented according to theme groups

	Category A Didima Resort	Category B CLC	Category 3 ATC	Category 4 Community
Objective 1	<p>It is very important for the community to participate in tourism, it is also important that the local community is getting employed, hence that means we must include them in all projects that are related to tourism. We work very closely with ATC and the councillor. The community is certainly involved in matters concerning tourism, they have bicycle business, they have a craft centre but it not enough.</p> <p>What we understand on the subject of tourism and development is that we need to involve the surrounding community if we hope to be successful.</p>	<p>Umhlwazini community is able to be beneficiaries of tourism through community levy which is generated from entrance fees. The community believe that they are entitled to business related to tourism just because they are neighbours to the resort, even if they do not qualify in terms of EKZNW.</p> <p>My understanding of tourism is that local people must participate in tourism related activities happening within the resort. This is unfortunately not happening due to lot of issues which some of them are out of our control.</p>	<p>Tourism is a business that involves nature, tourists and the community. The community must also be part and parcel of the operation so that people can benefits since the land where the resort was built belongs to the people of Amangwane. When you speak of tourism, we have a project for a community conservation area next to Didima.</p> <p>The community does not participate; however, in some cases they do ask our opinion. They do involve the community in some decisions which I believe it's when the matter is not financial related but when it comes to decision involving money and power, the community is isolated and out of the picture.</p> <p>Our understanding of tourism is that people are coming to the resort to enjoy some of the activities that we offer as Drakensberg and to learn more about the San people, the San paintings and the mountain itself.</p>	<p>My understanding on tourism is that you must be able to communicate with the tourists; you must have lots of information about Drakensberg. Tourism development is what EKZNW gives back to the community; it refers to all what Wildlife is doing to improve tourism side of Umhlwazini even though lot of things are not is happening as it was promised.</p> <p>Our understanding is that the community must work together with EKZNW; we must all benefit from tourism. The only visible benefits are that of job opportunities though they are not permanent but it better than being unemployed, the bike hire business as well the awareness campaigns that they do in schools.</p> <p>The community understanding of tourism is that it's a business where only the minority is able to benefit from and that the environment is well conserved for tourists coming from overseas.</p>

Awareness

The level awareness concerning tourism development is very little at all. The only thing they know about tourism is that tourists will come to the resort and leave money behind.

The community does not even understand that they need to participate in all of this. The only they know and understand is that the resort was built on their land, they deserve to get something out of Didima.

The community still look at tourism on a tourist's perspective rather than on being custodian of nature & ecosystem. Opportunities are available to them like; bed and breakfast, shuttle services, tour guiding, traditional restaurants, entertainment and hunting; this are all opportunities which are not exploited because no one from the community is even aware that they exist.

The community is aware of tourism and the benefits; I have tried to outline some of the major benefits of tourism that they can enjoy.

Awareness

In my view I would say the level of awareness regarding tourism matters is very minimal reason being there is absolutely nothing suggesting that the community is well aware of what tourism development is all about, to me it seems like we are forcing them into this thing of tourism.

Out of 100%, I would say only 2.5% of local people have a clear knowledge of what tourism is all about; they do not understand that tourism is more than just tourists and money.

According to my observation, the tourism projects that we have provided to the community are enough to create awareness about tourism development but the problem is that the community has not yet positioned itself to a situation where they are able to make use of all these initiatives efficiently and effectively.

There is nothing in place to limit the low level of tourism awareness reason being there hasn't been any attention or focus given to this issue.

Awareness

The information is there though it's not even nearly enough but it there. EKZNW is trying to pass the knowledge to the people but it not enough.

The reason why I'm saying this is because you still have situation where locals are killing animals especially springbok, this is all because of lack of information. They use hunting dogs and spears to kill animals that are bringing tourist for them.

The community members are not aware of benefits that tourism can generate for them; the only thing they know is the existence of community levy which cannot placate everyone. Very few from the community even understand how community levy works, the majority of the community members are actually not aware that levy fund is for the betterment of the community.

Awareness

The community is clueless when it comes to the issues of tourism development and their role.

With regard to community participation, the community is not even aware that they need to be part of this operation.

We are all clueless of tourism, you have people who never went to school here, you have people who went school but they never finished; this thing is of tourism is foreign to us, and no one from the resort is saying anything to us.

Didima must create more business opportunities for the locals in order to solve this problem. They need to invest money into the community, people must be offered different skills; and then you can get rid of such obstacles.

In as much as the community understands the benefits that tourism can bring but they don't understand the practical side of that. However, the majority of people are not educated hence the possibilities of unawareness are very high.

As a liaison coordinator for the community there is nothing in place at present.

Objective 2

The community have a community camp site project but there are few issues regarding that which we are still trying to resolve, there is also a bicycle hire initiative where they render bicycles to tourists who are visiting both the resort and the hotel, there's a nursery and the laundry was part of that. Out of all the projects that the community was given, the only one that is still active is bicycle hire. The rest of the projects are either on hold or died out.

Tourism does involve the community; in fact community is in the forefront of all the projects. They run all of them, they keep a share of the money generated through these project. That is very serious for us; we have to involve them especially because they are our neighbours.

The community does have tourism projects which involves the community of Umhlwazini. One of the most popular initiatives is craft centre which is owned by the community. They are divided into two; one is located inside the resort at Rock art centre and the other one is located just outside the resort. Almost all of this projects have somehow failed due to lack of basic skills of running business and the community is not doing enough to acquire relevant knowledge and skills.

So far there is nothing at present we are doing to involve the entire community. We mostly deal with those members from the community who are actively engaging with us, members who are submitting proposals to us only.

The community do have tourism related projects happening at present; however, they are too minimal. Another project that was given to the community is bicycle hire projects but same thing happened, no training or skills were provided. They do involve the community, however very few people are involved in this tourism projects. The projects we have from Didima are less than three and as a result few people will be involved.

Our people only benefit through employment and very few projects that benefits the selected few. Absolutely no, my brother we have too many artist in our community who produce quality music, who have the potential of sharing the stage with the best of the best, they will never invite local artist to perform.

The craft centre is one of the projects; we also have a chicken farm.

In some of what we have previously mentioned, the community is participating though the community is certainly not happy about our level of participation.

A selected group of community members does participate in tourism development taking place in our area, this is not for anyone and everyone.

We have never been asked about anything relating to tourism, they plan and execute everything by themselves without any input for the community. Even my brother here who is a committee member can attest to that fact.

	<p>We provide the community with information on how they can access tourism opportunities. The level of community participation when it comes to the resort is very minimal reason being that we get the mandate from the head office.</p>	<p>The main reason for this is that the core mandate of EKZWN is “CONSERVATION, not TOURISM, tourism is by the way”.</p> <p>Since the priority is Conservation, we exhaust most of our focus on nature and environment, community is not the priority.</p>	<p>The level of participation is very limited though all the projects are operated by the community. We are working alongside with the councillor hence most of the things that the councillor does are what we agree on as leaders.</p>	<p>Never, we are not happy, we have tried to deal with the matter for years and nothing good has come out of our efforts. What this has done is to divide the community into sides</p>
<p>Objective 3</p>	<p>At present I would say the strategy we have adopted is reactive reason being the people who are beneficiaries of these projects are not utilizing what we give them to the best of their ability.</p> <p>It not merely the responsibility of Didima to come up with strategies, it’s the responsibility of EKZWN but the only projects that are becoming successful are the ones that go through community liaison officer. We normally have forums where we include all members of the community to discuss matters relating to a particular project. Active and more radical intervention from the uKhahlamba municipality can also eliminate lots of these problems.</p>	<p>What we do as EKZWN is controlled by integrated management plan meaning in some cases we do wish to implement more tourism related projects for the community but due the plan we have to stick to what we can do based on the targets, human and financial resources.</p> <p>At present I think it safe to say we have no strategy that only focuses on tourism or development by that I mean there are a lots of things we do that connect us with the local community which are not tourism related.</p> <p>We visit all high schools located near the resort to create tourism awareness however, currently there is nothing with the tangible outcome that solely focuses on tourism.</p>	<p>My job is more than just tourism and there are people like the councillor who are responsible for that, please the councillor about issues of tourism. Didima does assist but they assist us in half, as I have mentioned previously they do very little for the communities surrounding their resort.</p> <p>The municipality has a role to play, ATC have a role to play, and EKZWN has a role to play now all these parties must foster partnership in order to help the community of Umhlwazini. These role players needs to come under one umbrella and form a committee that will look to champion community issues relating to tourism.</p>	<p>I think we need to emphasize and encourage both parties to stick to the MOU [memorandum of understanding] and agreement that was made between the community and EKZWN. They need to provide meaningful job opportunities for community members, not only menial jobs. Personally I would say they need to educate the community about tourism, they need to make the community understand what tourism is and what can they benefit from tourism.</p> <p>Didima has done nothing for the community; there is no relationship between the resort and us [the community]. We have no relationship with those people [Didima Resort authorities]; they had done nothing for us. There is a huge gap between us and them.</p>

The municipality as the rightful custodian of Umhlwazini have a responsibility of helping the community. At present they are not doing anything unless you pressure them into something. There must ongoing engagements with the community of the topic of tourism, there must a warm relationship between us and the community.

At present I would say that the strategy we use is reactive because we react to what the community wants us to do, we are also controlled by funds available.

The community must be educated first before; they need to understand that there are things like business plans. We have a piece of land inside the resort, on the mountains; we want EKZWN to assist us in developing that area and once we are fully trained and skilled in running the place then they will leave us to run it.

Well we don't even know that we are supposed to do anything in the first place.

We have had few indirect attempts in trying to encourage more locals to participate in tourism in a form of community meetings.

Objective 4

Knowledge is the main barrier; lack of understanding of processes is another barrier that the community is facing. I think the first thing we can do to eliminate such issues is to give thorough explanation to the community as to what is tourism, how it can develop them, what are benefits that one can get from tourism.

Lots of people in the community are not educated, there are no ambitions; they focus on what is being given to them. They don't make any means of searching for new tourism opportunities that can empower them. There is no knowledge.

The community does not provide any form of entertainment to visitors because even the individuals who owned a theatre [stage play] disappeared on us long time ago, we don't know for what reason. I joined Didima Resort in 2007; however this group has only performed once.

In most cases the community is not involved in deciding the logistics and procurement side of community projects because there are procedures and regulations to be followed which makes it very difficult to involve them.

The main barrier that prevents local people from participating more on tourism development is lack of proper education and inadequate information; our people do not have information. First of all at EKZWN there is too much corruption, business contracts are given based on friendship not on merit.

Lack of information and financial support is another crucial reasons why our community is unable to go into business especially tourism related ventures.

Even us as the traditional office we have never tried to engage with Didima concerning the issue of community entertainment.

We are being undermined as the community; they don't think that we have the capacity to add any valuable input in whatever they are discussing. Another reason could be the issue of education and knowledge. I think there is too much corruption going on there, those people are selfish and they don't care about our community.

We know each other as the community, we know each other's strength and weaknesses which make sense for you to give us that opportunity to make those decisions but they are too proud and selfish to do that.

In my opinion there is nothing stopping the community from showcasing their talent in a form of entertainment.

The community would be better positioned to answer question as to why they decided not to do performances for the tourists. They use to come and perform; suddenly they then decided to stop for no good reason.

The biggest challenge in involving the community in decision making like I have mentioned before is lack of skills, lack of information, laziness. Even the ones with skills they focus on being job consumers instead of being job creators. They don't use their skills to empower their community.

In my opinion there are no limitations that motivate EKZNW not to involve the community in decision-making process. The do as they please but the fact remains that Didima Resort was build and is still situated on the land that belongs to the community.

The major limit to all of this is the fact that the community does not have enough information on the business world in general; another key problem is that we do not have enough money to invest in whatever business we wish to start.

Lack of coordination and accountability are two major glitches that are limiting out people from participating in tourism activities.

5.3.1 Understanding and Awareness of Tourism

Goeldner, Ritchie and McIntosh (2000: 22) explain tourism as a composite of activities, services and industries that deliver a travel experience which includes transportation, accommodation, hospitality, entertainment, activity facilities and other services available for individuals or groups that are travelling away from home. This definition clearly shows that tourism offers a wide range of services and has great opportunities for employment for the local community.

The majority of the respondents (19, 76%) indicated that they have a clear understanding of tourism; whereas a small proportion of respondents (6, 24%) plainly indicated that they do not know what tourism is except visitors coming into the resort. Based on the information that was collected from the respondents during the interviews on the question of understanding of tourism, from the 19 (76%) respondents that claimed to have a clear understanding, only 6 (31,5%) actually had a clear understanding of tourism and the other (13) 68,5% respondents did not understand tourism because the answer they provided was not even close to defining what tourism means. The total number of respondents who did not understand tourism was 19 (76%). The information above indicates that the community of Umhlwazini is still in the dark regarding the accurate explanation of tourism as the 6 (24%) that had an understanding was made up of respondents from the resort and from community leaders. None of the members from the community were able to give a well-informed response on the subject of tourism understanding.

The puzzling aspect about some of the responses from the respondents is the fact that there are committee members who were elected by the community to represent them but their lack of tourism understanding is another indication that the majority of community members have no information about tourism regardless of position they occupy within the structures of community ranks. Below are some of the most thought-provoking understandings from the study respondents.

The local community of Umhlwazini was the focal point of this research hence their views were pivotal in achieving the overall objectives of the study. The respondents from the community expressed the following:

“My understanding of tourism and community participation is that it is a business that involves the tourists, nature, and wildlife. These elements must supplement each other; people must take care of the nature so that the tourist will be able to enjoy the beautiful landscape of Drakensberg. Drakensberg is well known for art paintings and the snow, that’s my knowledge.” [respondent 1 from the community]

“The community does have some information on what is tourism. I was born in this area and I have been here for 35 years, I was one of the individuals that were working at Didima during the construction phase. Tourism development is what EKZNW gives back to the community, it refers to all what they [EKZNW] is doing to improve tourism side of Umhlwazini even though lot of things are not as happening as it was promised.” [respondent 2 from the community]

“The understanding on the matter is that the community must be involved in the operation of the resort. The tour guides and the entire staff of Didima must be able to communicate with the tourists; you must have lots of information about Drakensberg. It about being proactive in providing information instead of waiting for tourists to ask you questions, that is really tourism.” [respondent 3 from the community]

The above responses from various community members clearly indicate that the community has very little or no knowledge at all about tourism. There are a few members of the community who possesses some basic knowledge about tourism; however, the majority of the community members remain in the dark. Consequently, this makes it rather challenging for the local community to even take notice of tourism if they do not comprehend what tourism is all about. Some of the respondents are members of different committees that were elected to address community concerns including the tourism committee so it is very surprising that even those individuals as community elected representatives do not understand what tourism is.

A respondent from Didima Resort stated the following:

“My understanding on tourism is that, are we involving the local community in all EKZNW facilities to enhance their development as far as the tourism development is concerned. In order for us to have a decent affiliation with the community, we must involve them in anything to do that concerns the tourism. This is extremely important for the community to participate if I can put it that way.

The most essential thing is for the community to understand what this animal called tourism is all about, it is also important that local community is getting employed by the resort.”

