

**THE EFFECTS OF CIVIL UNREST ON TOURISM BUSINESSES IN VHEMBE
REGION, SOUTH AFRICA**

by

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DECLARATION

I, **Rirhandzu Eunice Hlungwani**, hereby declare that the research titled “**THE EFFECTS OF CIVIL UNREST ON TOURISM BUSINESSES IN THE VHEMBE REGION, SOUTH AFRICA,**” submitted to the University of Venda for the degree of Master of Commerce Degree in Business Management is my original work. It has not been submitted previously for a degree at this institution or any other university, It is my own in design and execution, and that all reference material contained therein has been duly acknowledged.

SIGNATURE.......... Date 11 OCTOBER 2021

HLUNGWANI R E

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DEDICATION

This thesis is dedicated to:

- My beloved husband, Tshifhiwa, for his support and total encouragement throughout this study.
- My children, Tshilidzi, Mulisa, Mutshidzi and Zwonaka, for their continued words of support and prayers during times when I endured sleepless nights of hard work.

ABSTRACT

The study investigated the effects of civil unrest on tourism business in Vuwani area in the Vhembe region. A quantitative research approach was used in the study. The descriptive research design was adopted in conducting this research. The study population comprised of tourism stakeholders such as tourists, local residents, tour guides, tour operators and hotel managers. A stratified random sampling technique was used to select 250 respondents for the study. Questionnaires were administered to collect quantitative data. Data was analysed using the Statistical Package for the Social Sciences (SPSS) version 25. The study established that civil unrest negatively affects the local area by causing environmental degradation, political instability and negative economic activities that have a knock-on effect on the tourism business. The study recommends that the local municipality support effective service delivery, active participation of local residents in the tourism business and organise workshops to facilitate collaboration among various stakeholders to create a conducive climate for tourism development.

LIST OF ACRONYMS AND ABBREVIATIONS

FDI	Foreign Direct Investment
GDP	Gross Domestic Product
IRMSA	Institute of Risk Management South Africa
KNP	Kruger National Park
LED	Local Economic Development
MNP	Mapungubwe National Park
RSA	Republic of South Africa
SA	South Africa
SADC	Southern African Development Community
SMME	Small, Medium and Micro-sized Enterprise
SPSS	Statistical Package for Social Sciences
Stats SA	Statistics South Africa
TTCR	Travel & Tourism Competitiveness Report
UN	United Nations
UNCTD	United Nations Conference on Trade and Development
UNWTO	United Nations World Tourism Organisation
VDM	Vhembe District Municipality
WEF	World Economic Forum
WTO	World Tourism Organisation
WTTC	World Travel and Tourism Council

Contents

DECLARATION	i
ACKNOWLEDGEMENTS	ii
DEDICATION	iii
ABSTRACT	iv
LIST OF ACRONYMS AND ABBREVIATIONS	v
LIST OF TABLES	xii
LIST OF FIGURES	xiii
CHAPTER 1: INTRODUCTION AND BACKGROUND	1
1.1 INTRODUCTION	1
1.2 BACKGROUND	2
1.3 PROBLEM STATEMENT	5
1.4 SIGNIFICANCE OF THE STUDY	5
1.5 AIM OF THE STUDY	6
1.6 RESEARCH OBJECTIVES.....	6
1.7 RESEARCH QUESTIONS	6
1.8 DELIMITATIONS OF THE STUDY	7
1.9 DEFINATIONS OF BASIC TERMS CONCEPTS	7
1.9.1 Tourism	7
1.9.2 The tourist	7
1.9.3 Civil unrest.....	8
1.9.4 Local government	8
1.9.5 Tourism industry	8
1.9.6 Development	8
1.9.7 Governance.....	9
1.10 SUMMARY	9

CHAPTER 2: THEORETICAL FRAMEWORK.....	11
2.1 INTRODUCTION.....	11
2.2 PRESENTATION OF THE THEORETICAL FRAMEWORK.....	11
2.3 IMPORTANCE OF THEORETICAL FRAMEWORK.....	13
2.4 SOCIAL EXCHANGE THEORY (SET)	14
2.5 SYSTEMS THEORY (ST)	19
2.5.1.1 The generating region.....	21
2.5.1.2 The transit route	21
2.5.1.3 The destination region	22
2.5.1.4. The tourists.....	24
2.5.1.5 The tourism industry	25
2.6 SUMMARY	26
CHAPTER 3: LITERATURE REVIEW	27
3.1 INTRODUCTION.....	27
3.2 OVERVIEW OF TOURISM.....	27
3.3 DEFINING TOURISM.....	29
3.4 TOURISM AS AN INDUSTRY	31
3.4.1 Nature of tourism.....	32
3.4.1.1 Accommodation and hospitality	35
3.4.1.2 Attractions	36
3.4.1.3 Accessibility	37
3.4.1.4 Amenities	38
3.5 CHARACTERITICS OF TOURISM.....	39
3.5.1 Intangibility	40
3.5.2 Heterogeneity	41

3.5.3 Inseparability	41
3.5.4 Perishability	42
3.5.5 Investment and immobility	42
3.5.6 Inflexibility.....	43
3.6 IMPACTS OF TOURISM	44
3.6.1 Economic impacts of tourism.....	45
3.6.1.1 Positive economic impacts.....	45
3.6.1.1.1 Balance of payment	46
3.6.1.1.2 Employment opportunities.....	46
3.6.1.1.3 Economic development.....	47
3.6.2.1 Negative economic impacts.....	48
3.6.2.1.1 Increase in prices\ inflation.....	48
3.6.2.1.2 Dependency	49
3.6.2.1.3 Leakages	49
3.6.2.1.4 Seasonality.....	50
3.6.3 SOCIO-CULTURAL IMPACTS OF TOURISM	50
3.6.3.1 Positive social impacts	53
3.6.3.1.1 Infrastructure development.....	53
3.6.3.1.2 Revival of local traditions	54
3.6.3.1.3 Developing friendship and psychological satisfaction with interaction.....	55
3.6.4.1 Negative social impacts of tourism	55
3.6.4.1.1 Acculturation	56
3.6.4.1.2 Staged authenticity.....	56
3.6.4.1.3 Prostitution	57

3.6.4.1.4 Crime	57
3.6.3 Environmental impacts of tourism	58
3.6.3.1 Positive environmental impacts	59
3.6.3.1.1 The preservation of historical buildings and monuments	60
3.6.3.1.2 Improved appearance of the areas	60
3.6.3.1.3 Environmental Awareness	61
3.6.4.2 Negative environmental impacts	61
3.6.4.1.1 Pressure on natural resources	62
3.6.4.1.2 Pollution and waste generation.....	62
3.6.4.1.3 Damage to ecosystem.....	63
3.6.4.1.4 Environmental threats to tourism	63
3.7 MACRO ENVIRONMENTAL FACTORS THAT AFFECT THE OPERATION OF TOURISM	64
3.7.1 Technological factors	65
3.7.2 Economic factors	68
3.7.3 Socio-cultural factors	69
3.7.4 Environmental factors	69
3.7.5 Natural factor.....	69
3.7.6 Political and Civil unrest.....	71
3.8 SUMMARY	72
CHAPTER 4: RESEARCH METHODOLOGY.....	74
4.1 INTRODUCTION.....	74
4.2 RESEARCH METHODOLOGY	74
4.2.1 Research approach	74
4.2.2 Research design	75
4.3 POPULATION AND SAMPLING	75
4.3.1 Sampling method	76

4.4 DATA COLLECTION TOOLS	77
4.4.1 Primary data sources.....	77
4.5 DATA ANALYSIS	78
4.5.1 Descriptive statistics.....	79
4.5.2 Inferential statistics.....	79
4.6 VALIDITY AND RELIABILITY	80
4.8 ETHICAL CONSIDERATION	82
4.9 SUMMARY	83
CHAPTER 5: DATA ANALYSIS	84
5.1 INTRODUCTION	84
5.2 DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENT	85
5.3 PERCEIVED EFFECTS OF CIVIL UNREST ON TOURISM IN THE VHEMBE REGION	87
5.3.1 Economic effects.....	88
5.3.2 Socio-cultural effects.....	90
5.3.3 Environmental effects.....	92
5.4 FACTOR ANALYSIS	103
5.4.1 Factor analysis on the perceptions and effects of civil unrest on tourism.....	103
5.5 TOTAL VARIANCE EXPLAINED	104
5.6 CROSS-COMPARISON	105
5.7 FACTOR DESCRIPTION	115
5.8 SUMMARY	120
CHAPTER 6: CONCLUSIONS AND RECOMMENDATIONS	121
6.1 INTRODUCTION	121
6.2 CONCLUSIONS BASED ON STUDY OBJECTIVES	121
6.2.1 Main objectives.....	121
6.2.2 Secondary objective 1: To determine the level of awareness and understanding of tourism by residents.....	122

6.2.3 Secondary objective 2: To determine the resident’s perception on tourism industry	123
6.2.4 Secondary objective 3: To ascertain the level of involvement of residents on of tourism industry	124
6.2.5 Secondary objective 4: To determine the resident’s perception on tourism industry	125
6.3 LIMITATIONS OF THE STUDY	126
6.4 RECOMMENDATIONS	126
6.5 CONTRIBUTIONS OF THE STUDY	127
6.6 CONCLUSIONS	127
REFERENCES	128
LIST OF APPENDICES	158
APPENDICE A: QUESTIONNAIRES	158
APPENDICE B: PERMISSION LETTER FROM UNIVERSITY	163
APPENDICE C: PERMMISSION LETTER FROM MAPUNGUMBWE	164

LIST OF TABLES

Table 5. 1: Response rate.....	84
Table 5. 2: Demographic characteristics.....	85
Table 5. 3: The perceptions on tourism in Vhembe region.....	87
Table 5. 4: Perceived effects of civil unrest on tourism.....	93
Table 5. 5: Perceived effects of unrests on tourism.....	97
Table 5. 6: Model summary for perceived tourism effects.....	100
Table 5. 7: Coefficients for perceived tourism.....	101
Table 5. 8: Model summary for Perceived effects of civil unrest on tourism.....	101
Table 5. 9: Model coefficient for perceived effects of civil unrest on tourism.....	102
Table 5. 10: KMO and Bartlett's Test.....	103
Table 5. 11: Total Variance Explained.....	104
Table 5. 12: The definition of tourism was distributed according to the age as shown in the cross-tabulation table.....	105
Table 5. 13: The table illustrates how participants defined tourism according to gender.....	106
Table 5. 14: The definition of tourism according to the level of education for participants.....	107
Table 5. 15: The cross tabulation presents the cross comparison of the definition of tourism by monthly income.....	109
Table 5. 16: The cross tabulation illustrating awareness of tourism by age.....	110
Table 5. 17: The cross tabulation of tourist attraction awareness and gender of participants.....	112
Table 5. 18: The cross tabulation of tourist attraction awareness in participant's areas by the level of education attained.....	113
Table 5. 19: The distribution of awareness of tourist attraction by monthly income.....	114
Table 5. 20: Factor description.....	116

LIST OF FIGURES

Figure 1: Leiper's Tourism Systems Model (1990:17; Google images) 20

CHAPTER 1: INTRODUCTION AND BACKGROUND

1.1 INTRODUCTION

The tourism industry is acknowledged as pivotal to developing a progressive future in all the regions and economies of the world (Asadzadeh & Mousavi, 2017:1; Keyser, 2009:379; World Travel and Tourism Council [WTTC], 2013:1; Pop, 2014:136). Ivanovic, Khunou, Reynish, Pawson and Tseane (2009:299) contend that the developing nations have recognised tourism as a channel through which some of the society's ills may be addressed. In this regard, Okharedia (2017:1) argues that in developing economies, tourism has emerged as one of the leading sectors which have greatly contributed to the Gross Domestic Product (GDP). According to Mihalic (2014:3) and Manrai, Manrai and Friedeborn (2020, 427) most developing regions and countries perceive the development of tourism as providing an opportunity for social and economic development. In South Africa, the broader context of this study, tourism is a critical sector as it contributes to the economy of the country through job creation as well as showcases diverse natural, historical, cultural and man-made attractions for local and international tourists (United Nations Conference Trade and Development [UNCTAD], 2017:25). However, South Africa has also lost a lot of tourism opportunities as a result of civil unrest and this has caused tourists to opt to travel to other areas that are more stable and secure (Ardahaey, 2011:211). Civil unrest denotes politically unstable environments resulting from public communities' protests in response to unmet obligations. Unrest has an effect of discouraging internal and international investment (WTTC, 2019:13).

The WTTC (2013:2) state that the tourism industry is dependent on several domestic and international actors who have different interest in the sector. There is also a need for good governance which is central for the creation and sustenance of an enabling environment for the growth and development of economies (Davids & Theron, 2014:59). However, for such an environment to be created, the governments should provide the local communities with excellent basic service (Masiya, Davids & Mangai, 2019:22; Mutyambizi, Mokhele, Ndinda & Hongoro, 2020:23). The concept of governance is used to describe fundamental leadership and administrative processes

that are distinguishable from how traditional authority was practiced. This must be understood in the context of this current study (Ikeanyibe, Ori & Okoye, 2017:7). It is, therefore, the aim of this study to assess the perceived effects of civil unrest in tourism and business operations in the Vhembe region of the Limpopo province.

1.2 BACKGROUND

Neugarten (2014:2) observes that the state's failure to address civil issues is one of the biggest challenges facing economies in contemporary times. This has effectively contributed to the civil unrests of disparate proportions in areas experiencing tourism and business operations. The delays and lack of quality service delivery have become important in the public service operations in South Africa (Breakfast, Bradshaw & Nomarwayi, 2019:112; Malefetsane, Lungepi & Tembile, 2014:8). Civil unrest has escalated to the level of threat and seriousness in developing countries such as South Africa (Memon, Memon, Shaik & Memon, 2015:34). Civil unrest can have a damaging effect on the fragile tourism industry in most underdeveloped regions, such as the Vhembe region, in the Vuwani area, under Makhado Local Municipality in the Limpopo province of South Africa.