According to the views above, it is pretty clear that the employees, or rather the management, of Didima Resort undoubtedly understand tourism. Even though the researcher did not dwell much on their understanding of tourism, they were concise and quick to respond which suggest that they are aware of what tourism is really about. It is interesting to realize that so much information that can be shared with the local community is available but distribution of such information to the community of Umhlwazini is not happening. Out of all the respondents that were selected for the study at Didima, there was one participant who was deemed to know everything about community tourism subjects due to the nature of her work. However, the response she provided on the understanding of tourism was unexpected as none of what she stated in her response was related to tourism. When asked about her understanding on the subject of tourism, she stated the following:

“My understanding is that the community which is located next to the resort which is Umhlwazini presently is only able to benefits through community levy which is generated from entrance fees. Since the resort was officially opened in 2002, the local community was convinced to give consent to make way for construction and development of the resort as they were promised a better tomorrow. This act then convinced the community to believe that they are entitled to do as they please and get anything they want just because they are neighbours to the resort, even if they do not qualify in terms of EKZNW policies and procurement requirements. They are slowly gaining information. However; they are still reluctant in following right channels because of this wrong perception that they are entitled to freebees from EKZNW.”
[respondent from EKZNW]

Another important source of information for the study was the Amangwane Traditional Council [ATC]; the council shared a similar opinion to that of community members as they appeared to have no knowledge of tourism. The respondents stated the following:

“We don’t know all these things of tourism, I work with the community and I’m in charge of the people. I use to work for Didima and the Cathedral Peak Hotel during the 80’s. Most people in this are indigenous people of this land, were moved from where Didima is to where we are today.” ***[respondent 1 from ATC]***

“As far as my understanding goes with regards to tourism, I know that it’s a business that involves nature, tourists and the community. The community must be part and parcel of the operation so that people can benefit since the land where the resort was built on belongs to the people of Amangwane. I would say the understanding is there though there’s so much to be done. I was looking at tourism and they should be using the community located next to the resort so that the community will always be updated and form a mutual relationship with wildlife.” [respondent 2 ATC]

It is evident from the above views that most of the respondents are still not informed about tourism and how this can be used as a tool to empower and enhance the local community of Umhlwazini. A number of the respondents from the traditional council do not even know that there is something called tourism; their responses were mystifying as these individuals are community leaders. This substantiates that the observation that the majority of community members are not educated on the topic of tourism. The community leaders of Umhlwazini are the one part of the community that you expect to have plenty of information on the subject of tourism since they are active; however, in this case traditional leaders were as clueless as the community. Based on the observations from the researcher the only sensible justification of such occurrences is the fact that the traditional council predominantly deals with traditional matters, cultural matters and matters that are of importance to the community, for example, livestock business and water crisis. The level of education is startlingly low, for the reason that to be a member of the council you do not need any form of education, making it rather hard for the ATC to have a comprehensive understanding of tourism.

5.3.2 Tourism Awareness in the Study Area

There is often a lack of tourism awareness in remote coastal communities (Diedrich, 2007: 991; Porter and Orams, 2014: 59; Saarinen, 2010: 64). This lack of awareness of tourism arguably limits the efficacy of community participation in planning and development processes but also a local community's ability to fulfil tourist expectations. Tosun (2006: 147) emphasised the importance of a good knowledge base among community members and other stakeholders who are invited to participate directly in tourism development, planning and management, facilitating important principles related to local control and the fair distribution of tourism resources and benefits before informed, active, full, or meaningful participation can be achieved...

..tourism developers like EKZNW need to assess community levels of awareness and perception of tourism, the tourism process, impacts, and principles of sustainability for the community.

When the respondents were probed on the matter of tourism awareness, the outcome indicates that tourism awareness is extremely low as 21 (84%) of the respondents were not aware of any tourism activities and of the reality that as the community they have a right to participate in tourism development initiatives, whereas the other respondents (4, 16%) were aware of the fact that the community should participate in tourism development. The respondents that demonstrated knowledge of tourism were from the resort which indicates that the information is available; the only predicament appears to be on transmitting that information to the local community surrounding the resort. One respondent pointed out that the community is consciously being left in the dark about tourism, so that EKZNW will have no one to answer to and that the organisation does not wish for the community to benefit from tourism.

The majority of respondents 21 (84%) were completely unaware of the advantages, disadvantages and benefits of tourism, and of the respondents the 22 (88%) who were not working for Didima Resort did not know the number of tourists that were visiting Didima Resort every year. The vast majority of the respondents (24, 96%) was uninformed of how much of the percentage of the gate fees (the community levy fund) the community was supposed to get from EKZNW. The all-inclusive procedures and the particulars of the community levy fund were never expounded to the local community; for this reason, very few members of the community are able to have the benefit from the community levy fund.

The local municipality [uKhahlamba municipality] and EKZNW were identified by the respondents as the two major community components that should be creating awareness about tourism. According to the results 16 (64%) suggested that EKZNW [including Didima] and the municipality together should be generating awareness and promoting the spirit of tourism, whereas the other 6 (24%) suggested ATC as being the community element that ought to be executing the task of promoting and publicizing tourism to all members of the community. The community liaison coordinator (CLC) whose job is to specifically work with the community was also recommended by 2 (8%) of the respondents as one person who should be promoting tourism and creating awareness amongst the community of Umhlwazini.

One respondent supported this suggestion by stating that the CLC is one person whom the community is relatively familiar with hence if tourism can benefit the community, as they claim, then it's her responsibility to provide pertinent information to the community of Umhlwazini.

Another respondent acknowledged that “to create tourism awareness and educate the community about tourism affairs is something that necessitate a strong joint venture between all community stakeholders [EKZNW, Didima, community, municipality and the chief]. He further stated that low levels of awareness about tourism is the major contributor to the apparent lack of interest from the community, well-built combination and integrated front is the key in convincing the community to partake on tourism issues.

The above outcomes indicate that Didima Resort authorities and EKZNW as an organisation have a sense of duty in educating the community of Umhlwazini about tourism, and to create as much awareness as possible regarding tourism and its role to the community and the role of the community regarding tourism in Umhlwazini. Respondents were asked about their awareness levels on the subject of tourism development.

The community respondents who participated in the study have previous familiarity with the resort as some of them are former employees of the resort, former security staff, and some were service providers. This was an advantage for the study as the respondents were able to provide necessary information efficiently and convincingly. The respondents had the following opinions to articulate:

“I think the community is clueless when it comes to the issues of tourism development and their role. They have no information at all; it's only those selected individuals who have either gone to school or involved with the resort. We don't even have an information centre where the community can come together and discuss tourism issues. The community only knows that tourism is when tourists are coming to Didima, leave some cash and go home. That is where we can start if this community will ever take all these opportunities; empowerment through information and knowledge is the key to Umhlwazini.” [respondent 1 from the community]

Another respondent avowed the following viewpoint by stating:

“I certainly believe that this is the only approach this people [Didima authorities] can use to control us, just give us little information on the topic of tourism. We are all oblivious about tourism, you have people who never went to school here, you have people who went school but they never finished; this thing is all unfamiliar to us. Conceivably, that is the rationale why you have some community members just focusing on cattle business rather than tourism.”

It could be stated without dispute that the local community of Umhlwazini has very little information with reference to tourism. Such a conclusion is based on the observation that 21 (84%) of respondents perceive that the community does not have adequate information about tourism. The local community cannot participate in tourism when the subject to be deliberated on is incomprehensible to them. Until the Umhlwazini community gains sound knowledge about tourism it will remain unclear about their participation and how the community can access and enjoy the benefits generated from tourism.

According to the CLC response the organisation has been conducting workshops to raise community awareness on tourism nevertheless the people who mainly should be enlightened about tourism are regrettably not being reached through these campaigns. The above views suggest that relevant information is being disseminated to the wrong target audience. This again is supported by the fact that all the awareness campaigns on tourism are only steering at school children and not adults as all respondents (25, 100%) have never attended any tourism awareness campaign. The community councillor added that the community is always welcomed to attend the awareness campaigns that are organised by EKZNW but they chose not to come. This issue of a selected target was raised and addressed with the resolution that everyone and anyone who is genuinely interested can attend the campaigns.

According to the response in particular from the CLC, it was noted that the core mandate of EKZNW is “CONSERVATION” and not tourism. Consequently, “TOURISM” is described as a “by the way” element and as a source of income. This approach from EKZNW may possibly be the grounds as to why they don’t pay much attention to tourism awareness and education.

5.3.3 Tourism Development

This section of data analysis focuses on tourism development specifically at Umhlwazini community. The rationale for this variable was to establish whether there were any tourism development initiatives that were offered to the community by tourism authorities. Tourism development is a long-term process of preparing for the arrival of tourists. It entails planning, building, and managing attractions, transportation, services, and facilities that serve tourists (Khan, 2005: 170). The community of Umhlwazini was very spirited when discussing this part of the topic. The issue of tourism development is a concern for most local communities in South Africa.

The outcomes of the study revealed that the majority of the respondents (23, 92%) indicated that there are few tourism development initiatives which have been implemented by EKZWNW for the local community of Umhlwazini, whereas the remaining respondents (2, 8%) remained neutral. According to the information gathered during data collection nearly all the respondents (24, 96%) cited two explicit projects which are the heart of the community, the craft centre and the camp site, with the remaining respondent (1, 4%) mentioning the bicycle initiative as one of the most perceptible initiatives for the community of Umhlwazini. All the respondents (25, 100%) were unanimous in saying that the numbers of tourism development projects and initiatives are not enough to cover the entire population of Umhlwazini community. The findings revealed that there are tourism initiatives and projects for the community that have been introduced, but they are few and small compared to the number of community members that these projects must sustain.

The study respondents were probed if they understood the meaning and the context of tourism development or community development. The outcome revealed that the community of Umhlwazini did not have any understanding of tourism development which was expected as the majority of them did not understand tourism in general. This lack of knowledge means that it is truly challenging for the community of Umhlwazini to comprehend and recognise development in the context of tourism.

Respondents were asked about tourism development initiatives happening at Umhlwazini. The community together with ATC unanimously agreed that there are tourism development initiatives taking place around the area.

The two constituencies also unanimously agreed that the projects which are meant to develop the community on the subject of tourism are not sufficient, they don't serve the purpose and that there are a lot of issues which are associated with community projects including, but not limited to, corruption and unaccountability. The following responses indicate the community projects implemented by EKZNW which respondents were aware of.

“We do have tourism projects happening in our community [Umhlwazini] at present; however, they are too minimal, there is so little that EKZNW is doing for the community especially from the tourism point of view, I must state that EKZNW should be doing more than what they are currently doing for the communities surrounding the Didima. The agreement with EKZNW was that Didima was going to change the lives of community members at Umhlwazini and eventually create job opportunities. Things are not happening as it was agreed in the past.” [respondent for ATC]

Since the community was the prime source of providing first-hand information, that is where most of the material was expected to come from. The community seem to agree on the same standpoints as the majority of the respondents cited similar projects in their responses. The community respondents stated the following:

“The community craft centre is one of the projects that are sponsored by EKZNW for the community; we have another craft centre inside the resort next to Rock Art Centre. This is connected to tourism as it is untainted talent that our mothers are able to sell to tourists. This project was established the same year the resort was opened in 2002; it is one of the most successful community projects. Possibly, this is the most successful tourism project ever for the community from EKZNW.”

“We [the community] have a bicycle hire business which rent-out bicycles to vacationers who are visiting the resort. This project was funded by EKZNW; as of procurement of bicycle to building the new office. However, this project is gradually weakening for the reason that of unaccountability and corruption amongst members that were tasked to run the project. We have another project on the pipeline which has been officially approved; community fly fishing project. Lastly, we have camping place [camp site] which is/was a donation from EKZNW to the community as an effort to encourage more community members of Umhlwazini to participate in tourism development.

The camping place [camps site] is provisionally under the management of EKZNW because the community failed to manage the project and eventually we were running at a loss, the functioning side of the camp site was terrible.” [respondent 2 from the community]

The bulk of the respondents that participated on this study declared the above listed community tourism projects somewhere in their responses. The results also revealed that the community members participating in these projects do not reflect the all-inclusive population of Umhlwazini. The degree of tourism development at Umhlwazini appeared to be rather sluggish as most of the active community projects are long-standing; the craft centre project was initiated in 2002, the camp site was officially handed over to the community in 2012, and the bicycle hire initiative was introduced in 2014. Holistically, in the past 5 years less than four solid tourism community projects were implemented for the community.

Further than what was earlier mentioned by the respondents, in the course of the interviews a number of tourism related projects were passively revealed which, according to Didima Resort, were meant to encourage more participation from the local community. These projects are described below:

- *“There is a community nursery which was meant to provide a platform for community members to sell indigenous plant species to visitors. A building to implement this project was constructed however, till today that building has never been used due to lack of participation from the community.”* At least another 9 (36%) of the respondents mentioned this projects in their answers.
- *“Tour guiding is another project that was handed-over to the community in an attempt to encourage local participation. The tour guiding responsibilities were completely given to community so as to enjoy a portion of benefits from tourism development. This project has encountered plenty of apprehensions including safety equipment and lack of skills. The problem of tour guides getting drunk before embarking on walking trails was also mentioned.”* At least another 15 (60%) of the respondents mentioned this project somewhere in their answers.

5.3.3.1 Supplementary Community Projects

The following community projects were implemented for the community by EKZN. They are not directly tourism related but they were introduced to serve the resort and to create opportunities for the local community of Umhlwazini:

- Bakery. This was an initiative that was indirectly related to tourism but was made possible through assistance from Didima Resort. This project was implemented for the reason that it will provide bakery products to the resort and also to the community of Umhlwazini. The project is now inactive due to problems of resources and skills. This project was mentioned by 6 (24%) respondents during data the collection process.
- Chicken farm. This project was implemented for the community by EKZWN with an aim to provide a business opportunity for the local community to supply the resort with chicken. The project was abandoned due to corruption and lack of business expertise. Only 2 (8%) of the respondents mentioned this project in their responses.

The EKZWN together with the Department of Fishery and Forestry are planning to implement another tourism development project that will fall under ownership of the community. The project is meant to create various opportunities for the community, generating income for them through chartering of fishing rights/certificate and attract a new tourism market for the resort. One of the respondents who represent the community elaborated on the project which will be launched close to end of this year [2016]:

“We have a new tourism project which is called fly fishing. The projects is yet to commence however, all the necessary documentation from EKZWN have been received, so as from the local municipality and fisheries department. Didima have been very helpful throughout the entire planning and development process. They even provided accommodation and food for the facilitators that were responsible for training of staff that will oversee the project”.

Based on the comments gathered from the community respondents, one thing that was clear is the fact that the numbers of community projects compared to the total population of Umhlwazini is very limited taking into consideration that tourism is the main source of income and employment for most members of the Umhlwazini community.

Amongst all the above mentioned projects, only two of them are still active (craft centre and bicycle hire) due to various reasons. The main reason why community projects fail is because the community has never been educated on how to manage such projects professionally.

5.3.3.2 Didima Resort Perspective on Tourism Development

Didima Resort co-operatively and jointly with the CLC have acknowledged the community assessments that at present the tourism development efforts are not satisfactory for the local community. This is largely due to financial issues and constraints according to Didima. In addition, Didima indicated that there have been a few tourism initiatives for the community in the past but the majority of the projects were not successful. The community camp site was taken back from the community due to incidents of negligence on the operational side of the project. According to Didima resort, the camp site was recently operating at a loss and at times the camp site was not opened because no one from the community was available to operate it and there was an apparent lack of business and administration skills. The bicycle hire business is in the verge of collapsing for the same reasons. At least five bicycles have gone astray and no one from the community is taking responsibility. A number of the bicycles are faulty and the project is not serving the community as per the initial arrangement. When asked about the issue of tourism development, the respondents had the following to say:

“I can assure you that we do have community initiatives, some are tourism related and some are not, but we still do them for the community anyway. The problem that we have is the reality of tight budget and the annual performance plan [APP] which we need to adhere to. I must admit that the amount of tourism projects for the community is rather insignificant. The local municipality and EKZNW should be doing more than what they are currently doing for the communities surrounding the resort. However, the community must take the blame as a number of projects have failed in the hands of the same community because of corruption.”

The resort manager had a lot to say on this topic; one prominent thing from her answer was her explanation for the lack of tourism development in the area, inadvertently blaming the community for not showing sufficient amount interest in tourism. She stated the following opinion:

“They community has not shown the level of interest that can convince us to employ more resources on them. The level of participation in tourism is very low even when some of community members have already benefited from tourism. A number of development initiatives for the community have been implemented in an attempt to promote tourism. The reality of the matter is that we cannot keep on spending more resources on community projects when they [the community] miserably fall short to manage the existing projects. Recently, we have decided to take back the camp site because they were unable to account for all the money they generate, the camp site was constantly dirty and at times closed with no reason given.

“Additionally, there is another community project which is still in the expansion phase; it’s a bicycle hire project. A sum of more than R 250 000 was spent for the bicycle hire project but today that venture is on an edge of failing. We have bicycles missing, some are no longer functioning, at times the office is closed, and the community is always fighting because of financial issue. To be honest, what we have done as EKZNW is not enough, but we cannot keep on squandering extra funds into something that is not working unless the community change their approach and mentality.”