The concept of governance is central in South Africa regarding mechanisms adopted to alleviate poverty and stimulate effective development. These efforts are set to bring about institutional development and improved service delivery through the operations of the local government sphere (Maloba, 2015:2). According to Davids and Theron (2014:55), the local government possesses the authority to provide services of a local nature within delineated geographical areas to enhance the community's quality of life. In addition, Tirivangasi, Mugambiwa, Mutyenyo and Rankoana (2017:17) emphasise the supremacy of municipalities in the governance of local communities. Such services, concerning the development of the local economy, include the provision of an enabling environment for the success of tourism (Nel & Rogerson, 2016:109). Saner, Yiu and Filadoro (2015:234) present tourism as a cross-sectional industry involving interaction among diverse areas. However, the development of tourism inspires growth by attracting Foreign Direct Investment [FDI] and constructing facilities such as roads, improving access to safe water, sports and entertainment and sightseeing (Khan, Bibi, Lorenzo, Lyu & Babar, 2020:1).

Furthermore, formal and informal institutions are viewed as critical stakeholders and their practices are essential implementation mechanisms for Local Economic Development [LED] (Nel & Rogerson, 2016:105). In addition, the success of informal and formal institutions is measured based on the ability to meet the communities' needs and the economy in the areas where they operate. However, for effective development of tourism to occur and for the industry to play its purposed role in the socio-economic growth of the nation, the effects of civil unrest need to be addressed (Baker, 2014; Bohler-Muller, Davids & Roberts, 2016).

Civil unrest by residents involves getting certain groups of residents organised to reject the legal decisions pertaining the operations of the demarcation board of the municipality. Groups of residents who opposed the formation of new municipality boundaries resorted to shutdowns to pressure the government to make decisions that address their needs. The protests were mainly triggered by the residents' refusal to have their locations included or incorporated into the newly established local municipality in the Vhembe District Municipality [VDM] (Kanyane, 2016:4). Protests erupt in places associated with the functions of the local authority and related to grievances (Monnterrybio, 2017:87; Vanclay & Hanna, 2019:9).

The residents of Vuwani refused to be merged with the geographical areas of Malamulele and its surrounding villages to form a new local municipality (Kgatle, 2018:249; Netswera & Nealer, 2020:1; Luvuyo & Khowa, 2020:7). The bone of contention being the perceived unfairness of the decision and that they will have to travel a long distance to seek services in Malamulele. The residents indicated a preference to be part of the current Makhado Local Municipality, noting that the new municipality has no economic sustainability. The bone of contention in the study context is the refusal by the residents of Vuwani, under Makhado Local Municipality to be merged with the people of Malamulele and surrounding locations to constitute a new local municipal entity (Kgatle, 2018:249). They rather preferred to be part of the Makhado Local Municipality (Kgatle, 2018:249). Serious protests started in late 2015 and dramatically escalated into 2016. This protest matched several aspects the one which erupted in Ficksburg Marikana in August 2012, wherein 34 people were killed through police brutality (Twala, 2018:65).

The angry protesters, who are part of the group of residents, forced other residents to stay at home (Luvuyo, & Khowa, 2020:7) rather than going to work or school, since civil unrest aims to damage. With specific reference to this study, residents of Vuwani become angry because they were not receiving what they anticipated. This approach makes residents appear as if they were under house arrest. While acting on behalf of the community, the protesting residents vandalised buildings and properties (Murwirapachena & Sibanda, 2014:554). The goal was to institute total shutdown to all residents living in Vuwani and surrounding areas. During unrests, public buildings and businesses were forced to close down. In the Vuwani area, some residents supported the choice of the demarcation board to constitute a new municipality (Kgatle, 2018:250). Others, however, were afraid that they would not receive satisfactory and effective services from the new local government municipality (Netswera & Nealer, 2020:1). The actions by the community stemmed from the conviction of having important rights to protest for basic services in South Africa.

Civil unrest actions result in many direct and indirect costs which negatively affect businesses as profits tend to be eroded. Some scholars believe that unrest in South Africa have a transformation purpose (Baker, 2014:59; Perry & Potgieter 2013:103). This is intended to redress past imbalances of the apartheid era, which concerns cases of a political, social, economic, cultural and educational nature. Ferreira and Perks (2016:268) assert that areas that experience travel cancellations and loss of profitable business threaten the industry because people would avoid revisiting the destination and do not recommend it to other potential visitors. Bohler-Muller, Davids and Roberts (2016:4) assert that dissatisfaction about service delivery is visible in the formal and informal settlements of South Africa, particularly in the Vuwani area of Vhembe region in Limpopo province. It is believed that the slow pace or lack of quality service delivery fuels protest-marches all over the country and has brought local government under attention (Bohler-Muller, Davids & Roberts, 2016:4). Therefore, it is against this background, that this study assessed the effects of civil unrest on tourism and business operations in the Vuwani area of the Vhembe region in South Africa.

1.3 PROBLEM STATEMENT

According to Neugarten (2014:2), the inability of the state to deal with the issue of civil unrest and subsequent instability, is the biggest challenge which economies encounter in modern times. The Municipal Demarcation Board [MDB] made a demarcation decision to give the Malamulele communities their own municipality in 2015, which was previously under the Thulamela Local Municipality within the VDM. It caused civil unrest to Vuwani areas under Makhado Local Municipality within the VDM. The problem was that some people did not want to be part of the newly established local municipality created by the MDB, specifically Malamulele Local Municipality. The Vhembe region in the Limpopo province is recognised as one of the areas prone to general civil unrest in the form of strikes and protests (Mbazira, 2013:265). Civil unrest r harms employment, reduces business confidence and increases the risk of economic downturn on the performance of the tourism industry, with a potential to harm the tourists as individuals, emotionally and physically, as well as the overall industry in the longer-term (Nkosi, 2010:77).

Additionally, such unrests have serious delays on the growth of the economy and investment opportunities. Owing to the frequency of civil unrest actions in the area, businesses are affected negatively. They have to close-shop to protect their properties, and tourists become reluctant to visit these businesses during civil unrest for their safety. This seems to occur where it is estimated that approximately 1 149 640 tourists (domestic and international) visit the Vhembe region per month for various forms of attractions (Statistics South Africa, 2015:9). The central argument is that there is need for empirical evidence to be obtained on the effects of civil unrest on the tourism industry in the region.

1.4 SIGNIFICANCE OF THE STUDY

The study is important in that it advances the agenda of the government of South Africa to prioritise tourism as an important tool which can be used to kick-start development in the country (World Bank, 2013:9). Furthermore, the study was conducted in a rural context, making it a critical basis for supporting social, cultural and economic growth and development in underdeveloped areas in the country. Thus, key findings from the current study would add to existing knowledge and information

on the challenges facing tourism in developing areas, especially on civil unrest and its effects. The information from this research shall be shared with relevant stakeholders such as tourists, residents, tour guides, tour operators and hotel managers and bodies who may use it to address matters pertaining to strikes and the potential effects of civil unrest on tourism operations and communities. In addition, the study's findings may unearth diverse perceptions of residents in the Vhembe region on the effects of civil unrest on tourism to generate crucial recommendations founded on empirical evidence in the field. This would ultimately enhance tourism and business operations in the context under study.

1.5 AIM OF THE STUDY

The study's main aim was to assess the perceived effects of civil unrest on tourism and business operations in the Vuwani area of Vhembe region in the Limpopo province.

1.6 RESEARCH OBJECTIVES

To achieve the aim of the study, the following specific objectives were formulated:

- To determine the level of awareness and understanding of tourism by residents in Vuwani area, Vhembe region.
- To determine the perceptions of residents on the effects of civil unrest on tourism in Vuwani area, Vhembe region.
- To ascertain the level of involvement of residents in the tourism industry in Vuwani area, Vhembe region; and
- To determine the perceptions of residents on the tourism industry in Vuwani area, Vhembe region.

1.7 RESEARCH QUESTIONS

Based on the objectives above, the following research questions guided the study:

- What is the level of awareness and understanding of tourism by residents in the Vuwani area, Vhembe region about tourism?

- What are the perceptions of residents on the effects of civil unrest on tourism in Vuwani area, Vhembe region?
- What is the level of involvement of residents on the tourism industry in Vuwani area, Vhembe region?
- What are the perceptions of residents on the tourism industry in Vuwani area, Vhembe region?

1.8 DELIMITATIONS OF THE STUDY

The study is limited to assessing the effects of civil unrest on local tourism and business operations in Vuwani area, Vhembe region. The study adds an important value to the empirical literature on the role of tourism in Vuwani area, Vhembe region of the Limpopo province.

1.9 DEFINATIONS OF BASIC TERMS CONCEPTS

The following terms and concepts that were used in the study as explained in the following section:

1.9.1 Tourism

The United Nations World Tourism Organisation [UNWTO] (2016:7); the WTTC (2019:5); Statistics South Africa [Stats SA] (2019:25); as well as Camilleri (2018:2) define tourism as “the activities of persons travelling to, and staying in places outside their usual environment, for more than twenty-four (24) hours, and not more than one consecutive year, for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.” In this study, tourism refers to the temporary movement of people to places that are not their usual locations of residence for leisure purposes.

1.9.2 The tourist

The UNWTO (2016:8); Statistics South Africa [Stats SA] (2018:8) describes a “tourist as a visitor who stays at least one-night (24) hours in the place visited.” In this study,

a tourist is viewed as a person travelling to and from places of attraction as natural, historical, cultural and economic sites.

1.9.3 Civil unrest

Civil unrest is a term that is typically used in law enforcement to describe disorders caused by a person or group of people (Badiora, 2017:302). On the other hand, Must and Rustad (2019:506) state that civil unrest is defined as demonstrations, protests and the use of political violence that causes an immediate danger of, or results in, damage or injury to persons or property. In this study, civil unrest is presented as the disruptive political behaviours exhibited by groups of people in response to lack of compliance with civil rights or a legal provision.

1.9.4 Local government

According to Davids and Theron (2014:55) local government is often referred to as the sphere of government closest to the people. It serves as a tool for political education and participation and provides the basis for dispensing services in line with local needs (Egberi & Madubueze, 2014:2). In this study, local government relates to the sphere of government that focuses on political administration of people and services within a localised boundary.

1.9.5 Tourism industry

Tourism industry is a mixture of public and private organisations that are actively involved in the development, production and marketing of both products and services that satisfy the needs of tourists (Esu, 2015:571). In this study, tourism industry describes a service sector which focuses on the production, management, marketing and distribution of products of interest consumed by local and international visitors for the advancement of communities.

1.9.6 Development

Development is mainly seen in terms of improvements in local communities and the steps that need to be taken to achieve change (Theron, 2014:126). On the other hand, Abuiyada (2018:119) argues that development should progress towards complex goals. In this study, development refers to the changes and transformations experienced by people due to new innovations.

1.9.7 Governance

Governance is the process through which the affairs of the state are managed effectively in the areas of public accountability, financial accountability, administrative and political accountability, responsiveness and transparency, all of which must show in the interest of the governed and the leaders (Odo, 2015:4). Similarly, scholars such as Sharon, Joseph, David and Kikelomo (2016:37) assert that governance refers to several ways by which social life is coordinated. Furthermore, Keping (2018:2) defines governance as a set of establishments and actors drawn from and beyond the government. In this study, governance concerns on oversight or the management of entities through established policies and regulations.

1.10 SUMMARY

This chapter presented an introduction and background to the study. Additionally, the problem statement and the main aim of the study were outlined to provide a contextual background of the study and the research gap. Tourism is an important activity with social, cultural and environmental implications, involving large numbers of employees. The chapter also discussed the significance of the study, delimitation of the study and the definitions of basic terms and concepts. Globally, tourism growth is driven by emerging economies, particularly those in Asia, including China and India. The globalisation of tourism has provided significant growth and employment opportunities, particularly for developing and emerging countries. However, unrest negatively affects employment, reduces business confidence and increases the risk of economic downturn. In addition, such unrest has a major delay on the growth of the economy and investment opportunities. The next chapter provides the theoretical grounding of the research in the form of a theoretical framework.

CHAPTER 2: THEORETICAL FRAMEWORK

2.1 INTRODUCTION

Tourism has emerged as one of the crucial industries in the world's economies and brings development in various sectors inclusive of transportation, catering, accommodation, retailing, entertainment, employment and vast other areas (Dev, Tyagi & Singh, 2017:1). This industry enables even the poorest members of the society to trade their services and products directly with the visiting tourists (Lehloenya, 2017:85). The tourist sector has reached considerable importance at both the national and global spheres as it serves as a source of employment and economic growth (United Nations Conference on Trade and Development, 2013:7). The sector must function well with other businesses as mutual interconnections provide the needed avenue for development support (Roy, Mamun & Kuri, 2015:1).

This chapter provides a theoretical grounding of the study. It deals with the main theories from which the study is anchored. The two theories are the SET and the ST. The discussion of the SET and the ST is provided and the general outline of the two theories. The chapter further examined how these two theories relate to this current study. The relationship between the two theories was exposed, especially as they impact the effect of civil unrest on the tourism business in the context under study.

2.2 PRESENTATION OF THE THEORETICAL FRAMEWORK

Kivunja (2018:46) defined a theoretical framework as a model that supports the theories expressed by authorities in the field you plan to research, which you draw upon to provide theoretical support for your data analysis and interpretation of results. The theoretical framework requires a structure that summarises concepts and theories you develop from previously tested and published knowledge you synthesise (Kivunja, 2018:46). It allows the researcher to report the findings in an analytical, evaluative and creative way. South Africa is a country that that has recurrent protests. These protests are mainly about municipal service delivery issues and have become common (Ferreira Perks, 2016:268). Just as protests exist in the different provinces of South

Africa, Vhembe region in the Limpopo province has also experienced a sizeable share of them (Kgatle, 2018:248; Luvuyo & Khowa, 2020:1).

The region has a significant potential in tourism which has been recognised from abroad. The implication is that tourists tend to frequent the Vhembe area because of its numerous attractions including natural beauty, historical monuments, landscape and man-made structures. These areas of tourist attraction enhance economic development of the region (Statistics South Africa, 2015:9). However, it is, reasonable to think that the many tourist businesses will not survive the shutdowns that emanate from the community protests. The current study focuses on the effects of civil unrest on tourism business in the Vuwani area, under Makhado Local Municipality, located within the Vhembe region. It is envisaged that the tourism industry is bound to encounter several challenges resulting from community protests. These challenges grow gradually from the local community, the broader domestic sphere, through the regional markets to concern worldwide international travels. Every country focuses on attracting vast numbers of tourists to build an adorable image in the international world and raise GDP (Manzoor, Wei, Asif, Haq & Rehman, 2019:2).