The information offered by respondents from Didima clearly attests that what the organisation [EKZNW] is currently putting on the table for the community is not enough. There are various issues that contribute to the current state of affairs; the community shares a portion of the blame for failing to make use of and take advantages of all development opportunities that are presented to them. Issues like corruption, lack of education and lack of accountability must be dealt with vigorously. The majority of the blame nonetheless falls to the side of the resort as they possess information on the subject of tourism development; they need to pave the route for the community and show the way from the front, not from the back as they are currently doing.

5.3.4 Community Participation

Community participation is a dynamic progression by which beneficiary client groups influence the direction and execution of a development project with a view to enhancing their

well-being in terms of income, personal growth, self-reliance or other values they cherish (Hatipoglu, 2015: 28).

Community participation is a widely accepted criterion of sustainable tourism development. Therefore, to ensure effective utilization of local resources, local people should be participating in deciding the objectives and strategies as well as participating in the implementation. The rationale for this variable was to establish whether the above mentioned tourism development takes into account the participation of the local community of Umhlwazini.

The outcomes of the interviews indicated that the majority of the respondents (19, 76%) uttered that they do have an understanding of the meaning of community participation, whereas 4 (16%) indicated that they do not understand community participation, and the remaining 2 (8%) of the respondents remained neutral. The same question was subsequently asked in the context of tourism; at least 19 (76%) of the respondents did not have any understanding of community participation on the angle of tourism, whereas 5 (20%) of the respondents were aware of community participation in the context of tourism. The results indicate that the majority of community members in Umhlwazini have no idea of the realism that the local community ought to participate in tourism development. The high number of respondents who did not apprehend community participation was anticipated to be most of the respondents, which it was (19, 76%).

The respondents were also questioned on definite participation directly or indirectly in tourism development. The answer of the respondents on the subject of community participation in tourism development revealed that 20 (80%) of the respondents are not participating in any form of tourism development project or initiative, whereas 3 (12%) of the respondents are part of Didima management team consequently they have many issues they deal with including tourism issues. Ultimately this meant that only 2 (8%) of the respondents were actively participating in tourism development initiatives. When asked on the matter of whether the respondents have ever participated on any tourism development initiative in the past, 18 (72%) of the respondents pointed out that they have once or twice participated in tourism development projects in the past whereas the other 7 (28%) of the respondents stated that they have on no occasion participated in any tourism development projects.

The respondents appeared to agree on the matter of their participation in tourism. When the respondents were asked on the subject of community participation in tourism development; the respondents stated the following:

“The problem we have as the community is that whenever we have these tourism projects from EKZNW, same people from the community over and over again are participating. We are in financial distress with the bicycle project, we have a nursery that is not utilised, and currently we have been stripped of the community camp site because of corruption and mismanagement of the projects all because of the same persons. In my opinion I would say they only allow you to participate if you drink coffee with them.” [respondent 1 from the community]

“When we talk of the community we are including everyone who forms part of Umhlwazini community. How many people are participating in all these projects, they are less than 50 to be precise, I can assure you. How many people do we have as the community? My brother, I will put it this way, yes whenever these things are happening; the community will participate but the reality is that masses of the community are not part of this. The whole point of including the community is to empower and enrich, but unluckily that is not what is happening in this community.” [respondent 2 from the community]

A respondent from the community who also works for the resort pointed out something that was quite attention-grabbing. According to him, the blame should be given to the community rather than the resort as the community of Umhlwazini is particularly lazy and they need to take responsibility and stop shifting blame. He further stated that the community has been endowed with various talents of which they can effectively use as source of income from tourism but they opt to complain, criticize and feel sorry for themselves.

“The community is a component of tourism development and those who are serious about tourism are participating, community members will not be forced to take participate. However, the problem is the deficiency of knowledge and passion of tourism from the community, the struggle is not with the EKZNW but with the community. We need to start taking tourism serious and stop being lazy. The community is only interested in getting money without working for it. Ask them where

are the bicycles missing, why is the nursery not being utilised, why are we not doing tours around our area? These are all opportunities which I believe the community is well aware of but no one is doing anything about them.”

Based on the above response, it appears that some community members are indeed informed about tourism and the role that the community should/must be adopting in promoting their participation. The attitude and the approach of his views are clear-headed and if the mainstream of community members of Umhlwazini can look at tourism as an opportunity, more people will participate in tourism.

The information that was retrieved from the respondents during the interviews clearly indicates that the community of Umhlwazini is not happy with the current situation. The level of community participation in tourism development is very insignificant. This is due to inadequate number of community projects that are implemented for the community and other factors including lack of knowledge. The community of Umhlwazini needs to adopt a more positive approach when dealing with tourism matters and be proactive. In contrast to what the community indicated, the Didima Resort expressed a different outlook to that of the community. The resort believes that the community is very much participating in tourism development, in fact the community is in the forefront of the tourism development initiatives. When asked on the issue of community participation; this is what some of them had to say:

“All our development initiatives do involve the participation of the community; in fact community is in the forefront of all community projects. They run all of them, they get to keep all the money generated through these project. Though not everyone from the community is part and parcel of this but that is left to the community itself to share the benefits and equally create opportunities for everyone.” [respondent 1 from Didima]

“That is very serious for us; we have to involve the community especially because they are our neighbours, it’s necessary that we involve them in tourism. At times we invite them for meetings especially on the conservation side. If they are not happy about something they know that our door is always open for them, better than before I would say we have a good relationship now with the community though we still have lots of issues to resolve.” [respondent 2 from Didima]

The information provided by Didima Resort indicates an apparent breach between the community and the resort. There is a noticeable disengagement amongst the resort and the community members; the information on both sides is completely different and looking at the sincerity of the situation the members of the community are the real victims of foul play from the resort. The result also indicate that while there were community members who produce beadwork and other craft work, it's not enough for the community.

It was also noted that the community members do not take advantage of the available opportunities; no one is performing traditional dances to tourists, no traditional food and no village tours are offered by the locals to visitors. Generally, the level of community participation at Umhlwazini is very minimal however there are opportunities that the community can explore.

The respondents from Didima indicated that the majority of the community members are not taking tourism serious which observably compromises their chances of participating in tourism. This disclosure led to the question of investigating whether the local community is satisfied with their state of participation in tourism or not.

When the respondents were asked on this particular issue, all the respondents (22, 88%) from the community unanimously articulated that they are definitely not happy about their current state of participation when it comes to tourism related matters, whereas the other 3 (12%) respondent representing EKZNW acknowledged and accepted that the community is not happy about their participation in tourism.

This information suggests that the tourism authorities are aware of all the facts and facets regarding tourism concerns at Umhlwazini and yet they do nothing to change or improve the situation. A respondent from the resort stated that as a resort/EKZNW they could not do everything alone; the local municipality is not offering any form of support for tourism development and to expect them to do everything as EKZNW is a bit too much to ask, despite the fact that they are doing their best. The respondents from the community constituents had the following to say regarding whether the community is happy about their current level of participation in tourism development:

The community is certainly discontented about the whole issue of tourism, we have repetitively attempted to deal with this matter for years and nothing good has come out of our efforts. The level of participation for the majority of our community

members is either very minimal or none at all. The individuals who are running all the community projects are the same people, there is no alternation. This matter was part of our memorandum of grievances in 2012 when we took to the road, however, promises were made but none was delivered till today.” [respondent 1 from the community]

Another respondent from the community expressed the following view:

“The issue of tourism has divided our community into clusters and that is taking us nowhere. Instead of supporting community initiatives, people are supporting individuals with an aim of benefiting. Subsequently, less people benefit from tourism whereas the majority of the community remains in the dark and poor. I would say at least 85 – 90% of the community members are not participating in anything relating to tourism. With the few 10% that is active, many of them are either in committees or friends with the leaders.”

The respondents were afterwards asked if they would be pleased to participate in tourism development in the future. This question was directed to all respondents exclusive of Didima Resort personnel as this is part of their primary responsibilities. All the respondents (22, 88%) indicated that they would welcome being involved in tourism; they would like to be afforded the opportunity to be part of tourism and benefit from it. The other 3 (12%) respondents conceded the fact that the local community of Umhlwazini is not happy at all, nevertheless they are working tirelessly with other stakeholders to improve the situation.

The respondents raised the issue of preferential treatment leading to was unjust discrimination against particular community members. One respondent stated that because of the ongoing political tension between ANC and IFP, a number of community members are not incorporated into the plans and campaigns of the community purely because of their political association.

The data from the study indicates that the majority of the community members of Umhlwazini are willing and geared up to participate in tourism. The only major obstacle arising from the data collected is the problem of disseminating relevant and enough information to the grassroots which is the community. The community leaders of Umhlwazini including committee appointed members are not playing their designated roles

as all the information they retrieve from EKZNW is not accordingly channelled down to the community members consequently jeopardising the probability of community participation in tourism.

5.3.5 Decision-Making Process in Tourism

Participation in decision-making is one of many ways to ensure that local people receive benefits from tourism. Community participation, a Western model in natural resource management and utilization, is currently much discussed in sustainable tourism development research (Agrawal, 2000: 229; Archabald and Naughton-Treves, 2001: 141).

Usually, community participation focuses on decision-making processes and the benefits of tourism development. It is thought that only when local communities are involved in decision-making, can their benefits be ensured and their traditional lifestyles and values respected (Sheldon and Abenoja, 2001: 440). This idea is rarely found in developing countries.

In an effort to gain further information on the level of community participation in tourism development at Umhlwazini community, the respondents were probed on their participation in tourism decision-making procedures. Predictably, the majority of the respondents indicated that they have never been part of any decision making process neither they have been called to comment or make any form of suggestion. Of the 25 respondents that were selected for the study, only 7 (28%) of the participants indicated that they have previously been part of decision-making processes about tourism, whereas the majority (18, 72%) of the respondents indicated that they have never participated in tourism decision-making processes.

The respondents were subsequently asked whether they had ever been asked to comment, suggest and recommend anything about tourism at Umhlwazini; the majority of the respondents (19, 76%) of the respondents indicated that they have never been asked to comment or suggest anything about tourism at Umhlwazini or Didima Resort, whereas 6 (24%) of the respondents indicated that they have once or twice been requested to comment and pass remarks about tourism in the study area. The ordinary members of the community are generally excluded when decisions about tourism are taken, as the small portion of the respondents that have previously been asked to participate in decision-making were from Didima Resort, ATC and the community councillor and none from the community.

The respondents were asked whether they would desire or appreciate to participate or be consulted when tourism decisions are finalised. The outcome of the investigation indicates that all the respondents unanimously agreed that they would be satisfied if the community was involved and consulted when decisions are taken as they are also custodians of the area where tourism is happening. According to the community of Umhlwazini, participating in tourism decision making is very important for them as their hopes for a healthier tomorrow are largely dependent on tourism, hence they need to be more involved than ever before.

On the matter of decision-making processes, when the respondents were asked about their level of participation, they expressed the following:

“Unfortunately no, the community has no voice in tourism, occasionally they do not even involve us in matters relating to community projects; they will just come with a full plan on how everything will be executed, how much will be spent and who will do what and when. We know each other as the community, we know each other’s strength and weaknesses which make sense that they give us that opportunity to make those decisions but they are too proud and selfish to do that.” [respondent 1 from the community]

“The local community is generally not involved or consulted by tourism authorities taking decisions about tourism; normally we hear the news or decisions on the street grapevine. The decision to take away the camp site from us was never discussed with the community but it was rather communicated to us.” [respondent from ATC]

The results above indicate that the community of Umhlwazini is again being excluded in one of the most effective and common techniques of encompassing the element of local community in tourism development. The members of community are not involved in any of the tourism project initial stages, the views and opinions of the community about any proposed projects are not taken into consideration. This all suggests that the level of community participation in tourism is very marginal and selective hence the level of participation is very low.

5.3.6 Strategy Employed by Community Leaders to Encourage Community Participation in Tourism Development

A community leader is a person who is perceived to represent a community. He/she holds the trust of the members of the community and is charged with the responsibility of fulfilling the needs and requirements of the community. The members of the community have certain expectations from their leader.

In terms of this research, a community leader ought to identify the needs and demands of the community with regards to tourism and take appropriate steps to meet the demands of the community. Therefore, community leader can be defined as ‘a person in, for and by the community.’ Community leaders determine the general feeling within a community; they act as ‘a point of liaison’ between the Umhlwazini community and the tourism authorities.

Umhlwazini community leaders are responsible for promoting the spirit of tourism and to inspire dynamic community participation in tourism. The community leaders for which this research is referring to are Didima Resort Authorities, ATC, EKZNW Representative and Okhahlamba municipality council. The total number of community leaders that participated on the study constitutes 8 (32%) of the respondents. The leaders will be further clarified below;

- **Political leader (Okhahlamba municipality councillor – African National Congress)**
Every community has its party and groups of political leaders who are employed by the local municipality. Such community leaders are effective communicators and can facilitate things easily as a result of power and influence. Political leaders comprise 1 (4%) of the total respondents of the study. This particular respondent appeared to have a vast amount of knowledge on the subject of tourism and he is in the forefront of other tourism related projects that are in the pipeline for the community of Umhlwazini.

- **Tourism Authorities (EKZNW and Didima Resort)**
This is a statutory board under the leadership of Ezemvelo KwaZulu-Natal Wildlife established to run, manage and operate tourism destinations and make decisions on the progression of the establishment. The task of the institution is to promote tourism, conserve the environment, provide information to tourists on facilities, infrastructure and services, and to initiate action to promote cooperation with other tourism agencies

including the community. Respondents from EKZNW/Didima comprise 3 (12%) of the total respondents of the study and include the resort manager, community liaison coordinator and the resort assistant manager.

□ **Traditional leaders (Amangwane Traditional Council)**

These are amongst the most powerful groups at Umhlwazini village. This group interacts directly with the community members and have an abundance of personnel and resources. Their level of understanding of community issues is very high and if this group can be motivated to speak and do for the community, substantial results can be achieved. The local community can easily be convinced by this group that tourism as a possible means of sustainable living. Traditional leaders constitute 4 (16%) of the total respondents. This particular respondent includes the chief of the whole village, a king's man, a traditional councillor and one senior member of the council. Moreover, some of the individuals working for the ATC were respondents but on the basis of being community members of Umhlwazini rather than employees of the council.

Umhlwazini community leaders have a major role to play in promoting and encouraging participation in tourism development in the community surrounding the resort. Community participation in tourism can be enhanced with the help of community leaders because they hold the capacity to generate awareness among other community members as they hold a very important and respected place within the community. Community participation in tourism is a very effective strategy for promoting or reformation of tourism in any community and such community participation is only possible with the efforts of the community leaders.

The respondents appeared to agree on one inference that the leadership of the community in general has done little to help and encourage the community to participate in tourism issues. The primary question on this issue was to ascertain what the leadership has done to maximise community participation in tourism. According to the results solicited from the data collection 20 (80%) of the respondents stated that the leadership has not done anything tangible to help the community to grow tourism, 4 (16%) stated that the leadership is doing enough to encourage more active participation from the local community, and 1 (4%) respondent from the traditional council remained neutral on this issue. One community respondent said that it is very difficult for the leaders to offer support and words of wisdom to the community for them to better understand tourism as the majority of them [leaders] don't

have an understanding of what tourism is really about. Another respondent from the community reinforced this assertion by stating that they only see the king once in a while.

The king only comes to Umhlwazini if there is meeting about livestock which is something very important to him; otherwise there is a huge gap between the community and the ATC, particularly the king.

As stated earlier in this chapter, the level of understanding of tourism is very little even from the leaders particularly on the side of traditional council. That makes it somewhat difficult for some of the leaders to actually preach the word of tourism if they themselves don't understand tourism. Respondents were asked questions on the issue of community leadership in tourism development.

A community liaison coordinator who closely works with the local community had the following to say:

“It's fair to state that we have never implemented anything that only focuses on tourism or development, however, there are a lots of ventures we do that associate us with the local community. We visit all high schools located at Umhlwazini community with an intention to create tourism awareness. Nevertheless, presently there is nothing with the tangible outcome that solely focuses on tourism. Community levy is one vehicle that we use to encourage maximum participation through Request for Proposals [RFP] from the community. A Didima high school was built by a tourist that was visiting the resort in partnership with EKZNW using some of the community levy funds.”