The persistent trend has been an increase in violent political marches. This trend has particularly been observed in the context of this study. The general norm is that tourists prefer to travel to safe destinations, thereby making Vhembe region, particularly Vuwani area the least option regarding personal safety and security (Chill, 2015:2). The delayed and lack of quality services from the local municipalities trigger civil unrests and these have become central in the functioning of the public service in South Africa (Malefetsane *et al.*, 2014:8). The low levels of service delivery results in higher civil unrests. This study focuses on the Vuwani area in Vhembe region, to understand the complexities which confront local municipalities in delivering the tourist business under conditions of community protests. The protests are seen to result from community frustration as a result of failure by the local authorities to fulfil the obligations of their business mandate (Tirivangasi *et al.*, 2017:16).

The power of the frustration with service delivery pushes many communities to opt to go on protests with the hope that their voices would be heard (Tirivangasi *et al.*, 2017:16). Civil unrests are witnessed almost every month from people in different

municipalities within the Vhembe region. These people will be raising several complaints about the operations of the local authorities. The domestic and international tourists would like to visit the Vhembe region, but the unrest actions discourage them. Therefore, this scenario warranted the researcher to investigate the perceived effects of such unrests on the tourism industry in the Vuwani area of the Vhembe region. The basic reason being the likelihood of high frequency of unrest which negatively affect businesses in the affected area. This situation means that people must close shops to protect their properties and consumers who tend to be reluctant to visit business premises during civil unrests. Unrest has implications for business with the potential for adverse effects regarding the tourism and hospital industry in the entire region under study.

Vhembe region has a huge business potential for tourism which is disturbed by the high frequency of community unrests. Against this background, this study adopted the SET and ST as the grounding philosophies leveraging the tourism business in the area. A theoretical framework introduces and describes the set of concepts which explain the reasons for the existence of the problem under study (Jones & Kierzkowski, 2018:235). Similarly, Ravitch and Riggan, (2017:264) define a theoretical framework as a concept that helps situate the study problem within its context. This is done to develop and test formal theories. The following section allows the researcher to focus mainly on the importance of the theoretical framework in a study.

2.3 IMPORTANCE OF THEORETICAL FRAMEWORK

A theoretical framework is viewed as a structure which can support or hold a theory of an investigation (Grant & Osanloo, 2014:13). Adom, Kamil and Agyem (2018:438) contend that a theoretical framework is hinged on an existing theory in each field of inquiry. It is related and reflects the study hypothesis. A theoretical framework is also presented as a blueprint which the researcher often 'borrows' to build a research inquiry, and mainly serves as a firm foundation to construct a research study (Adom, *et al.*, 2018:438). Mathew and Nair (2017:31) states that a theoretical framework is used to explain the interrelationship among concepts of a study and existing theories. In other words, it serves as a path to connect the researcher to existing body of knowledge (Mathew & Nair, 2017:31). A theoretical framework focuses on the study

and is linked to the problem under study (Adom *et al.*, 2018:438). Therefore, it can be stressed that a theoretical framework resonates and guides the entire aspects of a research from the definition of a problem to literature review, methodology, data presentation, the discussion of results, through to conclusions and recommendations (Adom *et al.*, 2018:438).

This study utilised two main theories to understand, analyse and develop the research endeavour. These are the SET and the systems theory. The theories have been adopted to understand experiences in the past regarding unrest in Vuwani area under Makhado Local Municipality within the Vhembe region. Furthermore, the study is designed to boost the existing literature in the field and contribute knowledge on the perceived effects of civil unrest on tourism business in the area under study. This discussion on the importance of the theoretical framework leads to the next section containing a brief overview of the SET.

2.4 SOCIAL EXCHANGE THEORY (SET)

According to Kukoyi, Olayinka, Emmanuel and Chinonso (2015:80) the SET involves the sharing and trading intangible and tangible resources between/among individuals and groups. These resources may be social, material or psychological. The most relevant aspect of the theory on this study is that it is used to predict the level of commitment in intimate relationships (Adam & Sizemore, 2013:14). Hamon and Bull (2016:27) present SET as an instructive theory in family science, especially focusing on the formation of relationship and the maintenance and dissolution, thereof. The theory can present and explain changes that occur in a host destination in the context of tourism business (Soontayatron, 2013:31).

The theory entails the exchange of resources between individuals and groups in the context of the interactions. This exchange can take place as the visitors interact with the host residents (Soontayatron, 2013:31). The SET has often been used in the interpretation of the attitudes which develop among the residents as a result of the effects of material and psychological transactions within the tourist sector (Dimitriadis, Papadopoulos & Kaltsidou, 2013:134). **The SET** was developed by sociologists Homans (1961) aimed to understand the exchange of resources (goods, social or

psychological environments) between individuals or groups in interacting situations. The SET assumes that people make decisions by consciously or unconsciously measuring the costs and rewards of a relationship or action, ultimately seeking to maximise their reward (Homans, 1958). People seek to maximise rewards and minimise costs to pursue the greatest profit (Redmond, 2015:15). In this study, SET implies that the tourism industry depends on the residents to display friendly attitudes toward tourists and to maintain hospitality.. These allow the investor to maintain market share, profitability, and destination competitiveness (Nunkoo, 2016:592). Hence, Redmond (2015:29) claim that SET describes the elements and process by which people engage in an exchange where rewards are sought and costs are incurred. In addition, this study employs SET in its relationship with people who give something and expect something in return. This theory helps provide the basis for identifying the reactions of the host population towards the tourism business. The SET proposes that individuals are motivated by the rewards they obtain from the social exchanges in the meeting of tourists with the communities in the host destination (Chili, 2015:155).

Ideally, tourists' objective is to seek interaction and involvement with the local people, the chance to discover the unique features of the local area and acquire new knowledge inherent at the point of attraction (Buffa, 2015:43). Local and international tourists travel to the Vhembe region to view and experience the work of world-renowned artists such as Noria Mabasa pottery, Tshino Ha-Mangilasi and Sarah Mukondeni pottery, Ha-Mashamba for the beadwork, pottery and weaving items. The local and international tourists buy mainly clay pots, decorated with traditional paintings of Tsonga and Venda people. The traditional arts and crafts are heritage and valuable wealth left by our ancestors and an important relationship in the continuous development of traditional culture (Nagaraju & Chandrashekara, 2014:47). The traditional Venda and Tsonga arts and crafts are historical, cultural and artistic. The historical and cultural elements with a long history inevitably influence modern society and directly carry forward the cultural spirit of traditional arts and crafts. From the perception of art, such as pottery, these works have big value and reflect different levels of cultural development at different stages. It shows the level of social civilisation and people's creation of ideal culture and passionate expression. The implications of moulding and colour in traditional arts and crafts works are related.

Tourists interact with the host community and among each other and exchange space, time and currency as representatives of various cultures in the whole process of the tourism experience (Tegeler, 2016:9). This is the basic tenet of the SET and the central reason for its adoption to underpin this research. For this current study, the concept of interaction relates to the meeting and exchanges that transpire between the tourists and host population in the service of the tourism industry. These people share and interact in employment, personal income, accommodation, communication and transportation. In general, travel holidays present chances to build memories which last a lifetime, and ultimately create happier people in tourists (Preechawong & Sawagvudcharee, 2016:27). Furthermore, tourists are known to enjoy the benefits of leisure and are prepared to meet the costs of their stay in lodges, apartments and hotels (Badulescu, Badulescu & Bac, 2016:27).

The participation of residents, government departments and service providers in the tourist business is driven by the need to improve the social and economic conditions in the host area (Kukoyi *et al.*, 2015:80; Bae, 2013:33). The logic behind the SET can be applied regarding the attitudes of the residents who seek benefits in exchanging what they can offer to various tourist agencies (Bae, 2013:32). Tourism presents opportunities for the host community to benefit from their natural assets and culture through being employed in tourism activities and the provision of services and goods in the form of excursions, food and handicrafts. These can be considered within the larger tourism business or offered directly to visitors (Ndanusa, Harada & Aminul, 2014:284).

SET explains the attitudes that people generally demonstrate concerning the exchange of resources between two or more groups in the society (Oladeji, Mbaiwa & Mmopelwa, 2016:4). In particular, the focus of SET is on the long-term exchange of favours and the fulfilment of things which are mutually obligated (Yigit, 2016:31). SET also concerns economic exchanges, which are based on formal contracts with specific agreements on the amounts to be used to exchange products or services (Yigit, 2016:31). According to Wikhamn, Angela and Hall (2012:56), SET pertains a series of contingent and interdependent interactions. The actions of another partner influence

these in the context of the social relationships and the obligations that are generated in the process.

The prime variables of SET are power, trust and commitment (Yigit, 2016:31; Holthausen, 2013:5). It is important to note that power can be conceptualised as the ability to obtain ends, normally to produce intended impact on other people (Nunkoo, 2016:591). Inherent in the SET, power is conceptualised in the form of resources and exchanges thereof (Holthausen, 2013:5). Power in an exchange depends on the level of control that the actors have over the resources that others need and value (Nunkoo, 2016:591). In this study context, the relevance of SET is demonstrated in the level of trust that is desirable from the various players involved in tourism and the power and commitment required in the development of a sustainable tourism industry.

Trust is a concept which is of importance in the formation of a positive image in an establishment and the maintenance of a long-term of existence (Çolakoğlu & Ayazlar, 2013:372). Trust is believed to form a strong foundation of the character of an organisation, particularly regarding the building of effective communication (Luoma-aho, 2015:20). Trust is a virtue that is quite critical in daily life and people usually make exchanges with others they trust (Holthausen, 2013:5). On the other hand, commitment describes people's personal abilities and qualities into the job (Osabiya, 2015:66). Commitment is incredible as it goes hand in hand with the success of an organisation as it is propelled by the support from internal resources used in the process.

The SET as it relates to this study, suggests that commitment has a huge influence regarding the satisfaction levels of tourists (Roberts-Lombard, Mpinganjira & Svensson, 2017:5). In practice tourists satisfied with a service are generally willing to recommend the features of the destination to others and are likely to revisit the same destination in the future (Soleimani & Einolahzadeh, 2018:5). It is, therefore, apparent that a high level of commitment is associated with an increased satisfaction in terms of established relationships (Roberts-Lombard *et al.*, 2017:5). Consequently, great commitment is a powerful tool which can create extra-value in the shared concessions (Holthausen, 2013:5). It is important to note that power can be conceptualised as the ability to obtain ends, normally to produce intended impact on other people (Nunkoo,

2016:591). Inherent in the SET, power is conceptualised in the form of resources and exchanges thereof (Holthausen, 2013:5). Power in a situation of exchange depends on the level of control the actors have over the resources others need and value (Nunkoo, 2016:591).

In the literature on the application on SET, it is observed that communities tend to support projects in exchange of benefits which they hope to obtain from the initiatives (Nkemngu, 2015:2). In other words, the support that the residents give to tourism depends largely on the benefits that they anticipate receiving from tourism business (Nkemngu, 2015:2). Mbaiwa (2018:42) stipulates that SET is hinged on the premise that residents struggle for a positive result. This means that they aspire to maximise the benefits and minimise costs in their engagement in the exchange endeavour. The tourism business is generally a complex issue where residents expect to benefit from its political, cultural, economic and social activities (Bunghez, 2016:1). It also mirrors the outcome of the interactions in the local, national, regional and international arena (Guduraš, 2014:617). The SET considers three main aspects environmental, economic and socio-cultural (Janusz, Six & Vanneste, 2017:128). In the context of this study, SET is used to describe the support of residents in the development of tourism to yield benefits in the personal, environmental, economic, and socio-cultural aspects. The impact of the behaviour and experiences of the local community in the development of the tourism business is also of major importance (Brida, Disegna & Osti, 2014:40).

In general, tourism is recognised for the huge contribution it is making to the economies of many countries. This specifically relates to its role in the diversification of the economy, profitability and the creation of employment opportunities (Funa, Chiunb, Songanc & Naird, 2014:61; Onyango & Kaseje, 2015:336). While tourism industry is credited for the vast contribution in the global economies of many nations, particularly regarding profitability, economic diversification and employment opportunities, there are concerns which still linger. In the African context, and South Africa in particular, the persistent slow pace of service delivery and associated lack of quality in the available services, have fuelled civil unrest throughout the country. This has further brought the functions of the local government under the spotlight (Bohler-Muller *et al.*, 2016:4). The community protests have been characterised by increased

xenophobic attacks, violence, police brutality and looting (Lancaster, 2016:3; Bohler-Muller *et al.*, 2016:4). These negative behaviours have been witnessed in the Vuwani area, which is the context of this study. Having discussed the overview of the Social Exchange Theory, the next section will focus on the ST.

2.5 SYSTEMS THEORY (ST)

This section discusses the ST employed as part of the theoretical framework underpinning the study. It is used in the interrogation of the effects of civil unrests of the tourism business. A brief reference to the concept of the theory is outlined to enhance understanding and analysis of the phenomenon under study. The ST offers a helpful lance for categorising experiences and events that affect tourism business. This theory was propounded by Ludwig von Bertalanffy, William Ross Ashby and others between the 1940s and 1970s based on management principles. In this section, the relationship between the STSET was also made to provide a deeper grasp of the influence of protests on the tourism industry.

Mele, Pels and Polese (2010:127) present a ST as a theoretical perspective which analyses a phenomenon in its entirety and not as a sum of elementary parts. The ST is based on the arrangements of and relations among the existing parts and how those components function together as a whole (Cornell, Nwoka & Jude, 2015:1). The properties of the system are hinged on the way the parts are organised and how they interact with each other (Cornell *et al.*, 2015:1). The focus is on the relations or interactions of the constituent parts to understand the entity's organisation, functioning and outcomes (Mele *et al.*, 2010:127). In the context of this research, the ST presents the relationship between tourists and the residents, including the larger environmental sphere of input-process-output relationship. This means the tourism industry is driven by factors that involve tourists, residents and those residing in the wider environmental sphere.