A respondent from the community who gave the impression of being extremely distressed about the community leadership expressed the following opinion:

“The community leadership is somehow a fragment of EKZNW, though they don't do anything for the community instead they are constantly meeting with EKZNW but never that the community will get positive results. It's always the case of “we are still engaging with this people”, but nothing tangible for the community to benefit from. As my brother was saying, we do have a community team that we elected but they cannot do anything unless the matter is dealt with by ATC and the councillor. The committee is powerless; they can't do anything unless they have the authority to act

hence the very same people that are supposed to do something for the community are doing nothing.

“The chief [uNdabezitha] does not even reside in this area, he lives one hour away from here [Umhlwazini] thus making him very scarce and ineffective in dealing with matters relating to community tourism. At present we are dealing with the issue of livestock grazing, this is a serious issue but you will never see the chief attending to this issue that has left many families devastated. When it comes to tourism, we rely heavily on individuals because the leadership is only good in attending meetings but they are very useless when it comes to helping the community about tourism.”

The aforementioned assessments indicate that the community members of Umhlwazini are not happy with the efforts from their leaders. The respondent further added that other community leaders must adopt the same strategy, if they are serious about developing the community. None of the respondents had anything positive to say about community leadership with the exception of one respondent who commended the efforts by the councillor; this is what he had to say:

“There is however one individual who is trying his best to get more community members to participate in tourism issues. The councillor has been very active in matters relating to community projects and tourism in general. We are soon going to launch a new fly fishing project and he was an instrumental part in making it possible. We have so many power hungry people in this community and they do not do anything for us in terms of tourism.”

Participants were asked if there is any form of provision that the leadership is offering to support high school students that are showing an interest in tourism. The entire sample (25) 100% of respondents unanimously agree that there has never been anything implemented by the community leadership to motivate aspiring tourism professionals. All the respondents stated that there has never been a bursary scheme or training opportunities for local students although opportunities are commonly available to students from other parts of South Africa. The awareness campaigns which are conducted by the community liaison coordinator were viewed as a less efficient strategy of promoting the spirit of tourism amongst the community of Umhlwazini as they only target learners and not adults and business people of the community.

The community leaders from EKZNW/Didima shared the same sentiments with the other respondents. Predictably, one point that stands out during the interaction with the managers of the resort was that the core mandate of the resort is profit making and sustainability. Consequently, that indication is an obvious sign that community enhancement and development is the least of Didima Resort priorities. The resort managers were asked about their practises in helping the community of Umhlwazini to participate in tourism.

The front desk manager who has been with the resort for many years expressed the following:

“There’s a designated personnel from the organisation to deal with community issues including tourism, the CLC is the one individual that deals with the community. On the side of Didima, nothing much has been done, we get the mandate from her; she gives us the lead and we follow. The main priority for us the resort is to generate profit and sustainability, consequently very little that we do involves community.

“Moreover, community development and enhancement is something that we do in connection with conservation. We are going to start a new financial year very soon, conservation will submit their plans for the entire year and that is where we participate more by providing financial muscle to make whatever they propose possible.”

The resort director who has been managing the resort for years now articulated a similar opinion to that that expressed by the front desk manager. Such an outlook from individuals that profess to have a rich knowledge on the topic of tourism is rather discouraging as well as an indication of the apparent gap between community, CLC and the resort managers. The resort manager stated the following:

“It’s not merely the responsibility of Didima alone to come up with strategies to promote community participation; it’s the responsibility of EKZNW, ATC and the municipality. The only projects that are becoming successful are the ones that go through community liaison officer; she will furnish you information on that.

“The reality with us is that we are a tourism based business that strives to generate income hence we cannot engage too much with the community but we do need to

make it clear to them that we are one of their clients. It's rather regrettable that we have a strict budget and in order for us to spend capital on the community there are procurement procedures that need to be followed."

The results generated from the response particularly from the resort management indicate that the resort is deliberately inactive in matters relating to community development. Local community leaders are the ones endowed with specific characteristics that make them very valuable in their locality. The findings of this study furthermore revealed that local leaders in the study area show no or very limited concern for their community to participate in tourism therefore demonstrate questionable leadership roles that compromises the advancement of the community. It is important that local leaders be consulted before community projects are embarked upon. This will give authenticity by encouraging support which will make other community members believe in the project and show solidarity.

The findings of this research also revealed that there is a colossal break between the levels of community leadership, that the communication channels are not utilised, and that there is no specific goal that all the leaders are working towards hence this is not producing a positive outcome for the community of Umhlwazini in terms of tourism.

Local leaders exert reasonable levels of influence on the people they lead. They are therefore, useful in passing information and helping to plan and execute community development projects thereby gaining the trust of the people.

5.3.7 Strategies to Encourage More Participation in Tourism by Community Leadership

Little attention has been given to purposefully investigating the roles and responsibilities of local leaders in promoting sustainable tourism development within tourism destination contexts (Dinica, 2009: 592). Umhlwazini community leadership nevertheless have an essential role in stimulating progressive actions to ensure that tourism is more sustainable and that more community members are participating in tourism.

Literature suggests that leadership at a local level has become an important element in promoting the spirit of community participation (Commonwealth Department of Environment and Heritage, 2004: 22). Dialogues at international and national levels

emphasize the significance of community guidance because it is at this local level that debates unfold and decisions about tourism are made.

One of the study questions was to uncover and identify potential strategies which community leadership of Umhlwazini can implement in an attempt to attract more active participation from the local community.

The outcome from the respondents indicate that the community leaders of Umhlwazini village are far from doing as much as necessary to promote community participation in tourism development, in particular the financially practical side of the industry. Accordingly, community leadership in promotion and development of tourism is imperative to enhance active participation not only in tourism but also in creating awareness and increasing the understanding of tourism amongst community members of Umhlwazini. When the respondents were investigated on the subject matter of the leadership practises and strategies that can be implemented in helping the community of Umhlwazini to participate in tourism; the respondents articulated the following views:

“We need to emphasize and encourage both the community and the Didima Resort to stick to the MOU [memorandum of understanding] and agreement that was made between the community and EKZNW. The agreement was that the organisation will assist community students who demonstrate interest in tourism with financial assistance and bursaries, if this can still happen; trust me more community members will realise the need to participating in tourism.” [respondent 1 from the community]

“The leaders of the community need to educate the community about tourism, they need to make the community understand what tourism is and what can they benefit from tourism. They need to remove the existing perception that tourism is for wealthy and white people only. We don’t even have someone to provide us with information hence there is a community liaison coordinator who should be doing this. Education is key for me, once they enrich the community with information; chances are that more community members will start to take notice of tourism.” [respondent 2 from the community]

EKZNW assigns highest value to total recruitment of the community and to establishment of an effective system of decentralized decision making when it comes to tourism. The success of community based tourism initiatives such as the Ndumeni craft centre, bicycle hire business, and tour guiding initiative is largely based on the capacity of the community leaders including EKZNW to manage the functions of these bodies and provide guidance, resources and information where necessary. Community leaders of Umhlwazini can make the environment conducive for local community members to see the necessity of participating in tourism development.

They have the capability to heighten the desire of local community members to such an extent that participation in tourism becomes a custom in the community. The respondents furthermore suggested that:

“The resort needs to provide meaningful job opportunities for community members, not only menial jobs. We have a database of community members who are qualified and we have submitted that database to them but none of the people on the lists we submitted have been assisted or called for an interview.” [respondent from ATC]

“The community must receive benefits from their land, they must be given first preferences in any tenders and we must always be kept up to date. We now have educated people who can be able to do some of the senior duties. The resort should at least have one of two members from the community as part of the management team of the resort. The burning issue of community levy must be clearly defined to the community so that we avoid the possibilities of unnecessary troubles.” [respondent representing local community]

According to the findings of the study, it can be concluded that the wished-for key responsibilities of community headship which is to arrange resources in the form of community levies, determination of practicable tourism projects based on community needs, and sustainability of tourism projects is something that the leadership of Umhlwazini community have dismally failed to accomplish. It can be furthermore concluded that the efforts by local leadership in mobilising the community into tourism is exceptionally poor and extra efforts need to be made in order to achieve this in the future.

Leaders of Umhlwazini community are at present ineffective in the actual implementation of tourism community projects as well as selling the idea of tourism to other members of the community. However, local leaders in particular the councillor and the ATC identified insufficient funding from the local economic development office, poor implementation of tourism projects and lack of support from EKZNW among others to be the major constraints that limit the leadership from achieving positive results in community development projects at Umhlwazini.

5.3.8 Barriers to Community Participation in Tourism

Although tourism is one of the fastest developing industries in the universal economy, the industry is regularly facing various challenges. Notable challenges include inadequate tourism education, training, information and awareness, insufficient funds, limited participation of the local community, political interference, and crime. These challenges limit the participation of communities in the tourism industry around the world. However, community participation in tourism industry can play an important role in fostering community development and family earnings and therefore enhancing the standard of living of the local community in the study area.

Community participation proved to be a successful model for tourism development in developed countries, but there are certain barriers in developing countries. The three kinds of barriers which exist in community participation are Operational Barriers, Structural Barriers and Cultural Barriers. To encourage community participation in tourism development planning at any destination, it is important to identify and minimize these barriers. Tosun (2000: 613-633), in his study of limits to community participation in the tourism development process in developing countries pointed out that it is important to involve the local community in the tourism development process.

The aim of this question was to uncover obstacles that prevent the community from participating in tourism development, in decision-making process and owning tourism related businesses in the study area. When respondents were questioned on the matter of barriers that exclude the local community from participating in different levels of tourism development, quite obvious and fascinating viewpoints were provided.

Specifically, on the question of barriers that prevent the community from participating in tourism development, all 25 (100%) of the respondents identified two definite problems that

were primarily preventing the community from participating in tourism. The two barriers identified were the shortage of information along with lack of education. The outcome of the study revealed that 11 (44%) of the participants indicated that lack of resources including capital and human was the major problem that was preventing the community from participating in tourism, while 4 (16%) of the respondents identified corruption and lack of accountability as an additional major constraint that impedes the local community of Umhlwazini from participating in tourism.

Seven (28%) of the respondents indicated lack of skill and expertise from the resort management as the main problem that obstructs community participation, and 3 (12%) remained neutral on this issue.

When the respondents were questioned on the barriers of community participation in tourism development, they had the following analysis to share:

“The lack of information is the main problem that prevents locals from participating in tourism, and as long as people are still not equipped with relevant and necessary information, they will remain isolated and not participating in any of the tourism initiatives. Tourism information in this community is exceptionally not enough, even the slight information that is available is not disseminated to the community members in ways that is comprehensible to them. Providing us with information does not necessarily mean that we are going to participate in tourism but it will definitely spark interest in some members of the community.” [respondent 1 from the community]

“The scarcity of coordination and accountability is another major problem that is limiting the local community from participating in tourism activities. The role and responsibilities of the community has not been clearly defined hence this is creating a commotion where every person is found idling. The self-proclaimed leaders of the community are greedy and corrupt and when it’s time to provide answers to the community; no one is willing to give answers, no one knows anything.” [respondent 2 from the community]

A respondent from the ATC shared the same sentiments as the previous respondents and stated:

“There are lots of issues that are compromising the possibilities of our people to participate in tourism. The major notable problem however is the lack of education which is the reason why the majority of community members are unable to identify tourism opportunities and benefits. We walk on our bread and butter on daily basis but we fail to realize that the soil we step on everyday can be our daily bread if we just change our mentality and take opportunities presented to us. This is deep rural area and our people here do not believe greatly in education added to the fact that education is pretty expensive since we have no college here in Bergville.”

5.3.8.1 Barriers to Tourism Decision-Making Process

The respondents were investigated regarding obstructions that prevent the community from participating in tourism development decision-making processes. Based on the information that was collected during data collection 17 (68%) of the respondents indicated lack of education as being the major obstacle that limits the community from participating in tourism, whereas 4 (16%) of the respondents indicated that corruption is the main obstacle that prohibits the local... community from participating in the tourism decision making processes, while 2 (8%) of the respondents indicated that they are honestly unaware of any valid reason that could prevent the community from participating in tourism decision making process.

Two (8%) of the respondents provided responses that were very interesting and quite different to the rest of the respondents

“We are being undermined as the community; they don’t think that we have the capacity to add any valuable in whatever they are discussing. In fact, there is no visible limitation as to why we cannot be part of a decision making body. The officials of EKZNW are selfish; they do not have the interest of the community at heart. The moment you involve people in decision making is the moment you empower people with information hence that is not good for their corruption since they will be exposed. The only way to exercise corruption without any hassle is to make sure that locals are side-lined and out the picture.” [respondent 1 from the community].

“The major reason is the issue of politics, remember that all this is politically connected and the fact that in our community we have lot of IFP supporters plays a role in them (EKZNW) trying to isolate the community. The reason could be that the EKZNW does not know who to trust since they represent ANC. That is not what is going on but it’s possible. There is great tension between the supporters of different political parties and you can’t be part of them unless you share a table with them.”
[respondent 2 from the community].

The results from the interviews indicate that the majority of the members of Umhlwazini community share the same concerns regarding obstacles that preclude the community from partaking in decision making processes. The majority of the problems mentioned are common and they are fixable.

All interested and affected parties must put in some extra efforts to make sure that all the above mentioned obstacles are fixed. The findings of this research can conclude that the level of participation of the Umhlwazini community in decision-making is nominal. Virtually all the respondents agreed that the community is not involved in decision-making, so do not participate actively in decision making concerning tourism.

As stated earlier, the community members of Umhlwazini possess very partial information regarding tourism and its benefits, so, obviously their contribution to decision-making can be expected to be minimal. Some respondents agreed that they had attended meetings where tourism issues were discussed. During such meetings the respondents maintained observer status, while the future of their land was being decided by EKZNW and other stakeholders who are beneficiaries of the resort.

5.3.8.2 Barriers to Tourism Business

According to the information supplied by the study respondents not even a single community member of Umhlwazini community owns or operates a professional tourism business. Business engagement and development is another form of strategy that tourism authorities can adopt to encourage local community participation and enjoy financial benefits from tourism. The information provided by the respondents clearly illustrates business potential and opportunities that could be exploited by community members of Umhlwazini. On the

issue of community participation in the tourism business, the majority of the respondents stated clearly that they are actively not participating in the tourism business. On this fragment of the data analysis, the question was to discover and identify possible obstacles that prevented the community of Umhlwazini from participating and owning tourism businesses.

Data analysis indicates that the majority of the respondents (14, 56%) identified lack of information as the key obstacle that prevents locals from participating in tourism business, 8 (32%) indicated the lack of capital and financial assistance, 2 (8%) indicated lack of business acumen and necessary expertise, and 1 (4%) remained neutral and indicated that he does not know of any compelling grounds. The obstacles that were mentioned by respondents are relatively the same as other obstacles that were previously stated.

When the respondents were asked about obstacles that obstruct the community in participating in tourism businesses, one of the respondents offered an interesting but rather unusual perspective that was unforeseen by the researcher. He stated:

“The major limitation to all of this is the fact that the community does not have enough information on the business spectrum in general. “Even though lots of community members are doing informal businesses, people are still short on information about ... certified businesses. We have recently selected a business committee that will seek to address business issues within the community.

“This is a traditional rural area; lots of people here are still stuck in the past that you have to work in order to provide for your family. Transformation is something we only see on TV, and we still have a long way to go before we get to that stage of life. I think no matter how many opportunities are presented to the community, because of the slave mentality; black people are always going to be job seekers rather than being job initiators, we fail to take advantage of simplest opportunities presented to us.”

The ongoing reality that none of the community members are able to establish a professional tourism business is appalling and most revealing. Recently a business committee was elected

by the community to deal with business affairs of the community. The local economic development office from Okhahlamba municipality has been exceedingly sluggish in relation to providing financial and other essential support to the local community.

5.3.8.3 Barriers to Traditional and Cultural Entertainment

An alternative form of involving the local community in tourism development is through providing a platform for local people to display entertainment, i.e. traditional dancing and cultural plays to visitors. The respondents were probed on the obstacles that prevent the community from entertaining tourists that visit the resort. The greater part of the study respondents indicated that they are not mindful of any basis that prevents them from rendering entertainment to resort visitors.

The majority of the respondents 17 (68%) indicated that they cannot state any solid obstacle that prevents the local community from entertaining visitors at Didima, and 5 (20%) of the respondents indicated that the major reason is the there is no appropriate blueprint for this type of activities, there is no allocated budget and the EKZNW is not showing any form of interest.

Two (8%) of the respondents stated corruption as the main reason why locals are not providing any entertainment to visitors while 1 (4%) respondent did not answer the question. The following excerpts illustrate the responses:

“We are not aware of any reason that is preventing us from showcasing our talent, the tourist are always willing to make donation. I think there is too much corruption going on there, those people are selfish and they don’t care about our community. They always have big events every year but not even once have they invited the community, not even once have they requested any form of entertainment from us. They prefer to spend thousands and thousands of money to artists from Durban and Gauteng, disregarding our entire traditional artist in our area.” [respondent from the community]

Based on the expression from the respondents, it can be strongly concluded that the community of Umhlwazini is minimally active in tourism. The outcomes of the all-inclusive question on obstacles that prevents the community from participating in different levels of tourism indicate that the there is a common opinions and observations from the respondents.

Issues like lack of education, skills, corruption and the political influence were all obstructions that were pointed out by the respondents.

In order to address the concern of non-participation of local people, it is commended that both EKZNW and the Umhlwazini Community Committee make use of the participation of the community in tourism. This suggests that community gatherings must be held more often with community members. The people of Umhlwazini should feel that the developments that are happening in their area will contribute towards their advancement. Such a condition can only be conceivable when decisions that are taken reflect the will and the views of the people. Failure to encompass the community in tourism development is resulting in a lot of community members feeling isolated from their own matters.

The tourism industry at Umhlwazini is too far from achieving positive results due to limited community participation in tourism issues. It appears that, the local community at Umhlwazini is not actively participating in tourism, not well informed and ultimately the misery of inequality and poverty is on the rise, regardless of the plentiful tourism resources in their study area. Insufficient community participation is a major obstruction limiting the community from gaining benefits from tourism.

Potentially, the end result of non-participation leads to the conflicts and disagreements between EKZNW, municipality and community members of Umhlwazini.

5.4 Discussion of Research Findings

The purpose of discussing the findings of the study is to interpret and describe the significance of the findings in the light of what is already known about the research problem being investigated, and to explain any new understanding about the research problem after taking the findings into consideration. This discussion will connect to the introduction by way of the research questions and the literature reviewed. The discussion section of this study will also explain how the study has moved the reader's understanding of the tourism development and community participation in general

5.4.1 Lack of Awareness and Understanding of Tourism

Resident's knowledge and insight regarding tourism development is required in order for them to understand the significance and value of local participation. In the study area the local community is completely unaware of tourism hence they don't understand the

importance of tourism. There seems to be a gap of knowledge regarding the link between tourism and the local community. Although most of the respondents understand the basic idea of what tourism is, the reality is that they have limited knowledge regarding its relation to community enhancement.

One of the study objectives was to look into the level of understanding and awareness of tourism within the study area. It emerged from the findings that the majority of respondents failed to display a clear understanding of the tourism concept and less than a quarter had sufficient knowledge of tourism. The majority of respondents felt it was necessary for the community to be empowered with tourism knowledge. This means the local authorities in the area should create platforms aimed at educating the community with tourism knowledge. Local members of the Umhlwazini community need to be made aware of tourism issues happening around them. Publications should be posted in community social gathering spaces and such articles must be written in isiZulu so that the majority of local members can clearly understand whatsoever is written on the notice.

There is often a lack of tourism awareness and hospitality skills in remote communities. This lack of awareness of tourism arguably limits the efficacy of community participation in planning processes but also a community's ability to fulfil tourist expectations. This was evident in this research as the majority of the study participants clearly lacked awareness, information, passion and mostly importantly, skills.

The findings of this research study confirm the above analysis that the cause of minimum participation from the community is due to inadequate tourism awareness and the necessary skills to participate in tourism.

The community leaders must arrange tourism workshops to provide information and assistance to prospective entrepreneurs in the tourism industry. Travel and tourism has been introduced to surrounding high schools in the area, but the awareness campaigns that are taking place must not only target high school learners, they need to reach the wider audience of the community as a strategy to increase awareness levels. In addition, it is imperative for the Umhlwazini community to seek expertise and affiliation from other communities where the locals are participating in and benefiting from tourism. It is at this level that the benefits of tourism should be fully experienced by the community. It is also recommendable that there should be a tourism information centre which will provide a comprehensive information service to both visitors and the local community. The information centre will act as a key

method for the distribution of tourism information through any possible means of communication.

It became clear from the interviews conducted that further training and dissemination of relevant information to the local members including leaders of the community and more workshops addressing the issue of tourism and community participation are required. In conclusion it is patent that tourism education and training can contribute immensely to the development and promotion of tourism at Umhlwazini. Therefore, there is an urgent need for tourism and the community integrated programmes to educate the community at large about the tourism and the importance of participating in tourism.

5.4.2 Community Participation in Tourism

The participation of communities in tourism is expected so that it ensures that the benefits of tourism trickle down to the local level, the level where tourist activities actually take place (Koaita and Saarinen, 2015: 83).

Local communities are thus recognised as a pivotal resource and an essential ingredient in every aspect of tourism activities, and the importance of their inclusion and participation from the beginning of tourism planning has been widely acknowledged within the context of sustainable tourism and community-based tourism (Bramwell, 2010; Lapeyre, 2010: 762; Saarinen, 2010: 719; Stone and Stone, 2011: 103).

As discussed earlier, community participation in tourism development is dependent on locals' knowledge and skills. Improved communication between local communities, tourism authorities and (local) governments will provide better opportunities to develop the community in a more sustainable manner (Pink, 2008: 98). On the topic of community participation in tourism, the outcome of the study established that the community of Umhlwazini is participating nominally in tourism development in the area. Few members of the community are actually participating in tourism though most of the projects are meant to benefit the entire community of Umhlwazini. The research furthermore established that the community is at present unable to participate in tourism business due to a variety of reasons including lack of funds, lack of information and information and lack of the required skills. According to the Didima authorities, the local community lacks vision but have artistic skills, which they do not use, but would rather seek for work in areas like Bergville and Ladysmith

than exploiting their talents and using them for economic gain and in that way benefit from tourism.

The community of Umhlwazini requires an intervention that will enable them to realise the value of participating in tourism. The local community do not grasp the vision of tourism. They lack interest or are not aware of the business potential of the area especially during the festive season; this is all because of a series of issues but more specifically lack of active participation in tourism issues. According to the community councillor, the craft centre is an incredible case in point of involving the community in tourism, however; the centre alone is not enough for the community. It can therefore be concluded that if people are not involved in tourism issues, one can assume that they are also not involved in decision-making processes and they do not participate in matters concerning tourism in their area. According to the findings of this study regarding community participation in tourism development, it would be reasonable to conclude that the Umhlwazini community do not participate in tourism activities. The few members that have been lucky enough to get opportunities are either friends with authorities or some family siblings.

5.4.3 Tourism Development in the Study Area

Tourism development is increasingly seen as a key community tool, due to its economic contribution strengthening deteriorating economies and its ability to unify local community residents (Fennell, 2003: 158). At community levels, tourism offers opportunities for direct and indirect employment, and local economic development (Aref, 2010: 257; Coccossis, 2004: 158).

The industry of tourism has the potential to provide major benefits to the community of Umhlwazini. In most rural areas, tourism is seen as a good strategy for development, but tourism-based development does not automatically lead to socioeconomic development in marginal communities. The rate of tourism development in Umhlwazini is very slow which was attested to by the majority of respondents that expressed their disgruntlement regarding the quantity of tourism development projects happening in the study area.

It has been argued that tourism development relates to the process of improving human well-being through re-allocation of resources in such a way that the environment can be modified to benefit the community as a whole. This has not been the case with the community of Umhlwazini as tourism development has done nothing tangible to improve the well-being of

the local community. The community is still marginalised and excluded from participating in tourism, and tourism benefits are still not being shared with the community. According to data from the interviews the respondents stated that the existence of the resort has done nothing for the community, some even suggesting that perhaps it would be better for the community to go back to the land of their forefathers.

At present, the only community development projects that are still active are the Ndumeni craft centre, bicycle hire and the tour guiding project. Numerous development projects had to be abandoned due to lack of commitment from EKZNW which slows down the tourism development rate of Umhlwazini community. According to Godfrey and Clarke (2000) tourism development is an ongoing process. It is not an economic solution, and is best suited as a supplement to a local community for achieving development. This will be rather very difficult for the community of Umhlwazini to achieve as the rate of development is very slow.

Bushell and Eagles (2007: 158) declare that tourism plays an important role in enabling community improvement through business mentoring and learning prospects that contribute to local communities by increasing skill and knowledge as well as enhancing the community's economic status. The progression of tourism development is widely recognised and believed to be an important tool in community development. Evidently, tourism has not played any major role as the community is not partaking in the business side of the industry; awareness and skill levels are still at the ground level. However, the results showed that the community is starting to view tourism as an important component of community enhancement and this will grow if the leadership can increase the rate of tourism development.

The development of tourism amenities within the resort and around Umhlwazini community is another important development initiative that respondents were asked to express their views on. These amenities include structures like a coffee shop, new chalets, and a craft centre. The analysis revealed that the majority of the respondents felt that development of community services was rather poor and slow-paced. The majority of respondents were positively inclined to the development plans concerning the construction of new additional chalets, information centre and so on. The outcome from data analysis, suggest that, on the whole, there are several factors that work against tourism development initiatives at the study area. The answers given by the respondents indicate that there has been insufficient development initiatives that Didima Resort and the community leadership is offering to the

local community. The basis of this conclusion is that the majority of community members of Umhlwazini do not participate in development initiatives due to lack of projects in the study area.

5.4.4 Community Participation in Tourism Decision Making Process

Over the past few decades the phrase “community participation” has gained increasing usage in academic literature, policy making documents and international conference papers as a key element in attempts to attain sustainable development in African countries. The issue of community participation is now an established principle when one considers issues dealing with decision-making to achieve sustainable tourism development (Shackleton, Campbell, Wollenberg and Edmunds, 2002: 1).

While several community members claimed to be aware of tourism benefits in Umhlwazini, they were quick to indicate that the community does not participate in deciding tourism matters. The majority of the respondents stated that the community is not involved in nor does it participate in decision-making relating to tourism interrelated matters. According to respondents, lack of education, corruption, political influence and unaccountability are the most prominent obstacles preventing the public from participating in tourism decision making processes.

The literature has revealed that community participation in tourism development especially in decision making procedures has become a vital component in several community development projects. Moreover, it has been noted that tourism is a well-placed poverty alleviation instrument, particularly in developing countries.

The more local members participate in deciding about the projects in their area the more they will feel important and part of the process. Community project should encourage a maximum number of community members to voice their opinions about the projects. Tourism development should include full inclusion of community members in planning, scheming, deciding and executing tourism projects in order to bring about harmony, a sense of inclusion, and the spirit of contentment.

In order to bring harmony on the concern of non-participation of Umhlwazini people, it is recommended that both EKZNW and the community maximise the participation of people in decision-making. This suggests that gatherings must be held more often together with

community members. The citizens of Umhlwazini should feel that decisions that are taken about tourism contribute towards their betterment. The reality is that projects are more likely to succeed and economic development happen when decisions that are taken reflect the will of community members and not that that of tourism authorities only.

5.4.5 Community Leadership in Promoting Tourism

Tourism is a global force for good; it needs the finest leaders at the helm. Many leaders have come to understand the significance of tourism as a vehicle of development for local communities. Nonetheless despite the fact that the world's prime peaceful industry and a major source of jobs, tax revenue and often, urban revitalization there is still a lack of understanding that tourism is more than merely a part of economic development; to a great extent tourism is economic development.

There is still a lack of decisive leadership that is selfless, accountable and subscribe to the will of the local community when it comes to tourism. Based on the results of this study, it appears that the leadership of the community is not doing what it should be doing for the community which is to create more sustainable opportunities, source funding for community projects and so on. The gap between the leaders and the community of Umhlwazini is huge in the sense that some respondents asserted that they only see the chief once or twice in a year.

With lack of resourceful leadership, it is almost impossible for local communities to challenge difficulties connected to tourism. In order to develop tourism in the modern socio-economic environment, communities need front-runners who can aid local groups, businesses, and aspiring professionals to work together in order to address tourism challenges and promote local participation.

The leadership of Umhlwazini community appeared to be using a reactive approach whereby they wait for the community to suggest potential projects before they react. Moreover, not even a single member of Umhlwazini community owns a professional tourism business in spite of all the lucrative business opportunities available for the community. According to community members the main problem is the registration processes which are preventing them from partaking in tourism businesses, but the leaders seem to be fine with that as they have never done anything to assist community members who wish to start tourism businesses.

Community leaders are especially important in controversial or complex situations because they offer credibility in addressing public issues. Within today's communities, it is particularly important to recognize the essential roles community leaders play in the process of community development. Although the leadership of Umhlwazini has been sluggishly in service delivery, one commendable endeavour they accomplished was to register a Non-Profit Organisation (NPO) that will allow the community to inherit the camp site permanently from EKZNW. This organisation will also create work opportunities for the locals, promote the spirit of sharing tourism benefits and ultimately improve the lives of community members. This is the solitary positive accomplishment that the leadership has been able to successfully execute for the gain of Umhlwazini community.

Irrespective of how thoroughly a tourism community projects is organised, the critical element to achieving a fruitful ending is the ability and willingness of the stakeholders involved to establish a strong forum and work cohesively towards a common goal. Durable leadership is probably one the most vital ingredients in a successful tourism community project. Sufficient resources minus proficiency, accountability and motivated leadership will not allow a community project to reach its full potential.

This study concludes that Umhlwazini community leaders were only marginally involved in the real application of community development projects, in preparation of community development projects and in publicising the awareness of tourism to the entire community of Umhlwazini. The success of most community development projects depends on community participation that is empowered by the leaders participating in the project. In line with the findings of this study, it can be assumed that the majority of community projects were unproductive due to the apparent lack of participation form community leadership.

5.4.6 Barriers to Community Participation

Participation of the local community is very important in the tourism industry as members can be considered to be one of the tourism products and their inputs in the decision making processes of tourism development should be a focal point (Choi and Sirikaya, 2005: 103). However, according to the outcomes of this study, the local community of Umhlwazini has failed to participate in and to maximize the benefits of tourism development.

There is a lack of studies on barriers of community participation at a particular tourism destination. This leads to the question: what are the barriers that prohibit the community of

Umhlwazini from participating in tourism development? Tosun (2000: 157) acknowledged that limitations to community participation in tourism may be due to political, social and economic structures which impede investors and participants from achieving higher levels of development. This is all evident in this research as the respondents pointed out that political affiliation is a factor that prevents some of the community members from participating in tourism; political affiliation is a key to access better tourism opportunities at Umhlwazini. Aref and Redzuan (2008: 106) pointed out that in Iran the lack of powerful leadership is the main barriers of community participation. Similar to this research, the lack of influential and progressive community headship was also noted as one of the major barriers that prevent the community from participating in tourism activities.

Another obstruction to tourism participation in the study area was associated with centralization of municipal government whereby nearly all of the tourism development in the community of Umhlwazini is being executed by EKZNW alone without any contribution from the community. This means that the public administration system is too slow and exclusive to act in response to local community needs successfully and resourcefully seeing that the EKZNW as well as the local municipality are unwilling to share resources with the Umhlwazini community. The reluctance of EKZNW to share power with the community is another barrier expressed by the respondents.

Community participation at Umhlwazini is held back because there is a lack of harmonisation among the people involved in tourism development. As stated by Cole (2006: 52) many tourism development projects do not bring benefit due to lack of full coordination between local and tourism planners.

However, what is evident from this research study is that the local tourism authority, which in this case is EKZNW, believes that they are unable to coordinate their business with community members as their understanding of tourism is imperfect together with their lack of experience in articulating business ideas.

An underlying reason for barriers to community participation indicated by respondents is the apparent lack of information. The participants stated that they feel that the Didima authorities engage in tourism development surreptitiously with no community consultation, therefore low participation from the community should be anticipated.