The inputs pertain to the elements put into the system to ensure the processes occur and outcomes are obtained. These are needed to address the demands of the market forces. They include technological and policy changes that compel the system to ensure the industry meets its business mandate. Cordon (2013:13) defines a system

as a group of items that are interdependent or interact regularly to form a unified whole. In the ST, a system is a set of defined parts that interact to constitute a complex whole (Mmutle & Shonhe, 2017:13). The ST is helpful regarding issues that react to the external environments such as those that hinge on the political, social, environmental and technological (Lamont, 2009:606). Leiper's Tourism System is a basic conceptualisation of the structure of the tourism industry. Elements like attraction, transport, accommodation, and facilities interact with each other while interacting with the external environment. It is one of the most widely accepted and most well-known models used in tourism research to understand the tourism system. Figure 1 indicates how the external environments interact with each other in the system.

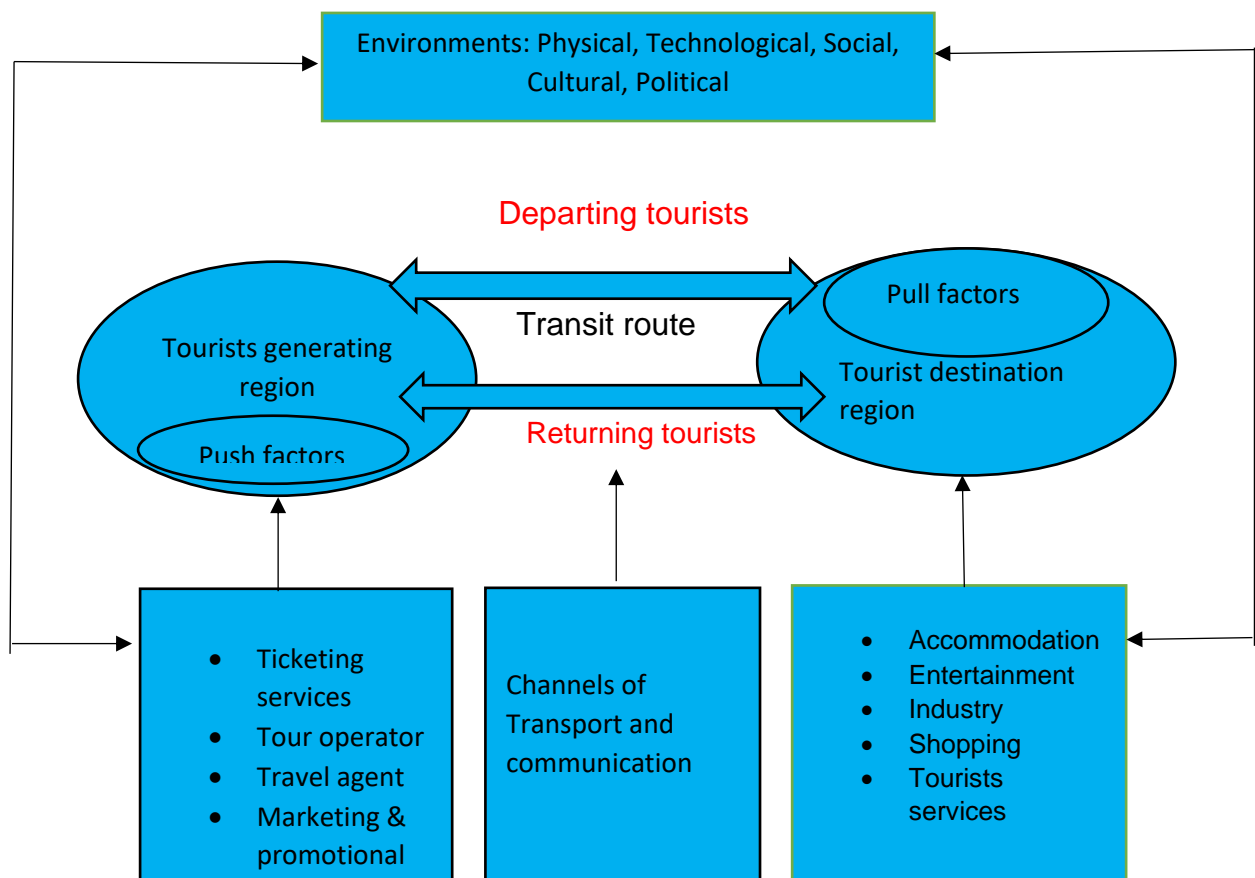


Figure 1. Leiper's Tourism Systems Model (1990:17; Google images)

This theory suggests that there are five major elements which are interconnected within the system. These elements are the tourists, the region generating tourists, tourist destination region, the transit route and the tourism industry. In this study,

Leiper's model elements are discussed starting with the generating region in the following section.

2.5.1.1 The generating region

The travellers generating region refers to the place where the tourism market is generated. This is where tourists search for information, make bookings and depart (Wongtada & Krairit, 2017:52; Tobora, 2014:8). However, it is the influence of the tour operators, travel agents, ticketing services, marketing and promotional activities which inspire a desire for tourists to travel to areas (Wongtada & Krairit, 2017:52). In the context of the Vhembe region, tourists are pushed by their desires towards destinations where they anticipate these desires to be fulfilled. Such factors were identified as: rest and relaxation, prestige, regression, health and fitness, adventure and social interaction, enhancement of kinship relationships, exploration and evaluation of self, and excitement in the destination region to name just few (Njagi, Ndivo, & Manyara, 2017:4). The tourist generating region can be an area such as a country, city or province from which tourists originate. The tourist generating region is the source area of tourists, where the greatest number of tourists come from (Nelson, 2013:13). The generating regions are crucial as they help understand the reason for how certain people are prone to travel and their preferred destinations (Nelson, 2013:13).

2.5.1.2 The transit route

The transit route region relates to the interval period in travellers' trips after they have left their home regions but to arrive at the intended tourist destinations (Keyser, 2009:84; Wongtada & Krairit, 2017:52). This transit region constitutes the areas and places the tourists pass as they travel to their destination from the generating region (George, 2015:18). A visit from Johannesburg to the Kruger National Park, for example, would require a person to engage in a transit trip of a few hours (George, 2015:18). Transit routes pertain paths that link the tourist generating regions and tourist origins. A tourist travelling from Cape Town to Polokwane, for instance, would have an experience of every place along the path of the transition. The transit route includes stopover points, which can be used for accessibility of the tourist or due

to the presence of numerous attractions throughout the travel route that the tourists can visit. Although the region such as Vhembe, has significant tourist attractions, such as beautiful natural landscapes and historic monuments, its success as a tourist destination depends largely on the transport infrastructure, which must be convenient, comfortable and safe (Merek, 2021:5). This transit route is usually forgotten in literature regarding the role it plays in the tourism system because it encourages repeat visit and attract tourist who did not consider a destination significant.

2.5.1.3 The destination region

Tourism is recognised as boosting the economy of nations and regions as the benefits naturally accrue in the destination regions (Litheko & Potgieter, 2016:2). The tourist destination resides at the very centre of travel and the tourism sector, representing a multitude of products which collectively offer an experience of tourism to the market (Gruescu, Nanu & Tanasie, 2009:88). To a certain degree, tourism destinations such as regions, towns, cities and countries are the focal areas of tourism. The destination constitutes the major reason for tourism and is regarded as the final product (Madden, Rashid & Zainol, 2016:248). In its genesis, the concept 'tourism destination' is typically geographical and understood as a component of that space (Żemła, 2016:2). According to Singh and Mehraj (2018:1), the destination is multidimensional suggesting that the tourism activity takes place at destinations that attract visitors. Tourism activities or non-activities are: biking, sightseeing, walking, cycling or bird watching. Apparently, the destination is always motivated by the want to attract more tourists and inspire the region's economic position.

Similarly, Bunghez (2016:2) contends that tourism destination is the geographical space in which visitors or tourists stop for a night or a period. It is the terminal point of the holiday of tourists, who can travel to tour places or for business transactions. The tourist destination region stands for locations which tourists target for their attractions (George, 2015:18). Consequently, Sharma (2013:20) maintains that destinations are competitive units for the tourism industry. Therefore, destinations serve as an important component of the products of tourism (Sharma, 2013:20). Thus, the product of tourism is a mixture of interdependent elements that exist as separate products

which complement one another to form a complex outcome to meet the needs of tourists (Tahiri & Kovaci, 2017:344). George (2015:18) posit that destinations refer to places that are attractive to visitors, enabling them to arrange for temporary stay. These range from villages, cities, provinces, purpose-built resort areas and countries (George, 2015:18).

Vhembe region, as a tourist destination existing within the tourism industry, has unspoilt tourism resources that are authentic (Lane-Visser, Vanderschuren & De Clercq, 2014:33). In terms of scenery, the place boasts of subtropical and mountainous and majestic baobabs and unspoilt bush (Lane-Visser *et al.*, 2014:33). In addition, the Vhembe region is habitat to animals, people, live culture and historical sites, holding the legends and myths of forefathers and ancestors (VDM IDP review, 2020/21:132). The tourism destinations central in the Vhembe District include Breathing stone on Tswime Mountains; Marakela Data Creator Centre; Tshatshingo Potholes; Vhembe Biosphere Reserve, Nandoni dam; Lake Fundudzi, Big Tree; Komatiland forests and the Mapungubwe heritage site (VDM IDP review, 2019\20:297).

Zadel, Ivancic and Cevapovic (2014:174) posit that a destination involves a consideration of the needs of visitors and aligning them with the values of conservation and management in an area. A destination is also viewed as an area in which tourists desire to satisfy their expectations or the living space of the host community (Zadel *et al.*, 2014:174). According to Ayazlar and Ayazlar (2016:126), residents are crucial for their support for tourism within the given destination. The implication is that a destination needs to be known by the local people to ensure that they support tourism and its attractions to build a sustainable environment for tourism in the area (Litheko & Potgieter, 2016:3). Indeed, residents play an important function in the development of the tourist destination and they mostly like to connect with tourist for social; and economic development (Ayazlar & Ayazlar, 2016:127).

By its nature, tourism attracts investment, which yields services such as infrastructure and facilities that cater to both the residents and the visitors (Litheko & Potgieter, 2016:1). On this basis, tourism investment is perceived to succeed by taking cognisance of the attitudes of the host residents (Ayazlar & Ayazlar, 2016:128).

However, civil unrests have some challenges concerning the destination being chosen as a preference by tourists. For example: international travel will decline. Hotels and resorts have witnessed massive cancellations, some countries impose travel bans or restrictions to such places, including mandatory closures to tourist attractions, such as museums, beaches and natural parks (Mulder, 2020:19).

2.5.1.4. The tourists

Tobora (2014:8) states that tourists are the main actors in the system, in which tourism is perceived as a human experience. Nelson (2013:26) describes tourists as people who travel to and stay in a place outside their usual environment for less than a year for business, leisure or some other purposes. Domestic, inbound or outbound visitors are categorised as tourists when the trip encompasses an overnight stay (UNWTO, 2015:19). Similarly, Tegeler (2016:9) defines tourists as persons who visit an environment that is different from their home area temporarily by choice for recreation and self-fulfilment. In this way, the tourist serves as a critical component of the system as the consumer stands as the reason for tourism's products and services (Butler & Rogerson, 2016:269).

Tourists expend their finance and leisure time in many ways (Badulescu *et al.*, 2016:27). However, it is important to note that most of the money tourists spend is on accommodation, food, shopping, drinks, travel and excursions (Butler & Rogerson, 2016:269). According to George (2015:18) a few modes of transport used by tourists between the generating and destinations exist but these depend on availability, price, comfort, speed and frequency. In addition, tourists are attracted more favourably to destinations with honest, friendly, and hospitable residents (Brida *et al.*, 2014:38). Therefore, the process is that tourists select a destination, ponder the means of getting to the destination, make reservations through a wholesaler, travel agent, directly or over the internet with tourism operators (Badulescu *et al.*, 2016:27). Furthermore, the tourists prefer to pay for the additional expenses of extra features of the product making them more loyal to the business enterprise (Gnanapala, 2015:9).

2.5.1.5 The tourism industry

The tourism industry is becoming increasingly competitive the world over as a result of a plethora of macroeconomic reasons inclusive of economic downturns, the number of rooms offered, crises, visa regimes, political turmoil, the consolidation of big hotel groups, the broader target audience of educated and demanding clientele as well as technological developments (Temelkova & Bakalov, 2015:20). This industry is global and involves various government entities and businesses (Kervankiran, 2015: 587). This is an industry with a source of economic, social, and environmental consequences of substantial nature and needs scientific and objective understanding. Tourism is a complex industry encapsulating many stakeholders who exhibit contradicting interests and demanding a significant number of resources (Tahiri & Kovaci, 2017:345). The tourism industry is described as made up of all organisations, firms and facilities designed to serve the needs and wants of tourists that are more specific (George, 2015:18).

The UNWTO (2015:18) presents the tourism industry as pertaining those businesses which typically yield products which bear the characteristics to satisfy tourists. However, tourism covers a wide array of service sectors, including a wide range of business aspects (Andrianto & Sugiyama, 2016:139). The UNWTO (2015:18) identifies the list of such industries as follows:

- Transportation
- Food and beverage
- Attractions
- Tourism services
- Accommodation

The SET and ST theories are used in this study to recognise and understand the central importance of factors for ensuring that the effects of civil unrest on most tourist destinations are exposed. The tourist destinations are critical to the tourist industry and the sustainability of the destinations assist tourists to make repeat visits to selected areas (Manhas, Manrai & Manrai, 2016:26). The SET and ST provide an improved appreciation of the interaction and connectivity between tourists and the host residents and the nature of the linkage among the diverse components in the tourist

industry (Osifo & Omoregbe, 2011:56). The ST takes cognisance of the input-transformation-output components within the sector and the interactions which transpire both within and in the external environment (Amagoh, 2008:2).