The findings indicate that the local community of Umhlwazini is facing similar types of barriers as most communities in South Africa: lack of skills, lack of information, political interference, feeble leadership and corruption as well as unaccountability. Surprisingly, the community leadership is not doing anything to resolve these issues meaning that the community will continue to be excluded from tourism activities even though these issues could and should be effortlessly resolved. Evidently, the community members of Umhlwazini are also not making a vigorous effort to eradicate or confront the barriers mentioned above; instead the community is shifting all the blame to EKZNW and the local leadership. At the same time, EKZNW is shifting it back to the community. This clearly proves the gap that exists between the two sides which obviously is not good for tourism development.

5.5 Summary of the Chapter

Figure 5.1 provides a visual summary of the information from this chapter. Despite the fact that the respondents had wide-ranging personal attributes and backgrounds, their opinions on tourism and their participation therein did not differ considerably. The community of Umhlwazini has been less exposed on information about tourism, and they seem to have lost interest and hope for the type of tourism that incorporates them.

Information that was solicited throughout the interviews was analysed with intent of meeting the objectives of the study. Some of the respondents proposed recommendation on what should be done henceforth to encourage the robust active participation of the local community. Data from interviews and focus groups were analysed and interpreted using themes and sub-themes. The findings of the study were then compared to the literature review. Briefly, the respondents of this particular research study appeared not to be happy with their current condition of participation and the entire issue of tourism development happening in the Umhlwazini area.

Until the Umhlwazini community have a comprehensive understanding of tourism and become part and parcel of the decision making process, uncertainty and unrealistic expectations will trouble the community of Umhlwazini. The high level of idleness and lack of support from EKZNW and the continuous exclusion of the local community means that many community members just go for any form of subsistence skill, which often results in the escalation of crime. Tourism appears to be one of the few rays of hope for the people of

Umhlwazini. The next chapter will present conclusions and recommendations from analysis of the data.

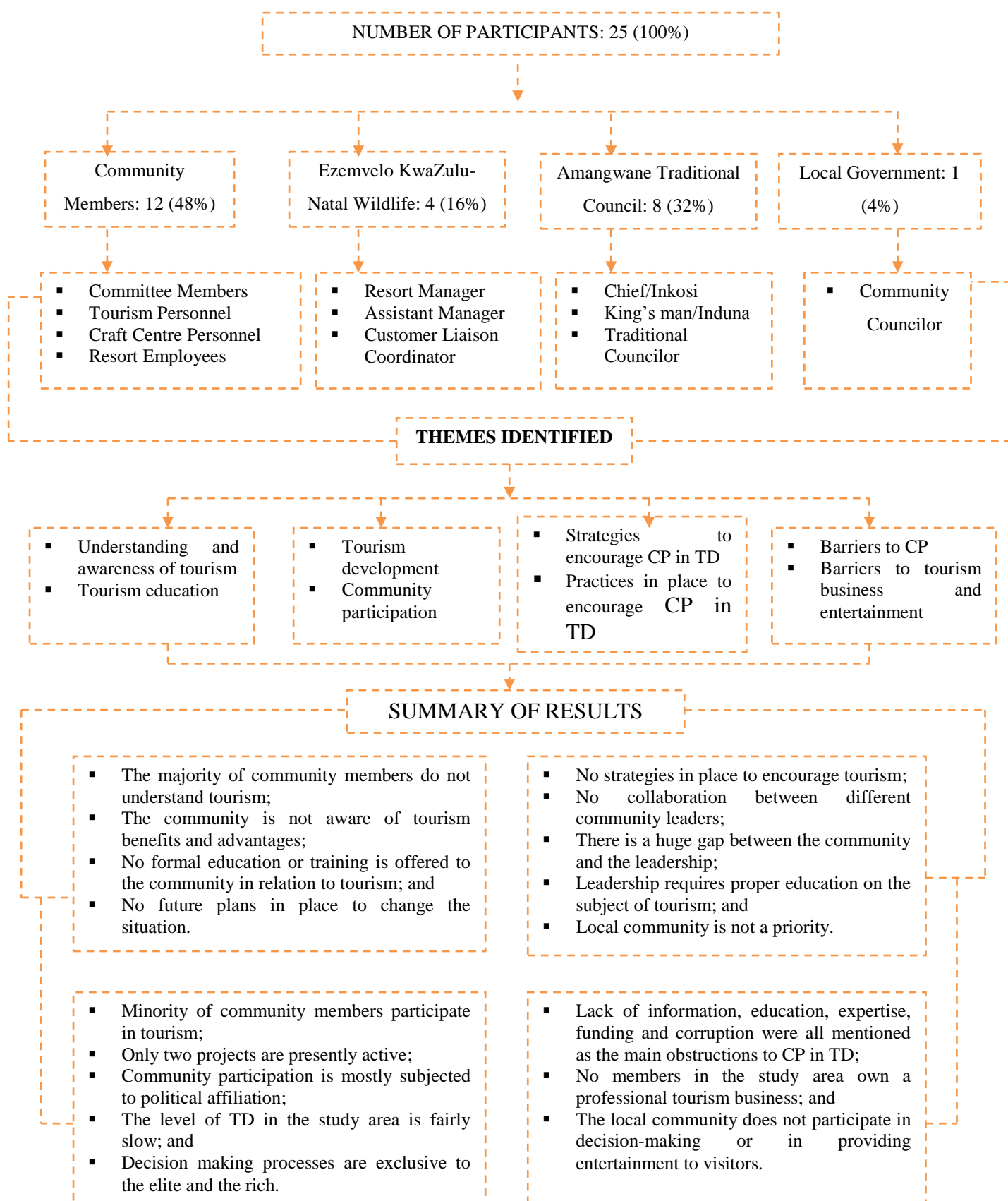


Figure 5.1: Outline of the Study Results
Source: Author (2016)

CHAPTER 6 : SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

This chapter draws together the conclusions reached in previous chapters. The purpose of this chapter is to summarise and draw some conclusions arising from the main findings of the research study and its contribution to the field of knowledge.

This chapter presents the critical integration of the research study; the research findings were presented and discussed in detail in the previous chapter. The results of this study were reinforced by its research approach, a case study approach, which brought together viewpoints from the grass-roots level, where little research on this topic has been done, and viewpoints from decision-makers within the community, tourism authorities, the traditional council and local government. Such an approach enhances the legitimacy of the outcomes.

Recommendations are presented in this chapter as a possible contribution towards the formulation of new tactics and policies regarding participation of the local community of Umhlwazini in tourism. It is also hoped that the suggestions put forward will help in getting the local community more involved in the tourism activities at Didima Resort, since it has been revealed that there is a general lack of community participation in tourism development in the area.

6.2 Summary of the Study

The fundamental aim of this study was to investigate community participation and tourism development using Didima Resort and Umhlwazini community as a case study. The content of the chapters are summarised below.

The **first chapter (Introduction)** underlined and provided the direction of the study. This chapter started with the introduction of the concepts that would be dealt with in the study. The concepts that were central in the study well-defined and contextualised. The introduction chapter also presented the objectives of the study, which provided guidelines of how the study was conducted. Furthermore, this chapter also introduced the methodology adopted for the research project.

The **second chapter (Spatial Setting of the Study)** described the physical aspects of the study area. It considered, among other aspects, the historical background, settlement and land tenure development, and the physiographic and climate characteristics. Maps of the study area were presented to show its geographical setting. Lastly, social services were discussed to provide background of the participants especially those of the Umhlwazini community.

The following chapter (**Literature Review**) focused on what other researchers have investigated and established in relation to community participation and tourism development. This chapter also explored elements that limit the efficiency of tourism and which limit the participation of local communities in tourism. Such data was applicable to this study, since the Umhlwazini community has very little information about tourism, and they appear to have little participation in tourism development initiatives. This chapter also provided national and international practises on the issue of tourism and community participation. The solutions to the above-mentioned challenges were also provided.

The fourth chapter (**Research Methodology**) provided the blueprint of the study. This chapter outlined the methodology used for data collection for this thesis. Furthermore, it provided a detailed explanation of the research methods that were utilised in the study. Lastly, it provided citations from relevant literature in support of the selection of these research methods for this study. A brief explanation of the participants involved in the study is provided.

Chapter 5 (**Findings and Interpretation**) presented the results of the qualitative investigation. Although the respondents from the Umhlwazini community differed widely in their personal attributes they had similar knowledge and views of tourism.

The current chapter (**Conclusion and Recommendations**) concludes this research study by providing a general overview of what the study entailed and what it achieved. In conclusion this chapter provides a summary of the findings and then proposes recommendations.

6.3 Conclusions from the Research Objectives

This section summarises the first-hand results that were generated from the qualitative data which was presented in Chapter 5. The objectives of this study are a guide that has channelled the direction and the progression followed by this research project. The discussion in this chapter is guided by the research objectives stated in Chapter 1 which are as follows:

- To investigate the level of understanding and awareness that Umhlwazini community members have towards tourism development and the importance of community participation;
- To investigate whether there is active community participation and whether there are tourism development initiatives or practices the resort authority is offering to the local community of Umhlwazini;
- To ascertain which strategies are being employed by Didima Resort to encourage maximum participation of communities for development of tourism at Umhlwazini; and,
- To identify problems that hinder community members' participation in tourism development in their area.

The research aim of the study was to investigate community participation and tourism development at Didima Resort, which is located near to Umhlwazini community in Bergville, Drakensberg. More specifically, the study focuses on determining whether there is any form of tourism development taking place in the Didima Resort and if so, does that development take into account community participation which the researcher regards as a fundamental element for tourism sustainability. The subsequent section of this chapter discusses and presents the conclusions of the study based on the objectives set out in Chapter 1. All the conclusions presented in this chapter were generated from the interviews that were held with study respondents.

6.3.1 The first objective was to assess the understanding and the level of awareness of tourism development of the community of Umhlwazini and other respondents from the study area

6.3.1.1 Understanding and Awareness of Tourism

The findings reveal that the majority of the community members believe that they have an understanding and knowledge of what tourism really is. This is in contrast to what the community actually expressed when they were asked to give their understanding of what tourism is all about. In reality the level of awareness is very poor; the community members have no idea of what tourism can do for them, what benefits they can enjoy from tourism and why it is important for them to participate in tourism development.

The explanation from respondents of the Umhlwazini community indicated simply that tourism is a process that involves tourists coming to the resort and leaving money. Due to ignorance from the community on the subject of tourism they end up losing lots of lucrative opportunities. Their lack of awareness results in loss of benefits that could be enjoyed by the community. Improved awareness and understanding of tourism can open more doors for the community and ultimately create opportunities such as employment for the locals, business opportunities, traditional and cultural opportunities.

There are traditional and cultural groups at Umhlwazini who perform various forms of remarkable dances but they are not performing in the resort seemingly because they do not know that performing at Didima can generate income for them. No special skills or resources are required from the community to do things of that nature but the problem is with the information. The community only needs information and knowledge about such opportunities and to form small traditional dance groups that can entertain the tourists and enable them to earn a living out of their talents. This means that the local community is not empowered with information, the local community is not aware of all these money-spinning opportunities and ultimately it implies that the community cannot possibly take advantage of any opportunities that come their way due to lack of understanding and awareness.

To improve the level of awareness and understanding of tourism for the local members of Umhlwazini community, EKZNW and other stakeholders must develop a plan that will specifically focus on community involvement in tourism within the Bergville community.

The ATC needs to introduce more educational activities for the community members as an effort to supply information and create tourism awareness in the community. The awareness campaigns that are only taking place at school level must be escalated to the entire community which will increase their knowledge and awareness regarding tourism. Through doing all that intervention, there will be a greater understanding of what tourism is by people of Umhlwazini. This will also encourage them to take tourism seriously and ultimately make good use of all the opportunities that are available to them.

6.3.2 The second objective was to investigate the level of community participation and to discover all tourism development initiatives implemented for the local community

6.3.2.1 Community Participation and Tourism Development

According to the outcomes, there was a common acknowledgement that tourism provides employment opportunities and is one of the means of generating income. Besides, the respondents identified the appropriate means of participating in tourism development. In their responses respondents prioritized taking part actively in the decision making process and sharing of tourism benefits as an appropriate means of participation by the local community. The findings furthermore revealed that the local community do understand and acknowledge the necessity to include tourism professionals and experts when making decisions about tourism development. However, the community insisted that they themselves desire to participate in the decision making process. The majority of the participants intensely stated that “taking part actively in the tourism decision making” processes is an appropriate way for the local community to participate in tourism development.

The Drakensberg is a world renowned tourist destination in the tourism industry. The community members were asked about the level of tourism development in the area. It was clear that there were few tourism development initiatives that were happening for the community but another factor that was evident was that the number of projects is not enough to sustain the entire community. It is only the minority that is able to participate in tourism development rather than the majority. Commonly, local people wish to see resolutions about tourism development in their local area made cooperatively by government representatives and elected committees in discussion with the local community.

As to what roles should local people play on tourism development, the respondents stated that the local community must have a voice in the decision making process of local tourism development, the community should be economically sustained to invest in tourism and consulted when tourism rules and strategies are being finalized.

The research findings revealed that local people wish to have a share of the tourism benefits. The data from the interviewees show that EKZNW has not developed any formal benefit sharing schemes, except the few existing employment opportunities.

The respondents also acknowledged that tourism promotes cross cultural exchange between the local people and the tourists. Based on this discussion, it can therefore be concluded that Umhlwazini community's participation in tourism development is mostly at the level of temporary, occasional, unskilled jobs, Jobs for semi-skilled (cleaners) and skilled (security guard) labour that are permanent are very limited.

6.3.3 The third objective was to determine and outline strategies implemented by community leadership including Didima Resort in encouraging maximum community participation in tourism development

One of the objectives of this research study was to determine and outline the existing strategies that are in place from Didima Resort and other community leadership structures to ensure that the locals are part and parcel of tourism. The community leaders are the ATC, Didima Resort and the democratically elected councillor. The respondents conveyed in their comments that that they are extremely disappointed with the leaders of the community for in regard to promoting the spirit of tourism amongst the community members.

The community also concluded that they do not have any faith left in the current leadership in all levels of the community structures. The respondents indicated that they are more disappointed with the efforts from Didima/EKZNW as they have all the information and the fact that they are the ones who removed the community from their original place to make way for the resort. Surprisingly, the local community was rather impressed with one element of community leadership which is the councillor.

The community was at least pleased with the efforts from some of the leaders from the community especially the councillor who was commended by the majority of respondents for the work he has put in to help the community in tourism related matters. A number of projects that he has previously implemented were mentioned including the well-anticipated fly fishing project that is expected to expose community members of Umhlwazini to tourism and create jobs for the locals. Seemingly, this was motivated by the fact that the community councillor is very passionate about tourism as he has previously attempted to establish his own local bed and breakfast business.

The Didima Resort leadership was heavily criticized as the majority of the respondents expressed their despondency regarding what the resort has done to inspire active participation of the community.

The respondents unanimously agreed that the resort has never done anything for the community when it comes to tourism. In their interviews the Didima Resort respondents confirmed that the resort is doing nothing to encourage more active participation from the local community. The local municipality which is Okhahlamba was also held responsible for allowing such things to happen without any serious repercussions to the perpetrators. It appears that the municipality is very ignorant of tourism issues that are happening at Umhlwazini as they have never implemented or sponsored any tourism project in the area. Regarding the ATC, respondents indicated that the council has done very little to encourage community participation in tourism. The community members asserted that the king lives far away from Umhlwazini consequently they only see him once in a while. This is not a good sign for the betterment of the local community, not to mention tourism. The respondents also agreed that the ATC has never instigated anything to promote the spirit of tourism amongst community members of Umhlwazini; they always support anything that EKZNW puts on the table; whether good or bad.

The low level of community participation from the members of Umhlwazini is predictable because the community leadership is not employing any strategy to inspire the community to participate in tourism. The lack of commitment, team work, creativity and vigour from the leaders of Umhlwazini community is certainly generating negative impact mainly on the community side as in most cases they are found idling. The results of the study concluded that there seemed to be insufficient efforts from the community leaders in devising or coming up with strategies that will seek to ensure the maximum participation of the community of Umhlwazini. The basis of this conclusion is that the community leadership is too divided and isolated to have a strong and comprehensive plan on how the community of Umhlwazini can be encouraged to participate in tourism issues especially the issue of information and awareness.

6.3.4 The last objective was to explore all the possible obstacles and limitations that obstruct community participation in tourism, in decision making processes and also in establishing tourism related businesses

6.3.4.1 Tourism Development

The last objective attempted to identify obstacles and problems that hinder the participation of the Umhlwazini community in tourism development.

One of the issues that emanated from the information-gathering exercise was the issue of tourism awareness and understanding, the lack of which is a major contributing factor in preventing the community from participation in tourism development. The results also revealed that most community members have an imprecise understanding of tourism as the Umhlwazini community only relates to tourism with tourists that visit the resort. The community is not aware of the advantages and disadvantages of tourism in general, even though the community can see the tourists passing up and down the road every day. The community still has the perception that in order for them to participate in tourism they need money and they must be tourists which is totally untrue.

The issue of apartheid and the fact that the tourism industry is still predominantly for white people still plays a huge role in influencing people from rural areas to think that tourism is for white people only. Some of the main obstacles that were mentioned during data collection included lack of education, corruption, lack of funding, and lack of expertise and skills. Seemingly, the source of all these barriers is the lack of understanding as the community cannot do anything without information.

6.3.4.2 Decision-Making Processes

Based on the information that was received from the respondents, the majority of respondents concluded that the local community is rarely involved when decisions are made about tourism development initiatives. This is in contrast with what the resort indicated about involving community members when making decisions. The notable obstacles that were identified were disregard of community structures that were elected by the community, corruption, lack of skills which makes it rather difficult for the resort to involve community members since they don't have a deep understand of that the issues that need to be discussed.

The results also concluded that there is a massive gap between EKZNW and the community. Whenever there are decisions to be made the community is always the last to know. In some cases, the community ends up hearing about the decision on the street. The findings also show that the community leaders including the chief are not involved when tourism development decisions are taken; this was confirmed by the ATC.

Based on this discussion, it can therefore be concluded that Umhlwazini community's participation in decision making is obstructed by the same problems that affect their participation in other levels of tourism development in their area.

6.3.4.3 Tourism Business

It was discovered during the data collection process that not even a single person from Umhlwazini community owns a professional tourism business. If the community had a clear understanding about the advantages and benefits of tourism, they could have requested the local chief or local economic development office to assist with business development in order to take advantages of tourism. The youth and traditional groups could perform traditional shows to tourists visiting the resort especially during the festive season and other special holidays like Easter holidays. According to the respondents the main obstacle to the community not owning any tourism business is again the issue of information, they don't know what to do.

According to the information that was discovered at Didima Resort, the main obstacle of the community not owning tourism businesses is the issue of paperwork. The community needs to register professional businesses and follow the procedures of the organisation. The community has been told several times about paperwork and the fact that there are procurement policies in place that everyone needs to adhere to. Other issues that were raised as major obstacles to community not owning tourism businesses include: lack of funding opportunities, lack of training in operating professional businesses, lack of education. This all goes back to what was mentioned earlier, that without information nothing will happen.

In conclusion, based on the information provided by the respondents, it appears that the participation of the Umhlwazini community in tourism development is affected by the same obstacles on all levels. Consequently, if these issues can be sorted out, the community would be able to participate in all levels of tourism development. In order to get rid of all the aforesaid obstacles all the relevant stakeholders including the community must be proactive and work together towards one goal of empowering the community with information which is the main source of problems according to the data provided by the respondents.

6.4 Study Recommendations

Universally, for tourism development to be successful, policies must be initiated which promote community participation in tourism project design, implementation and management. Thus, the main objectives of the Okhahlamba and EKZNW tourism strategies should include: enhancement of equitable distribution of tourism revenues; increased local

participation in making tourism decisions; increasing the multiplier effects of tourism; and, minimization of social and environmental impacts of tourism.

The following recommendations can assist to minimize harmful effects of tourism, and enhance active participation for sustainable tourism development:

- The native people of Umhlwazini must have their own tourism plans and projects, these projects must be coordinated with both EKZNW [Didima] and Okhahlamba municipality for implementation. Simultaneously, the community must have their own registered tourism businesses with bank accounts, book accounts and record file systems. Using the Ndumeni community centre as a central point for the community will be a good idea and a few community members should be trained for that specific task to run the office on a daily basis.
- Limitations include shortage of education, corruption, and lack of start-up capital. These need to be dealt with in order to foster the positive impacts of tourism development on the community. Thus, strategies focused at resolving the restrictions which hinder local community from accessing opportunities generated by the development of tourism must be developed. Procurement procedures and policies can be made to be flexible to accommodate the local community taking into consideration that they own the land where the resort is built on.
- Insufficiency of education has been identified as a huge barrier for the local community in accessing tourism opportunities. In order to improve the influence of tourism development, there is a need to introduce learning programs for the community. Such programs will eventually provide more opportunities for the community to be more employable, more active in participation and gain much needed information about tourism.
- While the results have found that local people of Umhlwazini selectively participate in the tourism decision-making process through their leaders [Amangwane Traditional Council and the modern-day councillor] who are members of the decision-making bodies, overall the local people of Umhlwazini felt they were generally not involved. This was in part caused by community members' unwillingness to attend general meetings, which poses barriers to the communication of outcomes.

This suggests the need to raise people's awareness of the importance of community general meetings as important avenues through which their opinions can be collected and feedback from leaders can be communicated.

- The local community must participate in tourism decision-making, suggesting and choosing what sort of tourism they want developed for their community, with increased awareness of several types of tourism alternatives and their advantages and disadvantages. This would be a sufficient way of integrating the local community into tourism planning and development. The majority of people who are hired by EKZWNW to work at Didima are from outside of Bergville and are highly educated thus making it rather challenging for the local people to have access to potential work opportunities. The research study recommends that Didima establish an agreement with the community of Umhlwazini under which, if they need to employ a person, they should approach the community first, as there are workers available there for certain tasks.
- The tourism industry has diverse methods of allocating benefits within the local community. Community based businesses have more efficient benefit-sharing arrangements compared to private businesses, whose structures are performed for a particular purpose as necessary. Thus, there is a necessity to have a strategy in place which would certify and commit existing organisations to have a more organized system of sharing tourism benefits with the community. This would eventually generate more opportunities for local community members and lessen the burden of poverty while contributing to accomplishment of continuity in tourism development.

6.5 Possibilities for Future Research

There are a number of areas which were only touched on in the thesis, where further detailed research would be both interesting and valuable. Possibilities for future work include:

- The outcomes note that there are some signals that tourism is contributing positively towards community development, but additional research work is necessary to evaluate and measure the magnitude of such contribution in economic terms, particularly at the local level. This would provide insight into how local people of Umhlwazini could increase their earnings from tourism and subsequently create more opportunities, especially for young aspiring tourism professionals.

- Even though tourism has robust linkages to other sectors, this research has discovered some alarming concerns from participants involved in this study, that tourism at Umhlwazini area has not enhanced their value of life.

This suggests that more research work is essential to plainly understand the connection between community participation and tourism development, especially since tourism is the main source of income, work opportunities and hope for a better tomorrow. This would be a positive move in establishing if the two agendas are mutually beneficial in the sense that tourism development provides basic opportunities to meet the needs of the local community, and provides members of the community with funding to improve and encourage active participation from the community of Umhlwazini.

- As this study focused only on the local community of Umhlwazini in Bergville, it is essential to carry-out comparable investigations in other parts of KwaZulu-Natal and in other emerging tourism destinations. Such research work would offer the foundation for comparison and provide a basis for establishing the magnitude of the findings in the context of a particular region in South Africa.
- The study subject focuses on tourism development as a mechanism for community empowerment and enrichment at Umhlwazini village. The study keeps on referring to community participation in tourism development. It is suggested that an investigation is conducted to establish whether tourism planners in various communities surrounding tourism destinations have designed any elementary approach for community participation that can certify positive participation in the tourism industry.

6.6 Summary of the Chapter

As in any other society, the eviction of people from their ancestral land was and continues to be a painful experience in the lives of Umhlwazini community residents. About 750 households were evicted, leaving behind their arable land, forefathers' and mothers' graves, crops in the fields, plenty of natural resources, like herbs and wild fruit, etc. These households were relocated to areas in and around Didima which is at Umhlwazini and Amagangangozi. There was no explanation that was given to people as to why they were being evicted, so the people ended up concluding that they were despised in favor of a pine plantation and animals.

The idea of tourism was never mentioned during the time of eviction, so people have little or no idea about tourism development initiatives. The only answer to resolve this problem of inadequate tourism knowledge is for the community to participate in making decisions regarding tourism matters. Using the case study of Umhlwazini and Didima Resort, the study has made a significant contribution to understanding tourism development and community participation. The outcomes of this study are anticipated to be valuable to policy-makers, scholars, and companies in the tourism industry and community development sector.

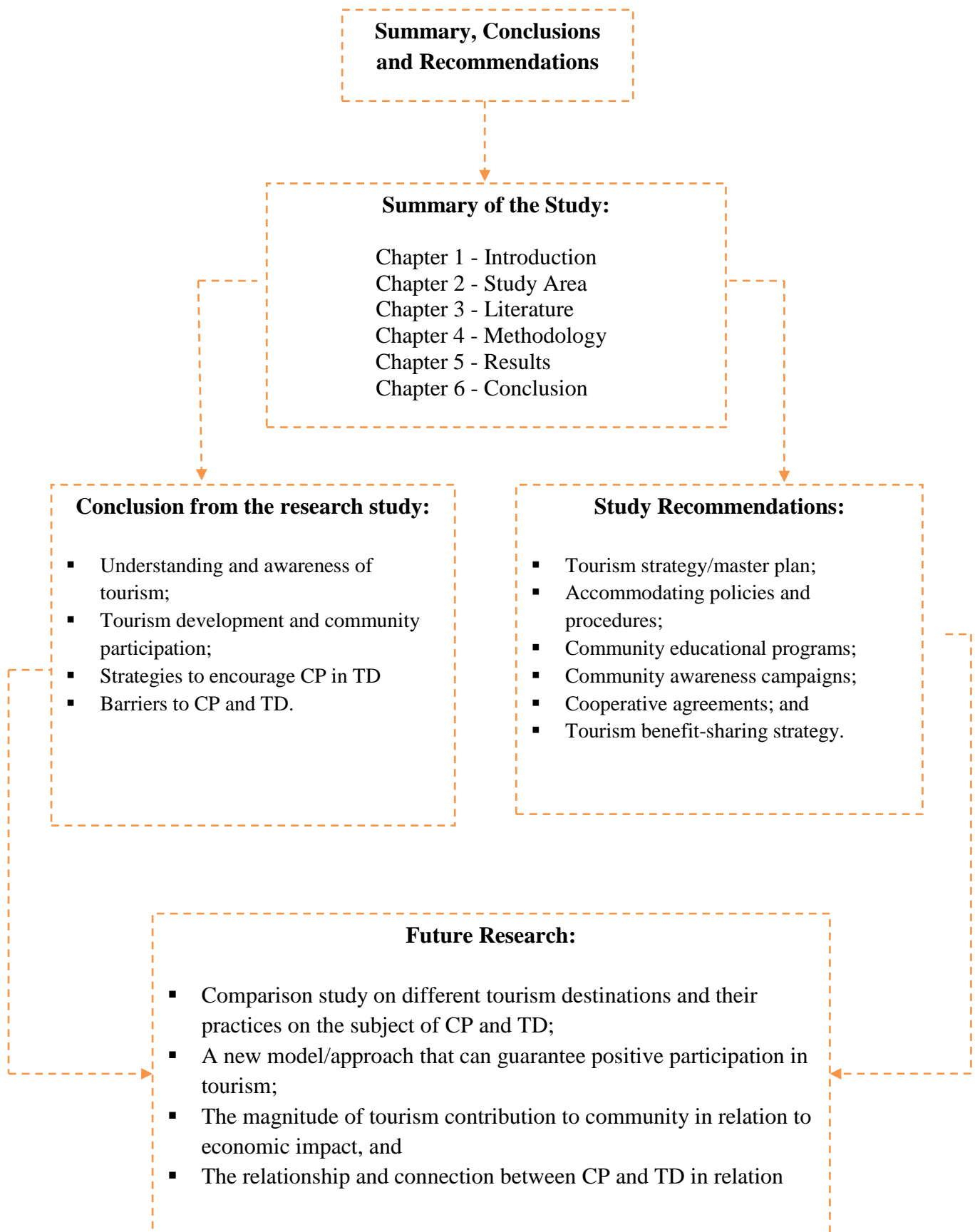
The tourism issue at Didima Resort is currently clouded with lack of information for the local community, but it is hoped that in the near future that they will understand tourism and its related development. The outcry from the local community that they are not thoroughly consulted when tourism decisions are taken needs to be given serious attention. Once people feel that their voice is given enough respect they will begin to accept the intricacies of tourism and therefore begin to search for lucrative development initiatives which will be staffed by them. Such a state of affairs will bring prosperity and social stability to the Umhlwazini community. The research findings established that local people wish to play an important role in the development of tourism.

The findings have additionally suggested that while the local community recognizes and acknowledges the need to involve tourism professionals and experts when making decisions about tourism development, they themselves as the community wish to be involved in the decision-making process. In general, local people want to see decisions about tourism development in their area made jointly by government officials and local leaders in consultation with the local community.

The research findings have moreover established that local people wish to be involved in the sharing of tourism benefits. The findings have revealed that there are no tourism businesses in the study area hence EKZNW have to develop some benefit-sharing schemes that will encourage local people to access tourism benefits. These schemes include local employment, local capacity building, and sharing of tourism profits with the wider community of Umhlwazini. Didima Resort is beyond a shadow of a doubt one of the remarkable destinations of KZN, so it needs to be handled with care so that it can offer optimum welfare in the realm of tourism. All development initiatives need the participation of local people so that they can learn the skills required in the field of tourism. Figure 6.1 provides a visual summary of the information from this chapter.

Figure 6.1: Outline of the Conclusion Chapter

Source: Author (2016)



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LIST OF ANNEXURES

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Annexure 1



Durban University of Technology [PMB]
Department of Tourism Studies
B 301 Riverside Campus,
Pietermaritzburg
3201
19 November 2015

PERMISSION TO CONDUCT RESEARCH - EKZNW

I am currently studying towards my Master's Degree in Hospitality and Tourism at the Durban University of Technology (DUT). I am required to undertake a research study in relation to community participation and tourism development in KwaZulu-Natal, using a case study of Didima Resort and Umhlwazini Community in Bergville, Drakensberg.


I hereby seek permission from the Ezemvelo KwaZulu-Natal Wildlife office to hold interviews with the personnel of Didima Resort, specifically the resort manager, community liaison coordinator and the resort assistant manager. The interviews will cover the topic of tourism development and community participation, no resort visitor or guests will be interviewed. The findings and recommendations of the study will be made available to your office which may assist your organisation in dealing with the issues of community participation in tourism development in Umhlwazini.

I wish to assure EKZNW that all ethical considerations governing the conduct of research will be strictly adhered to and that the confidentiality of respondents will be protected. You are free to ask any questions about the study or about being a participant by either contacting Nduduzo Andrias Ngxongo [Researcher]. Alternatively, you can contact the Dr. Nsizwazikhona Simon Chili [Research Supervisor] for more information in relation to the study.

Research Student: Nduduzo Ngxongo | ngxongonduduzo@gmail.com

Research Supervisor: Simon Chili | nsizwazikhonac@dut.ac.za

Thank you for your assistance in this important endeavour.


Sincerely yours,
Nduduzo Ngxongo [Mr]

Annexure 2



Durban University of Technology [PMB]
Department of Tourism Studies
B 301 Riverside Campus,
Pietermaritzburg
3201
19 November 2015

PERMISSION TO CONDUCT RESEARCH - ATC

I am currently studying towards my Master's Degree in Hospitality and Tourism at the Durban University of Technology (DUT). I am required to undertake a research study in relation to community participation and tourism development in KwaZulu-Natal, using a case study of Didima Resort and Umhlwazini Community in Bergville, Drakensberg.