The external factors that are most important in affecting the organisation's work environment are those that pertain to the demographic, socio-cultural, economic, political, technical and technological, natural, legal and the global (Muscalu, Lancu & Halmaghi, 2016:136). The SET and ST Theory constitute the two forms of approaches to organisational change are valuable in explaining how organisational behaviour functions in strides to cope with continuous change (Osifo & Omoregbe, 2011:56). To this end, the next section summarised the two theories discussed above

2.6 SUMMARY

The SET and the ST are the two most widely utilised theories to investigate the relationship between tourism generating and destination regions. The theories of SET and the ST fit well in the theoretical framework of this study. The analysis of SET in the interactions between active rivalries in the industry focuses on costs and benefits that accumulate to each rivalry in the development of the exchange (Su, Huang & Pearce, 2018:5). In this study, the SET and ST were used to understand the effects of civil unrest on tourism business in Vuwani area in the VDM. It is evidenced that the two theories provide a sound theoretical basis for enhancing the participation of the host residents in the tourism industry. The residents and tourists are perceived as the most critical contributors in the tourism activities in the quest to maximise the business product (Nkemngwu, 2015:2). The actions related to protests were recognised as most severe in the Vuwani area (Skelton & Nsibirwa, 2017:39). The residents are likely to be affected by the changes tourism brings along in their social, cultural and economic lives (Janusz *et al.*, 2017:138). This chapter also flagged the primacy of commitment, trust and power as significant concepts within the SET philosophy. The study contends that integrating the two theories may offer a constructive strategy for understanding the effects of protests on tourism business. The next chapter of the study presented the discussions on different views of scholars regarding the effects of protests on tourism business.

CHAPTER 3: LITERATURE REVIEW

3.1 INTRODUCTION

The previous chapter focused on the outline of the theories underpinning the study. The two theories used were the SET and the ST. The current chapter provides a comprehensive review of literature by examining tourism in general and given the effects of civil unrest on the tourism business. In addition, the chapter addresses concepts such as the nature of tourism as a service industry within the economy, the characteristics of tourism and the factors that influence tourism development. The importance of this stance helps to portray tourism industry in the economy as mirrored through macroeconomic principles. This has a significant influence on aspects of tourism including the development, prices, growth, employment and external balances. (Lubonja, 2015:6; Barkauskas, Barkauskiene & Jasinskans, 2015:168). To launch the discussion, the following section offers an overview of tourism as a service industry.

3.2 OVERVIEW OF TOURISM

Travel and tourism is one of the world's largest sectors, accounting for 10.3% of the GDP and 330 million jobs, or 1 in 10 people on the planet in 2019 (World Travel & Tourism Council [WTTC], 2021:1). In 2018, the industry helped generate 10.4% of world GDP and a similar share of employment, and has shown enormous resilience over the last decade (World Economic Forum [WEF], 2019:3). Kruger and Snyman (2017:46) state that the sum of the contribution in terms of travel and tourism to the South African GDP was accounted to be in the region of R375.5bn (9.4% of GDP) in 2015. It was forecast to increase by 3.0% in 2016 and then by 3.7% per annum to R555.1bn (10.6% of GDP) in 2026. It is worthy to note that tourism is a component of the global economy, and a means to further "inclusive" growth that raises opportunities for all nations (UNWTO, 2017:8). The tourism industry is notable for its chances for economic activities at the local sphere and youth and women.

Tourism is an important component of export diversification for emerging and advanced economies, with a strong capacity to reduce trade deficits and compensate for weaker export revenues from other goods and services (World Tourism Organisation [UNWTO], 2019:8). This is entirely because tourists require transport services, accommodation, goods and food from the local restaurants, boosting the local economy (Bunghez, 2016:2). Tourism industry offers employment opportunities to the residents (Aynalem, Birhanu & Tesefay, 2016:257; Zaei & Zaei, 2013:17). Tourism is an important activity in VDM, and the Vuwani area (Shangoni Gate Project Socio-Economic Impact Assessment Market Study (SGPSEIAMS), 2016:36). Thus, this is a popular destination for both foreign and domestic tourists (SGPSEIAMS, 2016:36).

In both developing and developed nations, tourism is supposed to function as a viable means to raise the economic activities of regions (Terrero, 2014:3). In addition, the growth of tourism is noted to promote the destination's image, allowing the region to attain other objectives such as the recruitment and retention of business (Illrshad, 2010:5). The tourism sector has been established as a critical economic activity that is experiencing a sustained increase in the life of modern society. Thus, tourism has proved to contribute to the structure of economic development and served as a central cog in the existence of many cities and other world spaces (Hoang, Quang, Phuong & Thu Ha, 2016: 87).

Marrocu and Paci (2012:3) advances that the tourism industry is rising as one of the most successful economic growth points at the micro level. In general, the flows in tourism might be regarded as the trading of services since they are like exporting goods, for regions that receive incoming tourists (Marrocu & Paci, 2012:3). As in the trading industry, the demand and supply area of the market needs consideration. More specifically, regarding tourism flows, the factors of demand are associated with the tourist origins while supply factors are related to the destination (Guduraš, 2014:615). As an example, resort properties encounter a high degree of seasonality, with the demand peak in the summer period and/or during holidays (George, 2015:127). In addition, the ability to understand the factors which drive the present and future demand concerning international tourism assists to make sure that the involvement of

government in tourism sector is aimed at providing the highest net benefits to the entire local community (Productivity Commission, 2015:55).

Essentially, tourism is considered one of the activities related to the economic well-being of nations. It is the central source for foreign currency and donates to the government to promote jobs and diversify economic activities (Ranabhat, 2015:427). However, tourism is perceived as a broad and complex industry involving a wide range of businesses, organisations and vast sectors of government and non-governmental agencies that work together to usher in a new tourism experience (Ranabhat, 2015:428). It is, therefore, the intention of this review to explore the complexities of the tourism industry. To effectively achieve this, the following section discusses the definition of tourism.

3.3 DEFINING TOURISM

Tourism is a generic term that covers the demand and supply that has been used in many forms the world over. The existence of tourism occurs because people are interested in the sites of attractions and tourist products found in places that are further away from their usual residences (Keyser, 2009:235). The concept of tourism has inconsistencies and scholars in the industry exhibit disagreements on the definition to be adopted. People become tourists with voluntary departure from their usual places of residence to visit a different environment (Camilleri, 2018:2). In this regard, tourism is viewed as a cultural, social and economic entity that involves humans' movement to places external to their normal environment for leisure, business or professional purposes (Poudel (2013:3; UNWTO, 2013:6; Tobora, 2014:4). In this way, tourism is related to the active relaxation of people away from their permanent residences (Roman, 2015:854).

According to Imbeah, Hodibert and Amankwa (2016:4) tourism is an art, science and business to attract, transport and accommodate visitors. The goal is to cater for their needs and desires gracefully. On the contrary, Bhola-Paul (2015:205) describes tourism as the temporary movement of people to destinations that are not their normal homes and workplaces. There are activities undertaken during the period of stay and facilities that are arranged to satisfy their needs. There are pivotal aspects which are

delineated from the official description of tourism and that are discussed in the following sections to understand the concepts of tourism. Within the concept of tourism, scholars identify those activities contained in the stay or the visit to the destination region. Some of the aspects of tourism include the tourists, the usual environment, space and time relationship, length of stay and remuneration. Tourism indeed flags the position of tourists, but this also covers a wide array of businesses which provide services and goods to the tourists. In addition to these, the political and government structure regarding the destination and the local community residents of the host area are also critical (Skripak, 2016:331). Moreover, the tourists are likely to be involved in various activities for relaxation and leisure at the tourist site. This participation in such activities springing from self-interests and hobbies of individuals incurs financial expenditure on the part of tourists (Woldu, 2018:3).

The UNWTO (2015:19) classifies a visitor, whether domestic, inbound or outbound, as a tourist when the trip entails an overnight stay. For a tourist to be outside the 'usual environment', the person must have travelled above 160 kilometres from the normal place of residence. This should be a one-way travel and the place should be visited more than once a week (Kabote, Mamimine & Muranda, 2017:3). Included in this site is the place of study and work. The profile of tourists visiting a specific destination can be indicated by the length of stay of individuals and the propensity of such people to spend financially while on holiday. The period of stay at a destination can be a day or overnight visit and covers the travel purposes related to the various forms of tourism (Kabote *et al.*, 2017:3).

Moreover, tourism is regarded as the sum of the relationships and interactions created in the context of the travel and stay done by a foreigner in a country of temporary residence and where the person does not practice any activity for livelihood (Tahiri & Kovaci, 2017:344). This is regarded as the space-time relationship. The implication is that travel and tourism provide income and employment in the receiving destinations. This definition is relevant for this study in that adopting this broader concept renders it possible to locate tourism within and between countries. This description of tourism allows for the encapsulation of all the aspects needed for tourist activities to be acknowledged. Because of the definitions of tourism given in this section, it is reasonable to regard tourism as an economic activity that can take place in a stable

and safe environment. Having defined tourism in this section, the next section of the study examines tourism as an industry.

3.4 TOURISM AS AN INDUSTRY

The UNWTO (2015:18) presents the tourism industry as a type of industry that exhibits characteristics of tourism products and is related to the term “tourism sector”. According to Keyser (2009:196), an industry refers to a group of enterprises that produce or manufacture similar products or offer the same service. Therefore, an industry can embrace commercial activities that produce services and goods in the areas of transportation, agriculture, hospitality, and several others. The list hereunder shows the list of such activities:

- Accommodation for visitors
- Railway passenger transport
- Water passenger transport
- Transport equipment rental
- Sports and recreational activities
- Food and beverage serving activities
- Cultural activities
- Retail trade of country-specific tourism characteristic goods
- Road passenger transport
- Air passenger transport
- Travel agencies and other reservation services activities
- Other country-specific tourism characteristic activities (World Bank, 2020:7; Anda, Ioana, Tiberiu, Elena & Eugenia, 2020:178).

Tourism has a huge contribution to the global GDP. This emanates from the fact that tourism is part of a group of labour-intensive industries and that level of intensity is propagated by the intangible nature of tourism (Enger, Sandvik & Iversen, 2015:13). Tourism contributes a significant ratio of investment to the creation of jobs. This means that as more jobs are generated through capital investment, many tourism activities become within the reach of smaller operators (Aynalem *et al*, 2016:257). The UNWTO (2014:17) argues that tourism offers working class individuals with experience and income, contributing to personal development and social inclusion in communities.

Despite being an industry growing very fast, Aly Ahmed (2015:34) observes that the tourism may be the main factor in bringing about political, social and cultural, economic and environmental change. In this regard, activities of tourism create direct contact between visitors and the local communities. This interaction between individuals with diverse beliefs, attitudes and cultural values brings about change (Zae & Zae, 2013:12). The visitors to a destination bring about cultural exchanges and social interactions. The relationships may be complex or simple, enduring or short-term, but in general, the impact the habits of people, social lives, values, beliefs and daily routines (Aly Ahmed, 2015:34). Before making a specific discussion regarding the complexity of the relationships, it is pivotal to focus on the unique nature of the tourism industry.

3.4.1 Nature of tourism

The tourism industry has a nature which is quite complex. This entails how the economic, political, cultural and social factors are related with each other (Tekin, 2015:266). Tourism as an industry is considered an immensely critical component in creating and promoting a sense of distinctiveness in raising awareness about a destination region or enhancing its reputation (Lubonja, 2015:6). This industry can create connections between groups of people residing in geographically distinct areas, these people might otherwise possess little contact or knowledge about each other (Gnanapala & Sandaruwani, 2016:73). There is also a potential to allow people to explore new environments that are dissimilar from their familiar locations (Nelson, 2013:9). Moreover, tourism offers a chance for social interaction, allowing people with little historical contact to come together (Tegeler, 2016:10).

Alam, Begum and Alam (2015:491) contend that tourism is a multi-sector industry comprising of a collection of activities, industries and services which deliver experience in travel as well as accommodation, retail shops, transportation, eating and drinking businesses, hospitality and other facilities which are provided for people or individuals who travel away from their homes. However, tourism is perceived as a composite concept related not only to the temporary movement of individuals to destinations which are removed from their usual places of residence, but is also the conduct and organisation of activities and facilities to meet their needs (Williams,

2009:5). It is interesting to note that the tourism sector is becoming an increasing source of employment and the development of other areas related to tourism such as agriculture, construction, the migration of people from rural to urban zones, part-time labour, especially for women (Keyser, 2009:306).

The relatively labour-intensive nature of the sector that makes investment in tourism able to generate a large and rapid increase in employment compared to investments in other activities of the economy (Marrocu & Paci, 2012:53). In the recent past, the tourism industry has often been accused of rendering cultures and people objects of the service to represent the world in a remarkable manner (Kithiia & Reilly, 2016:1). The demand for tourism services is influenced by several factors on the supply side such as the tourism policy, accommodation, transport infrastructure, and activities of tour operators. The socio-psychological factors of tourism include urbanisation, the amount of free time, and the demographic structure of the population as well as the dynamics thereof (Szromek, Januszewska & Romaniuk, 2012:11).

The demand for tourism services at a given destination may be impacted by dynamics such as instability which may occur at a community level. The volatility of the exchange rate at the destination region can also influence the demand for tourism. This change in the exchange rate tends to determine the currency's value in the country or region to be visited by tourists. The fluctuation in the currency rate will result either in the depreciation or appreciation of the currency used by the tourists (Moorthy, 2014:259; Kosnan, Ismail & Kaniappan, 2012:46). Inbound tourism, which is a service that is traded across borders, has emerged as one of the trading categories of the world, with exports of tourism accounting for about 30 per cent of the total exports of commercial services (Giap, Gopalan & Ye, 2016:3; Kosnan *et al.*, 2012:46). The flows of tourism are normally explained in terms of demand factors such as changes in the preferences of visitors and the growth of income in developed economies.

Ngoc and Trinh (2015:292) maintain that the nature of tourism has seen the industry providing employment to a lot of people and establishing strong relationships with various other industries. This creates multiplier effect. The maturing of tourism brings about the advancement of other sectors, which improves the socio-economic situation and raises people's standard of living. Tourism has been supported to reduce poverty

(Giampiccoli & Saayman, 2017:3). Like other businesses, tourism is sensitive to the civilian environment (Yap & Saha, 2013:587). The way people conduct themselves, about their behaviour is fundamental to the running of tourism. In this way, the study regarding the importance of tourism is incomplete without considering the infrastructural environment and the social development of the society. More importantly, tourism and its recreation activities never transpire in a vacuum but interact with plenty of other sectors (Mathivha, Tshipala & Nkuna, 2017:473). The migration of tourists concerning recreation activities could lead to pressure on the environment in many areas.

A country that experiences stable governance and a sound civil system inspires increased national and foreign investment in physical structures such as hotels and lodges, and in-service business like security and marketing campaigns (Yap & Saha, 2013:588). An investment in tourism encourages the country's economic growth and creates a positive image in the destination, which may present it as a comfortable and safe place for travel (Yap & Saha, 2013:588). In addition, Rodríguez-Pose and Cols (2017:63) posit that a company which invests or relocates to a foreign nation attracts physical capital, knowledge, jobs and some positive externalities such as the promotion of domestic investments and exports. This makes FDI more attractive for the host nation.

In this current study of Vuwani area, investors in tourism are likely to create a negative image of the destination as an uncomfortable and safe place to visit. Many people, including tourists, are concerned about the risk of being injured in the area due to the eruption of regular unrest (Amir, Ismail & See, 2015:124). For example, the insecurities associated with being a potential victim to cases of terrorism, crime and road accidents are rife in the area (Amir *et al.*, 2015:124). In this study, the researcher discussed the nature of tourism based on the perception of tourism as a complex industry to quantify. The study also focused on how tourism interacts with other industries was tackled including the spheres on accommodation, travel and transportation, attractions and accessibility to sites of interest.

3.4.1.1 Accommodation and hospitality

Tourist services and facilities relate to the components which include accommodation, restaurants and their quality, trips and travel, shopping of crafts and specialties, size-structure, foreign exchange and banking services, guides services, medical facilities and services, security services and protection, information services, and other services and facilities (Ling, Huat, Soon & Fern, 2012:45). According to Ramukumba and Ferreira (2016:2), the success of tourism destinations depends largely on the appropriate development of the accommodation sector. The coming of tourists improves the efficiency of resources at the host region. This results from the fact that tourists need services to stay comfortably at the chosen tourists' destinations (Jovanović & Ilić, 2016:289). It is, therefore, the accommodation which forms the basis from which tourists begin to pursue their preferred activities (Keyser, 2009:102)

Hotels form the first port of call for tourists, and as such, there must be a certain standard of expectation which has to be achieved (Alrousan & Abuamoud, 2013:79). Hospitality relates to the style and attitude with which the specific tasks are performed, for instance, friendly and warm smile by host residents is desired when welcoming tourists on arrival at the accommodation venue (George, 2014:24; Suanmali, 2014:2). Tourists are the major reasons for the existence of tourism. They provide the market for guest houses, hotels and lodges. Tourists have certain expectations when they travel to a destination such as a pleasant service in a restaurant or hotel, transport that runs well on time and clean accommodation (Keyser, 2009:164). It is, however, paramount to consider overnight accommodation as a primary or core service at the destination region (Suanmali, 2014:2). Besides, other service providers for tourists occur at bars, restaurants, shops, nightlife, ski lift operators, taxis, hotel accommodation and local community services (Breiling, 2016:10).

According to Ramukumba and Ferreira (2016:2), accommodation also plays a central function in the entire economic contribution of tourism as served at the local and national level. However, it is not easy to generalise about the proportion of tourists' expenditure assigned to accommodation as it greatly varies based on the market, type of accommodation and the nature of the product that is purchased (Poudel, 2013:14). In this vein, the development of accommodation is fundamental to the entire process

of planning for tourist destinations, which is beneficial; to both the residents and the tourists (Poudel, 2013:14; Ramukumba & Ferreira, 2016:5).

George (2014:24) contends that accommodation offers the necessary facility which renders it possible, comfortable and convenient to pursue the primary reason to travel for leisure. Accommodation takes on a central function that is basic to tourists (Gilaninia & Sharif, 2013:79). While it is reasonable to believe that tourism alone cannot achieve the country's development, the arrival of tourist can bring about changes in the facilities for accommodation, transportation and leisure that might facilitate the development of a country (Gilaninia & Sharif, 2013:79). Turtureau (2010:143) indicates that accommodation and other facilities help to complement tourism attractions which are discussed in the next subsection.

3.4.1.2 Attractions

Attraction in tourism describes a place that courts visitors' attention, such as cultural, natural and man-made attractions inclusive of performing arts and festivals (Buhalis & Amaranggana, 2014:557; Suanmali, 2014:2). Similarly, George (2014:502) maintains that attractions are elements in a product that determine the selection that a given visitor makes of a destination compared to other areas. Tourist attractions are aspects of sites which are of interest to tourists and act as a pull factor to a destination (Nelson, 2013:40). Such attractions might cover activities to be done, things to be seen and experiences to be explored (Nelson, 2013:40).

The cultural attractions could cover sites and areas of archaeological interest, monuments and historical buildings, for example, Great Zimbabwe ruins in Zimbabwe and South African war battlefields in Kwazulu-Natal (George, 2014:502). In Durban, there are a lot of attractions like the flora and fauna, beach resorts, national parks, mountains, events such as trade fairs, arts and music festivals, exhibitions (Suanmali, 2014:2; George, 2014:502). Zadel *et al.* (2014: 174) state that tourism destination places great consideration on the needs of visitors and aligning them with conservation and management values of the area. A destination can be seen to represent an area where tourists desire to fulfil their expectations, but it can also be a living space for the

host community (Zadel *et al.*, 2014:174). Turtureanu (2010:142) identifies the inventory of tourist attractions as follows:

- ❖ Traditions: Arts and Handicrafts, National Festivals, Folklore, Music, Customs and Native life.
- ❖ Scenic: Wildlife, National Parks, Mountain Resorts, Flora and Fauna and Beach Resorts.
- ❖ Cultural: Sites and Areas of Archaeological Interest, Historical Buildings and Monuments, Museums, Places of historical significance, Religious Institutions, Modern Culture, Political and Educational institutions.
- ❖ Entertainment: Amusement and Recreation Parks Zones, Participation and Viewing sports, Cinemas and Theatres, Ocean Arians, Night Life and Cuisine, and,
- ❖ Others: Climate, Health resorts or Spas, Unique characteristics not available elsewhere.

However, tourism attractions also tend to be widely geographical. The location and accessibility of a place are significant for successful tourism business. This focuses on whether the place is inland or coastal and the ease of visiting the site of interest. Meža and Šerić (2014:78) argue that tourists currently select destination regions based on the number of attractions offered. This implies that the destination and its brand are viewed through the number of tourist attractions available. Tourists have come to choose a site on the strength of they want and not what is on offer at the place (Meža & Šerić, 2014:78). The attractiveness of a tourist location is a concept that is too difficult and demanding to standardise but plays a crucial function in the industry's dynamism. It offers pivotal information about the catalogue of aspects that are attractive to tourists and expectations and perceptions surrounding a site (Gârbea, 2014:84).

3.4.1.3 Accessibility

According to Buhalis and Amaranggana (2014:557) accessibility refers to the whole system of transportation in the destination comprising of available routes, existing terminals and the adequacy of public transportation. The concept of accessibility

relates to the ease of achieving or obtaining the organisation's goals (Suanmali, 2014:2). The reality of the matter is that the destination must be accessible. This means that the transport system should be efficient to enable tourists to arrive at their desired destination on time and without stress (Suanmali, 2014:2). This mode of transport might be a coach, a car, a ship, a train or a motor car, allowing tourists to get to predetermined areas (Turtureanu, 2010:143). In addition, the areas of tourist attractions that are located close to the tourist-generation markets, must be connected by a network of efficient transport (Suanmali, 2014:2). According to Alén, Domínguez and Losada (2012:139) accessibility is perceived to be the central link between tourist sites and places of departure and people who are in temporary or permanent restrictions directly benefit in the process. Generally, every individual stands to benefit from improved accessibility within this service sector (Alén *et al.*, 2012:140).

Nelson (2013:8) posits that accessibility refers to relative ease with which a given location is reachable from another one. It is, however, possible for a destination to remain competitive despite being inaccessible (Keller & Bieger, 2011:189). This makes accessibility an issue of time, prize, security and safety (Keller & Bieger, 2011:189). According to Gârbea (2014:84), transportation network helps to facilitate access of people to cultural elements and their diverse components such as landscape, architecture and heritage. It is believed that accessibility is a critical component of every tourist attraction (Robinson, 2013:194). In this study, it is considered that tourists require supportive goods and services when staying at a destination and this is desired in the Vhembe region as a boost to the economy (Ardahaey, 2011:213). Such requisite services include water supply, retailing, transport facilities and sewage systems. These need to be always created, developed or imported depending on accessibility of the place (Ardahaey, 2011:213).

3.4.1.4 Amenities

Amenities concern extra services and activities available beyond the presence of guest rooms themselves (Skripak, 2016:336). These characterise the entire services which facilitate convenient stay such as leisure activities, accommodation and gastronomy (Buhalis & Amaranggana, 2014:557). Similarly, Suanmali (2014:2) notes that amenities are facilities provided to offer pleasure to tourists. Amenities comprise

cleanliness, accommodation and hospitality that tourists need in their areas of destination (Suanmali, 2014:2; Camilleri, 2018:25). It is also critical to note that amenities are an aspect of decision-making as visitors develop expectations and harbour diverse emotions regarding the area of interest (Pérez-Dacal, Pena-Boquete & Fernández, 2014:37). Amenities might include basics like parking and accessibility and higher end choices such as golf courses and elegant restaurants (Skripak, 2016:336).

According to Zae and Zae (2013:12), tourism industry is not only limited to activities in the hospitality, transportation, entertainment and accommodation spheres in the environment of visitor attractions, such as amusement parks, sports facilities, theme parks, museums and so on, but is also linked to many processes, functions and procedures which occur in the system of tourism. This presentation of an overview of the nature of tourism leads the researcher to a discussion of the characteristics of tourism and the distinguishing features of tourism from other industries that are pertinent in the context of this study.

3.5 CHARACTERITICS OF TOURISM

Beyer (2014:12) presents an important characteristic of tourism as constitutes within its service industry base, with a limited potential for the labour to become substituted by technology. This makes tourism to qualify as one of the most labour-intensive economic sectors. Tourism is a service industry comprising many intangible and tangible parts (Rana, 2018:93; Lazarević, 2017:150). Intangible aspects include the system of transport like water, air, rail, hospitality and road. Tangible services include insurance, security and banking (Rana, 2018:93). Intangible aspects consist of service-based nature of tourism. Sangeetha (2016:38) maintains that a service involves an activity or benefit which a person can deliver to another but does not translate to the ownership of anything substantive.

Services cannot be saved, stored, resold or returned once they have been utilised. A service offered to a customer gets completely consumed so that it cannot be given to someone else (Sangeetha, 2016:38). Intangible components involve rest and relaxation, escape, adventure, culture and various forms of experiences (Lazarević,

2017:150; United Nations Conference on Trade and Development, 2017:23). The industry has comparatively low entry barriers because many jobs in tourism require basic or low-level skills. This avails a realistic opportunity for finding employment in the sector, especially for people with low levels of education or training (Saglik, Gulluce, Kaya & Ozhan, 2014:102). In this study, the six main characteristics are outlined as follows:

3.5.1 Intangibility

An intangible entity denotes something which consumers cannot taste, hear, see, feel or smell before putting into practice decisions to purchase (Camilleri, 2018:17; George, 2014:27). Unlike a product, a service is intangible. This makes it difficult for it to be sampled or inspected in advance before it is purchased. In this case, a service is averse to touching but can just be an object of experience (Holloway, 2004:17). In this vein, a visit to an art museum, sleep at night in a hotel, flight on an airplane, an exciting time in a park and a view of mountains are all untouchable (Keyser, 2009:207). One of the main characteristics of services is intangibility (Marić, Marinković, Marić & Dimitrovski, 2016:14). The orientation of customers may also be perceived as one of the strategies to obtain critical information about their preferences. The ability to recognise the wishes and needs of customers assist in the quest to raise the quality and value of hotel services (Marić *et al.*, 2016:10).

Tourism products and services which can satisfy the market are complex and heterogeneous and mirror a combination of tangible and intangible elements (Dissart & Marcouiller, 2012:692). Visitors tend to depend on recommendations which are based on the word of mouth. Therefore, the civil unrest in Vuwani has effects on tourism business operations for social and economic development. The implications of intangible aspects of tourism implies that tourists cannot take their experiences home but can only experience objects of attraction in stable conditions (Mmutle & Shonhe, 2017:9).

3.5.2 Heterogeneity

Benea (2014:9) acknowledges that customers experience each service differently. This is because the products always vary about their stylistic dispositions and this courts different perceptions from the visitors. Heterogeneity suggests that two services cannot be the same (Kumar & Mishra, 2014:3629). The strength and quality vary from producer to producer, customer to customer and daily (Abbasi & Dahiya, 2016:346). In the context of this study, the characteristic of heterogeneity has implications for tourists and affects their experience. The quality of service is a significant issue because it is the outcome of a judgement that relates to customers' perceptions and expectations (Mmutle & Shonhe, 2017:4). Moreover, heterogeneity in the Vuwani area was impaired due to inconsistent service and weakly monitored customer service. The business operation involving hotels, motels and restaurants would be affected negatively as service providers might fail to maintain set standards for accommodation services.

3.5.3 Inseparability

The tourism business is inseparable from services such as hospitality, restaurant business, hotel, transport, trade and communications (Khasanov, 2015:313). George (2014:28) defines inseparability as an instance wherein the service provider and the customer are simultaneously involved in the service occurrence and the delivery of that service. This is exemplified by an air flight where both the transport operator and the customer must travel on a journey on an airplane at the same time (George, 2014:29). The inseparability implications are that the production and consumption of services are done simultaneously and/or even sold ahead of their production (Díaz-Pérez, Bethencourt-Cejas & Morillo-Moreno, 2013:123). The concept of inseparability also provides the services a character that demands a high level of participation on the part of the customer in the process of interaction with the service provider and other customers (Díaz-Pérez *et al.*, 2013:123). This involvement of the customer in producing and delivering a service implies that the service provider must take particular care on that which is being produced. Therefore, the production of services in tourism requires the inseparability of the producer and the consumer as a recipe for

enjoyment, and this desired participatory interaction is lost during civil protests in the Vuwani area.