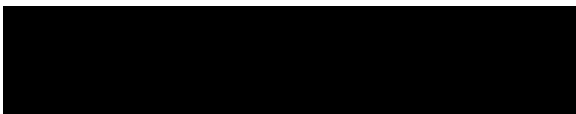
I hereby seek permission from the Amangwane Traditional Council to hold interviews with the community members of Umhlwazini village. Furthermore, I would like to seek further permission to interview the traditional council governing Umhlwazini village. The interviews will cover the topic of tourism development and community participation, no resort visitor or guests will be interviewed. The findings and recommendations of the study will be made available to your office and to the community of Umhlwazini which may assist your administration in dealing with the issues of community participation in tourism development in your area.

I wish to assure your office that that all ethical considerations governing the conduct of research will be strictly adhered to and that the confidentiality of respondents will be protected. You are free to ask any questions about the study or about being a participant by either contacting Nduduzo Andrias Ngxongo [Researcher]. Alternatively, you can contact the Dr. Nsizwazikhona Simon Chili [Research Supervisor] for more information in relation to the study.

Research Student: Nduduzo Ngxongo | ngxongonduduzo@gmail.com

Research Supervisor: Simon Chili | nsizwazikhonac@dut.ac.za

Thank you for your assistance in this important endeavour.


Sincerely yours,
Nduduzo Ngxongo [Mr]

Annexure 3



25 November 2015

Durban University of Technology [PMB]
Department of Tourism Studies
B 301 Riverside Campus,
Pietermaritzburg
3201

ATT: Dr. Nsizwazikhona Simon Chili [Research Supervisor] Faculty Research Committee [FRC]

Research Project Study Area Approval Letter: *Emhlwazini Community, Drakensberg*

Kindly be informed that Ezemvelo KZN Wildlife has received an application from Mr *Nduduzo Andrias Ngxongo*, student no...*20823410*, ID no...*890327 5771 08 4*, who is at present enrolled for Master's Degree in Tourism and Hospitality Management at the Durban University of Technology [PMB] to conduct his research study on the following topic;

Community Participation and Tourism Development in KwaZulu-Natal: a case study of Didima Resort, Drakensberg Mountains

This is to officially state that the Business Development Department has no objection to the above mentioned research being conducted by Mr, Ngxongo within Ezemvelo. The participants will comprise of; chieftaincy, community members, Didima workforce, local authority [Councillor] as well as Ezemvelo KwaZulu-Natal Wildlife personnel.

We wish him all the success in his research and we will be pleased to receive a copy of his findings once the study is complete.

Kind Regards,



Senior Manager: Business Development

Annexure 4

UKhahlamba Municipality
P.O. Box 71
Bergville
3350
06 December 2015

Durban University of Technology [PMB]
Department of Tourism Studies
B 301 Riverside Campus,
Pietermaritzburg
3201

ATT: Faculty Research Committee [FRC]


Research Project Study Area Approval Letter: *Emhlwazini Community, Drakensberg*

Kindly be informed that Emhlwazini Community in Bergville has received an application from Mr *Nduduzo Andrias Ngxongo*, student no...*20823410*, who is at present enrolled for Masters Degree in Tourism and Hospitality Management at the Durban University of Technology [PMB] to conduct his research study on the following topic;

Community Participation and Tourism Development in KwaZulu-Natal: a case study of Didima Resort, Drakensberg Mountains

This is to officially state that the community has no objection to the above mentioned research being conducted by Mr, Ngxongo within the area of Emhlwazini Village. The participants will comprise of; chieftaincy, community members, Didima personnel, local authority [Councillor] as well as Ezemvelo KwaZulu-Natal Wildlife personnel.

We wish him all the success in his research and we will be pleased to receive a copy of his findings once the study is complete.


UKhahlamba Municipality Councilor [Amangwane]
Councilor: ward 51

Annexure 5



Durban University of Technology [PMB]
Department of Tourism Studies
B 301 Riverside Campus,
Pietermaritzburg
3201

19 November 2015

Interview Consent Letter

“Community participation and tourism development in KwaZulu-Natal: a case study of Didima Resort”

Dear Participant,

I invite you to participate in a research study entitled; *Community participation and tourism development in KwaZulu-Natal: a case study of Didima Resort, Drakensberg*. I am currently enrolled for Master’s Degree in Tourism & Hospitality Management at Durban University of Technology [DUT], Pietermaritzburg.

Your participation in this research project is completely voluntary. You may decline altogether, or leave blank any questions you don’t wish to answer. There are no known risks to participation beyond those encountered in everyday life. Your responses will remain confidential and anonymous. Data from this research will be kept under lock and key and reported only as a collective combined total. No one other than the researchers will know your individual answers to this questionnaire. If you agree to participate in this project, please answer the questions during the interview as best you can. It should take approximately **30 - 45 minutes** to complete.

You are free to ask any questions about the study or about being a participant by either contacting Nduduzo Andrias Ngxongo [Researcher]. Alternatively, you can contact the Dr. Nsizwazikhona Simon Chili [Research Supervisor] for more information in relation to the study.

Research Student: Nduduzo Ngxongo | ngxongonduduzo@gmail.com

Research Supervisor: Simon Chili | nsizwazikhonac@dut.ac.za

Thank you for your assistance in this important endeavour.

Sincerely yours,

Annexure 6



**COMMUNITY PARTICIPATION AND TOURISM DEVELOPMENT IN
KWAZULU-NATAL: A CASE STUDY OF DIDIMA RESORT, DRAKENSBERG**

DURBAN UNIVERSITY OF TECHNOLOGY
DEPARTMENT OF HOSPITALITY AND TOURISM

Researcher: Mr Nduduzo Andrias Ngxongo

Supervisor: Dr. Simon Nsizwazikhona Chili

The foundation of this interview guide is to acquire information from the tourism authorities in a form of Didima Resort Management on the topic of their responsibility and standpoint on the matters of community participation in tourism development in Umhlwazini. The information provided will be used for research purposes only. Participation in the study is voluntary and does not require your personal details. The interview will last no longer than 45 minutes.

Interview guide – Didima Resort Authorities

- Kindly introduce yourself, what is your position at Didima Resort/EKZNW?
- What is your understanding of tourism development and community participation?
- What is the level of awareness within Umhlwazini community members with reference to tourism development at Didima Resort?
- In your own view and knowledge, do you think the person of Umhlwazini understands what is tourism development and community participation?
- Since you work with the community most of the time, what are their feelings or views towards tourism development and their participation in any tourism related projects?

- How does Didima Resort ensure that at least the majority of locals are actively participating in all tourism development initiatives and projects?
- Did you ever had meetings with local people and discuss about tourism issues in the community? If yes, please give more details.
- Do you emphasize the significance of them participating in tourism development at and around Didima Resort?
- What are tourism development projects/initiatives taking place at Didima Resort and the surrounding areas?
- Does this tourism development take into account the participation of the local community of Umhlwazini? If yes, how?
- What have you done to maximize and encourage community participation in tourism development?
- Whom do you think is responsible for encouraging local people to participate in activities and initiatives related to tourism development, and why?
- In what ways have the local people of Umhlwazini community (local residents) has benefited from tourism development?
- In your view, can tourism development at Didima contributes to encourage active participation from the local community, and why?
- What strategies should be put in place to encourage maximum participation from the local community?
- Do residents/members of the local community own/operate tourism business?

- Are there any barriers that limit local community (residents) from owning/operating tourism business?
- In your opinion, what are the limitations that obstruct local people who want to participate in tourism development decisions?
- What are your existing strategies to put a stop to such limitations from reoccurring in the near future?
- Do residents/members of the local community provide any entertainments to tourists in any of the well-established tourist attraction at Didima?
- Who makes decisions about establishment of tourism development structures at Didima, such as hotels, lodges or camp sites etc.?
- Are there any other related matters you would like to comment on which I have not raised?
- General comments;

Thank you for your participation.

God bless you.

Annexure 7



COMMUNITY PARTICIPATION AND TOURISM DEVELOPMENT IN KWAZULU-NATAL: A CASE STUDY OF DIDIMA RESORT, DRAKENSBERG

DURBAN UNIVERSITY OF TECHNOLOGY
DEPARTMENT OF HOSPITALITY AND TOURISM
Researcher: Mr Nduduzo Andrias Ngxongo
Supervisor: Dr. Simon Nsizwazikhona Chili

The foundation of this interview guide is to acquire information from the community leadership in a form of a Community Liaison Coordinator [CLC] on the topic of her role and perspective on the matter of community participation in tourism development in their area. The information provided will be used for research purposes only. Participation in the study is voluntary and does not require your personal details. The interview will last no longer than 45 minutes.

Interview guide – Community Liaison Coordinator

- For the purpose of study, can you introduce yourself?
- What is your understanding of tourism development and community participation in relation to the community located next to Didima Resort?
- Are there any tourism development initiatives taking place at and around Didima Resort?
- Does this tourism development take into account the participation of the local community of Umhlwazini? If yes, how?
- What is your role when it comes to tourism development towards local community participation of Umhlwazini?

- What have the community of Umhlwazini benefited for the tourism development taking place at Didima Resort?
- Have you ever received any complaints or requests for solving problems associated with tourism development from the local community?
- What sort of request /complaint do you receive and how were they addressed?
- Have you ever had meetings with local people and discuss about tourism issues in the community? If yes, please give more details.
- To what extent do you think that community participation is necessary for sustainable tourism development and community participation at Umhlwazini community?
- What is the level of awareness within community members with reference to tourism development at Didima Resort?
- Are the people of Umhlwazini aware of benefits that tourism development from Didima Resort brings? If Yes, how?
- Are you as traditional leaders and local municipality fulfilling your responsibilities to empower local community tourism wise, as you are the linking to Didima Resort? If yes, how?
- What has your leadership done to maximize and encourage community participation in tourism development?
- In your view, can tourism development at Didima contributes to encourage active participation from the local community, and why?
- What strategies should be put in place to encourage maximum participation from the local community?
- What are barriers that prevent local community (residents) from participating in the development of tourism around Didima?

- Do residents/members of the local community own/operate tourism related business?
- Do residents/members of the local community provide any entertainments to tourists in any of the well-established tourist attraction at Didima?
- Who makes decisions about establishment of tourism development structures at Didima and Umhlwazini?
- Does the local community participate in the decision-making process that leads to establishment of tourism projects and initiatives at Didima?
- Are there any other related matters you would like to comment on which I have not raised?

Thank you for your participation.

God bless you.

Annexure 8



COMMUNITY PARTICIPATION AND TOURISM DEVELOPMENT IN KWAZULU-NATAL: A CASE STUDY OF DIDIMA RESORT, DRAKENSBERG

DURBAN UNIVERSITY OF TECHNOLOGY
DEPARTMENT OF HOSPITALITY AND TOURISM

Researcher: Mr Nduduzo Andrias Ngxongo

Supervisor: Dr. Simon Nsizwazikhona Chili

The foundation of this interview guide is to acquire information from the community members of Umhlwazini on the topic of their participation in tourism development in their area. The information provided will be used for research purposes only. Participation in the study is voluntary and does not require your personal details. The interview will last no longer than 45 minutes.

Interview guide – Community Members

- For the purpose of study, can you introduce yourself?
- What is your understanding of tourism development and community participation?
- What is the level of awareness within Umhlwazini community members with reference to tourism development at Didima Resort?
- Are there any tourism development initiatives taking place at and around Didima Resort?
- Does this tourism development take into account the participation of the local community of Umhlwazini? If yes, how?
- Is the community of Umhlwazini happy about their current level of participation in matters relating to tourism development?

- Have you been asked about your opinion on tourism by those who plan tourism development at Didima or Umhlwazini?
- Have you been involved in any type of meeting where you discussed tourism development in your community? If yes, please give more details.
- What you as a community has done to maximize and encourage community participation in tourism development?
- Whom do you think is responsible for encouraging local people to participate in activities and initiatives related to tourism development, and why?
- What has Didima Resort or EKZNW done to encourage more participation of local community in the development of tourism?
- What has the community leadership [municipality, chief, councilor or community committee] done to encourage more participation of local community in the development of tourism?
- In what ways have the local people of Umhlwazini community has (local residents) benefited from tourism development?
- In your view, can tourism development at Didima contributes to encourage active participation from the local community, and why?
- What strategies should be put in place to encourage maximum participation from the local community?
- What are barriers that prevent local community (residents) from participating in the development of tourism around Didima?
- What can be done to eliminate such obstacles and by who?
- Do residents/members of the local community own/operate tourism business?
- Are there any barriers that limit local community (residents) from owning/operating tourism business?

- Do residents/members of the local community provide any entertainments to tourists in any of the well-established tourist attraction at Didima?
- Are there any obstacles that prevent local community (residents) from entertaining tourists?
- Who makes decisions about establishment of tourism development structures at Didima and Umhlwazini, such as hotel, lodges or camp sites etc.?
- Does the local community participate in the decision-making process that leads to establishment of tourism projects and initiatives at Didima?
- In your opinion, are there any limitations that obstruct local people who want to participate in tourism development decisions?
- Are there any other related matters you would like to comment on which I have not raised?
- General comments;

Thank you for your participation.

God bless you.

Annexure 9



COMMUNITY PARTICIPATION AND TOURISM DEVELOPMENT IN KWAZULU-NATAL: A CASE STUDY OF DIDIMA RESORT, DRAKENSBERG

DURBAN UNIVERSITY OF TECHNOLOGY
DEPARTMENT OF HOSPITALITY AND TOURISM

Researcher: Mr Nduduzo Andrias Ngxongo

Supervisor: Dr. Simon Nsizwazikhona Chili

The foundation of this interview guide is to acquire information from the community leadership in a form of traditional council on the topic of their role and viewpoint on the matter of community participation in tourism development in their area. The information provided will be used for research purposes only. Participation in the study is voluntary and does not require your personal details. The interview will last no longer than 45 minutes.

Interview guide – Amangwane Traditional Council and Municipality Councillor

- For the purpose of study, can you introduce yourself?
- What is your understanding of tourism development and community participation especially with reference to the community located next to Didima Resort?
- Are there any tourism development initiatives taking place at and around Didima Resort?
- Does this tourism development take into account the participation of the local community of Umhlwazini? If yes, how?
- What is your initial role when it comes to tourism development towards local community participation of Umhlwazini?
- Do the local tourism authorities [Didima Resort] assist the community participation in tourism development? If yes, how?

- What have the community of Umhlwazini benefited for the tourism development taking place at Didima Resort?
- Have you ever received any complaints or requests for solving problems associated with tourism development from the local community?
- What sort of request /complaint do you receive and how were they addressed?
- Have you ever had meetings with local people and discuss about tourism issues in the community? If yes, please give more details.
- Do you ever have meeting with the management of Didima Resort in an attempt to discussing issue that might help the community; whether tourism or conservation related?
- What is the level of awareness within community members with reference to tourism development at Didima Resort?
- Don't you think that lack of information is the main reason why the majority of community members at Umhlwazini are not actively participating in tourism development matters?
- What is the level of community participation in general concerning matters relating to the operation of the resort?
- Are the people of Umhlwazini aware of benefits that tourism development from Didima Resort brings? If Yes, how?
- Whom do you think is responsible for encouraging local people to participate in activities and initiatives related to tourism development, and why?
- Are you as a traditional leaders and local municipality fulfilling your responsibilities to empower local community tourism wise, as you are the linking to Didima Resort? If yes, how?
- What has your leadership done to maximize and encourage community participation in tourism development?

- In your view, can tourism development at Didima contribute to encourage active participation from the local community, and why?
- What strategies should be put in place to encourage maximum participation from the local community?
- What are barriers that prevent local community (residents) from participating in the development of tourism around Didima?
- Do residents/members of the local community own/operate tourism related business?
- Are there any barriers that limit local community (residents) from owning/operating tourism business? If yes, what are those barriers?
- How can these barriers be prevented?
- Do residents/members of the local community provide any entertainments to tourists in any of the well-established tourist attraction at Didima?
- Are there any obstacles that prevent local community (residents) from entertaining tourists? If yes, what are those obstacles?
- Who makes decisions about establishment of tourism development structures at Didima and Umhlwazini?
- Does the local community participate in the decision-making process that leads to establishment of tourism projects and initiatives at Didima?
- In your opinion, are there any limitations that obstruct local people who want to participate in tourism development decisions?
- Does EKZNW provide any form of support to learners or students who wish to pursue careers in tourism, or tourism related fields like conservation, tour guiding etc.?

- Are there any other related matters you would like to comment on which I have not raised?

Thank you for your participation.

God bless you.