3.5.4 Perishability

According to Benea (2014:9), once an opportunity to sell a service at a given time has elapsed, it means that reselling it at a later period may be impossible. It is usual in the travel and tourism industry for goods and services to be consumed at their point of production. The concept of perishability implies that services should not be stored, stoked, resold or returned (Saglik *et al.*, 2014:102). In addition, perishability is associated with the perception that tourism products are consumed at the same time in which they are created (Keyser, 2009:209). As related to this study, the concept implies that the refund is nullified once payment is made for a service. The idea of perishability also relates to differentiating the experience of a service, particularly in response to external shocks such as civil unrest. However, this has an effect of causing large numbers of tourists to drop or cancel their trips for planned visits to areas such as the Vuwani area Vhembe region. It has been noted that conflict areas like Vuwani have experienced decreased tourist business due to incidences of unrests (Rother, Pierre, Lombardo, Herrala, Toffano, Roos, Auclair & Manasseh, 2016:15).

The intensification and spread of violence such as throwing stones and blocking traffic for motorists have wreaked havoc on tourists' visits, and subsequently spoiling areas of interest to travellers (Rother *et al.*, 2016:15). This might inconvenience tourists intending to visit the areas, leading them to turn to other locations to purchase services and products. This may affect the economies of affected areas negatively. Worse still, the tourist products and services cannot be stored for sale later as a result of protest actions (Abbasi & Dahiya, 2016:348).

3.5.5 Investment and immobility

Benea (2014:9) posits a huge capital lockup in assets that relate to lodges, hotels, and other forms of accommodation. However, unrests and protests' have the potential to negatively affect physical and the human capital. The visiting tourists stay in the available accommodation, at times with families and residents and businesspeople

also invest in such assets (Breiling, 2016:8; Keyser, 2009:323). Similarly, Keyser (2009:323) indicates that tourists use transport to go to the shopping malls, beaches, museums and botanical gardens. In addition, the private sector and government invest in capital goods like airports, hotels and shopping buildings associated with tourism (Keyser, 2009:324). According to Tabassam, Hashmi and Rehman (2016:326), an unstable environment creates volatility and uncertainty, which hinders private investment and subsequent reduction in economic growth. Therefore, civil unrest depreciates the value of those assets. Immobility prohibits investors to open their business operation in environments that are unstable like in the Vuwani area. Essentially, investment is an important component of a faster and competitive tourist development infrastructure, services and products (Jovanović & Ilić, 2016:290).

3.5.6 Inflexibility

Travel products and services are inflexible about fluctuations. This implies that hotels and lodges are not prone to quick changes in their capacities in reaction to spontaneous fluctuations in tourist demands (Benea, 2014:9). The concept of capacity in tourism is quite inflexible. For example, the total number of beds in hotels, tables in restaurants and seats in aircraft tend to generally remain stable (Benea, 2014:12). However, in the current environment, the issue of inflexibility in the sector implies the existence of additional risks and uncertainty within the tourist experience, and the difficulty of storing tickets that are not sold and accommodation that is unoccupied as a result of unrest in the Vuwani area (Williams & Baláž, 2015:274). The tourism sector in comparison with product sector cannot keep inventory. The rooms that are not sold and seats which remain unreserved are an opportunity which becomes lost in the next business day (Benea, 2014:12). This study has provided the characteristics and features of tourism that are unique to the industry; it is now pertinent to focus on the impacts of the sector in the next section. This is important because understanding the impact of tourism on the destination region would open the way for contextualising the effects of civil unrest on tourism business in the Vhembe region.

.6 IMPACTS OF TOURISM

The impact of tourism may be categorised as negative in cases where they contribute to disruption in the components of the society, but these are taken as positive where they serve to upgrade critical attributes (Türker & Öztürk, 2013:47). The influence of tourism on the host residents has cultivated the emergency of highly controversial beliefs. However, the situation presents an opportunity for underdeveloped countries to adopt strategies that spur social development and economic growth (Türker & Öztürk, 2013:47). Globally, tourism has arisen as an important sector with substantial impacts on development. Such impacts can bring about gains regarding employment and income, foreign exchange earnings, the growth of the indigenous enterprises in the form of forward and backward linkages and the development of the related infrastructure (Mushtaq & Zaman, 2014:23).

Tourism can bring people together, cultivate friendships and allow the connection of various people from across the globe (Inkson, & Minnaert, 2018:190). The social, cultural and economic life of the people in the host community can be positively impacted through elements such as intercultural communication, quality of life improvement, pride in the community and resurgence of traditional practices (Chili, 2015:153) The destination region might be affected by several issues including shortage of water, influx of tourist causing crowding, pollution and a shrinking labour pool (Dodds & Ko, 2012:56).

Muresan, Harun, Arion and Oroian (2016:1) state that the value of tourism hinges upon the number of roles it plays in the community and related to social, economic, and cultural issues. This also considers the positive impact on the community in terms of employment, dynamism, wealth, income enhancement, international friendships, the movement of people and assets and infrastructure. Kruja (2012:204) shows that the growth of the tourism sector is a critical contributor to an increase in the country's economic activity. It provides opportunities for employment in small and large communities. It forms the dominant economic activity in a few communities (Kruja, 2012:204). Tourism is perceived to exhibit both positive and negative effects on the host region. These consequences fall into three groups, which are economic, socio-cultural and environmental impacts as outlined hereunder.

3.6.1 Economic impacts of tourism

The economic impact of tourism is the main reason for governments to attend to tourism in their national development plans. This makes tourism one of the leading forces in the quest for economic growth and development of most nations (Gilaninia & Sharifi, 2013:80). As the driver of national employment and economic development, tourism serves as the central source of government revenue (Laframboise, Mwase, Park & Zhou, 2014:4). The impact of tourism to the economy describes the changes in the contribution to the economy which results from activities and events which consists of 'shock' to the demand of tourism (Yusuff, 2016:144). Laframboise *et al.* (2014:4) contends that, in the recent past, the rate of growth in the arrivals of tourists decreased, resulting in the share of the region regarding the global market shrinking drastically. The economic category encapsulates tax revenue, increase in jobs, additional income, inflation, local government debt and tax burdens (Türker & Öztürk, 2013:47).

The businesses in extensively depend on each other and firms in other sectors of the economy, the government and people in the local community (Vijayanand, 2012:329; Ardahaey, 2011:207). The economic benefits and costs of tourism have a way of touching the lives of every member of the community (Eruotor, 2014:9). It is also believed that an analysis of the economic impact of tourism provides tangible estimates of economic interdependencies and a clearer understanding of the importance and function of tourism in the region's economy. This reflects the view that public organisations and business firms are becoming more interested in the economic impact of tourism at local, regional, state and national levels (Ardahaey, 2011:207).

3.6.1.1 Positive economic impacts

The positive impacts of tourism encompass economic outcomes such as foreign exchange earnings, multiplier effects and value creation, and non-economic exchange like the social, cultural and environmental benefits (Zuzan & Zuzan, 2015:36). The effects of tourism are also crucial in developing management and marketing decisions (Vijayanand, 2012:330). Therefore, communities should understand the relative value of tourism in their regions, including its contribution to enhancing economic activities

(Vijayanand, 2012:330). Furthermore, tourist activities involve economic costs incurred in the construction of tourism firms, the cost of government in developing infrastructure and the costs borne by individuals in the region of concern (Ardahaey, 2011:207).

3.6.1.1.1 Balance of payment

Tourism provides the best alternative in the improvement of financial currency reserves. It assists the nation to improve its position regarding the adverse balance of payment as tourism stands as the second largest export earner the world over (Shrivastava, 2015:628; Zaei & Zaei, 2013:17). Tourism has a positive effect on the balance of payment through the foreign currency injected into the economy (Thano, 2015:529). On a global scale, tourism has risen to be one of the crucial sectors in international trade, generating income that positively affects the balance of payment (Thano, 2015:529). The balance of payment reflects an improvement or deterioration in terms the insolvency status of a country (Cihangir, Erka & Harbalioglu, 2014:49). The nation that hosts tourists tends to benefit from the foreign exchange, which contributes to improving the balance of payment of a nation (Ling *et al.*, 2012:45).

3.6.1.1.2 Employment opportunities

Tourism generates opportunities for employment, tax revenues, and products and services such as events, tourism facilities, and cultural attractions that the host community may enjoy (Usher & Kerstetter, 2014:323; Carneiro & Eusébio, 2015:3). The development of the tourism sector raises the inflows of tourists and the number of business establishment and employment prospects (Ling *et al.*, 2012:45). The growth of tourism leads to new opportunities for investment, the development of infrastructure, increase in spending, the generation of new income, and increasing people's living standards (Ling *et al.*, 2012:45). The tourists and residents can also benefit from the establishment and maintenance of public utilities such as lighting, water, parking, sidewalks and so on (Kruja, 2012:207).

Keyser (2009:306) maintains that tourism racks substantial economic benefits for a country. Besides that, tourism decreases unemployment by creating new job

opportunities (Bakri, Jaafar & Mohamad, 2014:3). These jobs are created by way of new markets for tourism (Ling *et al.*, 2012:45). Lehloenya (2017:86) posits that tourism can absorb many workers in possession of various skill sets, ranging from unskilled workers to managers. The people are recruited in hotels, bars, transport, entertainment and restaurants (Breugel, 2013:9). Both employees and owners of the businesses directly gain from the tourist industry (Breugel, 2013:9). The value of tourism is emphasised through the role it plays about revenue and foreign exchange, the preservation of historical and cultural heritage, the promotion of national development and the creation of employment (Guruprasad & Panchanathan, 2016:111; Alrousan & Abuamoud, 2013:79). Tourism can enlarge the realm of products that are locally produced, such as the furniture manufactured in Shayandima. Moreover, Keyser (2009:320) advances that governments globally, view tourism as a significant creator of employment. In essence, tourism is labour-intensive, so that the creation of jobs becomes a visible feature of its positive impact (Keyser, 2009:320).

3.6.1.1.3 Economic development

Tourism is perceived to have an economic and developmental impact which is favourable at the regional level, introducing new monetary sources of income that are external into the local economy but simultaneously producing other forms of change and costs that are undesirable concerning some sources of livelihood (Rogerson, 2015:4). Through the development of tourism, residents can enjoy enhanced life through upgraded facilities, improved roadways and better quality of water owing to the efforts of the government to address the needs of tourists in the host community (Ling *et al.*, 2012:45). In the same breath, the amount of taxes the government collects contributes to increasing tourism activities in the country (Ling *et al.*, 2012:45). An increase in the number of visiting tourists tend to encourage the growth of infrastructure such as roads, transport, parking areas, water reticulation and electricity supply (Vehbi & Kasimoglu, 2012:101).

Zadel *et al.* (2014:177) posit that tourism needs to be developed to benefit the local communities by strengthening the local economy, employing the local workforce, achievement of ecological sustainability; using local materials, agricultural products, and traditional skills. Tourism is seen as a tool for developing the local community and

the provision of factors to improve the quality of life of the people. Tourism assists in delivering and developing investment and employment opportunities, tax revenues, accommodation services, restaurants, cultural and natural attractions, outdoor recreation activities, and festivals (Tichaawa & Mhlanga, 2015:2). The development of infrastructure for tourism may go with investment in the area to significantly benefit the host community (Keyser, 2009:306).

3.6.2.1 Negative economic impacts

The negative economic impacts of tourism might include an increase in prices or inflation, economic dependency, economic leakages, seasonality, and others discussed hereunder.

3.6.2.1.1 Increase in prices\ inflation

Gisore and Ogutu (2015:26) assert that tourism can fuel an increase in land prices in the tourist locations. Land is a valuable resource in the quest to accommodate tourists and an acceleration in the prices of the land provides opportunities for the generation of considerable revenue. The people who want to purchase land to develop tourist infrastructure such as accommodation, may find themselves paying more because of civil unrests. The need for land for economic activities that are more costly than small businesses and residential lands renders it expensive to obtain residential space. As such, the government can chip in to mitigate the negative impact of the scramble for land through zoning and building houses that are low cost (Gisore & Ogutu, 2015:26). Moreover, within the tourism activities, transport prices can affect the route, trip frequency, vehicle type, mode, scheduling, parking location, type of the selected service and destination (Litman, 2017:5). According to De Veau and Marshall (2008:4) an increase in the number of tourists in an area leads to a rise in the prices of local goods. Shops and restaurants may increase prices and housing and land may be expensive also (Breugel, 2013:9). This may lead to a drop in the purchasing power regarding the local community, unless incomes in the entire community have been lifted accordingly (Breugel, 2013:9).

3.6.2.1.2 Dependency

Civil unrest concurrent in each location has the potential to reduce demand rapidly, thereby diverting the flow of tourists to other destinations (Mochechela, 2010:39). The degree at which a nation might benefit from the tourism business rests on the competitive position of the sector about the international market (Shirazi & Matsom, 2013:96). Essentially, destinations experiencing unrest have tended to lose out on tourism business as potential visitors opt to travel to other destinations that are more stable (Ardahaey, 2011:211). The dependency on tourism is policy that is criticised, especially in less developed countries. This is because of the nature of tourism business which is unpredictable (Mochechela, 2010:39). The quality of employment in the tourism sector is dependent, to a large extent, on each specific country (UNWTO, 2013:3).

3.6.2.1.3 Leakages

Keller and Bieger (2011:207) observe that the term leakage describes the amount of money that is spent on the importation of goods and services and the FDI to satisfy the desires of tourists. Close to 80% of expenditures of tourists are channelled to airlines, hotels, links with international companies rather than local businesses (Saner *et al.*, 2015:244). Forever Resorts, is an example of a foreign brand and normally send managers to countries where they branch to stir them to excellence (Mochechela, 2010:39). It is however, noticed that most of the income in the tourist business leaks out of the country to pay for the importation of goods and services (Ardahaey, 2011:211). The money spent by South African nationals on overseas holidays, for example, is regarded as import money which is flowing out of the country to pay for services and goods in other countries such as Germany (George, 2015:376). It is important to realise that tourists employ various modes of transport within the site of interest and this money leaks out of the economy of the country. In this regard, the foreign ownership of the tourism businesses which is common in developing nations is prone to result in increased levels of leakage (Breugel, 2013:9).

A leakage takes place in tourism as money is siphoned out of the tourist destination. This occurs because most hotels are under the ownership of companies which operate

in outside countries and the profits are drained out of the local tourist area (Kumar, Hussain & Kannan, 2015:407). Globalisation has; however, fast tracked the development of the global chain of hotels. As such, many countries in the developing world like South Africa have a chain of hotels, some of which have an international ownership. The proliferation of civil unrests propagates the growth of leakages through an increase in the consumption of foreign brands by the host community. The propensity of tourists to require food, equipment and other materials which are not provided in the local market contributes to the effect of leakages in tourism. The total expenditure of tourists on clothing, souvenirs and gifts is estimated to stand between 15 and 20% (Bunghez, 2016:3).

3.6.2.1.4 Seasonality

According to Kruja (2012:207) the concept of seasonality needs to be generally considered as referring to the jobs which are provided by the tourism sector, and which are non-insured, low-paying and seasonal. Seasonal tourism might create high risks in the form of under or unemployment and in other instances the labour may have to be imported instead of being hired from the local community (Al-Maaytah, 2017:13). An increase in the demand for services and goods may raise prices and the cost of living, there by aiding the host community to improve the economy of the area (Kruja, 2012:207). It is a common characteristic of tourism that the demand for goods and services fluctuate during certain periods of the year (George, 2014:32). Restaurants tend to experience slow and busy periods based on their location, airlines encounter fluctuations in demand owing to different time of the day, week or whether it is a holiday or not (George, 2014:32).

3.6.3 SOCIO-CULTURAL IMPACTS OF TOURISM

The socio-cultural elements embrace the resurgence of ceremonies and traditional crafts, heightened intercultural understanding and communication, high crime rate and shifts in the cultural traditions (Türker & Öztürk, 2013:47). The socio-cultural effects which are associated with tourism can be conceived from two perspectives. These are indirect influences which operate in the realm of large cultural and economic changes which take place in a community and interpersonal relationships that are direct

(Sandeep & Vinod, 2014:41). Moreover, it is believed that the direct contact which exists between tourists coming from the developed countries and the host residents in developing countries, often results in social problems such as conflict and exploitation, which tend to leave behind a disoriented people, crippled institutions and a wrecked environment (Sandeep & Vinod, 2014:41).

Leisanyane, Malabeja and Cheyo (2013:19) describe the socio-cultural effects of tourism as referring to changes which occur in the host community through indirect and direct interactions between tourists and the processes of the tourist industry. Similarly, George (2015:354) state that socio-cultural impacts of tourism concern changes in the values of the social system, social relationships, modes of expression, lifestyles, the behaviour of individuals and the structures of the community. These effects arise as tourism introduces changes in the value systems and individual behaviour, which becomes a threat to the identity of the indigenous community (Leisanyane *et al.*, 2013:19). In addition, changes regularly take place in the structure of the community, family relations, the traditional lifestyle of the collective, morality and ceremonies (Andonovsk, 2014:17; Leisanyane *et al.*, 2013:19). Tourism can also bring about positive effects as it can be used as a force to support peace, cement pride in cultural traditions, and prevent rural-urban migration through the creation of local jobs (Siriwarden & Silva, 2017:19). In addition, changes frequently take place in the structure of the community (Andonovsk, 2014:17). Leisanyane *et al.* (2013:19) believe that tourism creates loss or changes in values and identity of the local community through:

- ✓ Commercialisation of the local culture: Tourism may commodify the local culture when local customs, religious traditions and festivals are transformed to comply with the expectations of tourists, creating what is termed “reconstructed ethnicity”.
- ✓ Standardisation to satisfy the desires of tourists: even though accommodation, landscape, food and drinks, and so on must meet the desires of tourists for the unfamiliar and the new. At the same time, these must not be very extraordinary to be able to be sold.
- ✓ Adjustments to the demands of tourists: Tourists need arts, crafts and souvenirs to experience the culture of the local community.

In most tourist destinations, craftsmen respond to this increase in demand and have instituted shifts in the design of products to ensure they can be sold to customers (Leisanyane *et al.*, 2013:20). Cultural and social impacts linked to tourism might also encompass shifts in the structure of the family and gender roles, causing loss of self-esteem and tension for individuals and the older generations; the distortion of local culture and languages, and the integrity and health of local cultural systems (Leisanyane *et al.*, 2013:20).

Monterrubio, Gullette, Mendoza-Ontiveros, Fernández and Luque (2012:36) contend that the social effects of tourism tend to be described in the form of changes in the quality of life of the local community in the tourist destinations. This depends on the kind of tourism which is practiced in each region. More broadly, the social impact of tourism is regarded as how the products and services of tourism bring about changes in individuals and the collective in terms of value systems, community structures, quality of life and lifestyle (Monterrubio *et al.*, 2012:36). Rabbanny, Afrin, Rahman, Islam and Hoque (2013:127) indicate that tourism has a huge social effect on the host society. It can work both as a source of international peace, harmony and understanding and a corrupter and destroyer of the culture of the indigenous people. Tourism works as a cause of ecological destruction and an assault of the people's dignity, authenticity, and privacy (Rabbany *et al.*, 2013:127).

According to Sandeep and Vinod (2014:42) the main impact of cross-cultural communication is the creation of an awareness involving the host community and the visitors. The residents come to a clearer understanding of the outside world without leaving their homes while travellers learn the different cultures of the communities they visit (Sandeep & Vinod, 2014:42). Tourism has the potential to change how people think, work and live (Aly Ahmed, 2015:33). In the context of this study, tourism is believed to have the capacity to change the social values of the concerned parties, inclusive of business owners, tourists, investors and the government. The achievement of the noble social goals of tourism assists in the development of a sense of a universal community. People learn to respect the lifestyles and opinions of others through sharing festivals, cultures and experiences (Aly Ahmed, 2015:33).

3.6.3.1 Positive social impacts

The social impacts of tourism concern the influences exerted on the values of the community, the behaviour patterns, the community structure and the entire lifestyle and quality of life (Gutberlet, 2016:48). Doxey's (1976) four-stage irritation index, presupposes that the host residents change their attitudes towards the tourism business based on the intensity of the development of tourism and the number of tourists that visit the area of attraction. The view of socio-cultural impact might be associated with the symbolic and realistic threats regarding competition for the community's limited resources, such as those that cause overcrowding (Gutberlet, 2016:48). Similarly, Rabbanny *et al.* (2013:127) indicate some social impacts of tourism, including positive attitudes between and among people. The involved parties learn about each other's' cultures and customs, develop friendships, pride, appreciation, respect and understanding. There is great tolerance for the cultures of different groups of people which boosts the self-esteem of both the host residents and tourists.

3.6.3.1.1 Infrastructure development

The infrastructure of tourism serves as the basis of the development of tourism development and the utilisation of the destination's resources (Jovanović & Ilić, 2016:289). Tourism helps in the establishment of infrastructure utilities and amenities. These are not only used by the tourists but tend to become valuable possessions for the local population also (Zae & Zae, 2013:17). According to Gisore and Ogutu (2015:7), efforts to attract tourists often see the private sector and governments investing in infrastructure improvements that positively affect rural communities and the national economy. These improvements may concern road access, transport, water supply, energy capacity, waste management, telecommunications and postal services (Jovanović & Ilić, 2016:289; Breugel, 2013:9; Gisore & Ogutu, 2015:7). Tourism also functions as a source of foreign exchange (Bhandari, 2014:464). In this regard, operators are encouraged to invest in businesses like motels, guesthouses, coffee shops, and so on (Bhandari, 2014:464). Moreover, tourism may foster the protection of cultural and natural resources, the transfer and training in technology and growth in management competencies (Figuerola & Rotarou, 2016: 247).

3.6.3.1.2 Revival of local traditions

Through the consumption of local products in the form of restaurants, accommodation, attraction sites, food markets and expenditures outside the traditional products of tourists, tourism fuel the demand for fisheries, agriculture, food processing and light manufacturing of products such as garments, handicrafts and the goods of the informal sector (Gisore & Ogutu, 2015:4). How tourists admire local traditions may raise the pride that the local community has of its traditions and cause the revival of aspects of culture that might have declined (Inkson & Minnaert, 2018:191). On this note, this study contends that some art forms or traditions can be kept alive through the practices of the older generations, for example, the artwork of Noria Mabasa in the Vuwani area.

The interest of tourists in various cultural foods is an impetus for local development in crafts and agro-food. This also contributes towards enhancing the food culture and heritage (Bessiere & Tibere, 2013:3420). The experience of consuming the local cuisine, which is part of tourism experience, is viewed as breaking from the standardised daily routine by plunging the tourists into unique culinary realms (Buczkowska-Gołabek, 2017:20). In the same breath, the drinking of marula traditional beer, eating mashonzha and taking home products from the tourist destination such as wines and farm products, reinforces the experience (Bessiere & Tibere, 2013:3424). Ideally, residents have reasons to feel proud of selling their culture and hospitality to tourists to leverage an appreciation of local cultural identities (Quyen & Khanjanusthiti, 2015:204). It is interesting to note that food serves as a form of cultural enhancer. As tourists experience new local cuisines, they simultaneously experience a fresh culture (Mak, Lumbers, Eves & Chang, 2012:13). Again, this is also a motivator of interpersonal relations as meals eaten while on holiday reflect a social function which embraces the building of social ties (Mak *et al.*, 2012:13).

Tourists tend to have great interest in unique local cultural elements including arts and crafts as well as the historic places at destinations, which ultimately lead to awareness and pride in local culture amongst the citizens (Jovanović, Đekić, & Ilić, 2015:235). In turn, this interest and enhanced pride in local culture results in overall regeneration and awareness about local culture and serves both the tourists and the locals alike (Jovanović *et al.*, 2015:235). Therefore, it is the purpose of this study to determine the

residents Therefore, it is the purpose of this study to determine the residents' perceptions on the effects of civil unrest on tourism business in the Vuwani area Vhembe region. The craft and artworks occupy a special part in tourist nations and regions (Irrshad, 2010:5). The tourism industry can boost arts and craft by acknowledging their importance and encouraging the purchasing of the tourism industry to boost arts and craft by acknowledging their importance and encouraging purchasing such products (Nagaraju & Chandrashekara, 2014:47). The flow of income from these activities is well documented and most communities currently use crafts and arts festivals as marketing strategies to inspire visitors to come to their locations (Nagaraju & Chandrashekara, 2014:47). The Ha-Mashamba pottery products, for example, attract tourists from diverse countries to come and buy those products for their own use.

3.6.3.1.3 Developing friendship and psychological satisfaction with interaction

Gnanapala (2015:8) posits that tourists travel to fulfil their dreams and receive psychological relief from motivators that arouse the need for travelling. However, Bessiere & Tibere (2013:3424) note that food souvenirs shared and tasted among friends might foster social differentiation and distinction. It does not matter much whether tourists do this acts an act of giving but the most important thing is that they take home memories and symbols regarding their journeys (Bessiere & Tibere, 2013:3424). It is pivotal to maintain a healthy level of tourist activity at the host destination. This will help preserve the residents' hospitable and friendly attitudes for the ultimate satisfaction of tourists (Marković & Klarić. 2015:101).

3.6.4.1 Negative social impacts of tourism

The social impact of tourism presents itself in the form of change or loss of values and identity of the local community. This is brought about many closely related influences such as commodification, loss of authenticity, standardisation, and adaptation to demands (Gnanapala & Sandaruwani, 2016:71). Other negative social effects include acculturation, staged authenticity crime and prostitution which are discussed as follows:

3.6.4.1.1 Acculturation

De Juan-Vigaray, Sarabia–Sánchez and Garau–Vadell (2013:115) maintain that acculturation is regarded as the state of cultural adaptation and adjustment and exerts an influence in the behaviours of individuals in their act as customers. Anantamongkolkul, Butcher and Wang (2014:547) present acculturation as the ability to adjust to different cultures. This stems from the proposition that the interaction of two cultures over time, results in them adopting the values and attitudes of each other (George, 2015:358).

3.6.4.1.2 Staged authenticity

According to Harwood and El-Manstrly (2012:6) staged authenticity is counter to the genuine desire of tourists to attain authentic experience. The notions of falseness and authenticity in ethnic art are treated along the continuum of complete authenticity and complete falseness (Tegeler, 2016:11). The term authenticity is an emergent property or an aspect of the invention of tradition such as the Mapungubwe National Park (MNP). Certainly, the new external public such as the tourists provide opportunities in the form of embedded authentic messages (Harwood & El-Manstrly, 2012:6). Authenticity is assessed based on the truthfulness and credibility of the sources of information which offer an understanding of the values on which a heritage is underpinned (Harwood & El-Manstrly, 2012:8). Authenticity constitutes the value of a product and services and it is what consumers desire in practical terms (Ivanovic & Saayman, 2015:27). In the context of studies on tourism, authenticity borders around two main arguments: that commoditisation of culture results in the loss of the authenticity of that culture, and that the commoditisation of culture does not always result in the lack of authenticity. This is because culture is always evolving and fluid (Nelson, 2014: 8).

Tourists are always trying to visit authentic spaces of historical, cultural and social importance (Nelson, 2014: 8). Cultural tourism concerns the movement of individuals to areas of cultural attraction away from their usual places of residence to obtain new understanding and experiences that satisfy their desires (Gnanapala & Sandaruwani, 2016:69). In the Vuwani area (Ha-Mangilasi), the Noria Mabasa cultural attraction

lures tourists for commodities. In most instances, culture is staged to satisfy visitors and create income for the host residents. Tourists pay visits to the Vuwani area to experience its inherent authenticity. Moreover, the norms of a culture exert an impact on the expectations of tourists and the perceptions pertaining to the quality of the received service (Garg, 2015:3). At the instance of developed tourism business, the culture becomes part of the object of sell at a destination region.

3.6.4.1.3 Prostitution

Literature has tended to concentrate of issues regarding social transformations that are linked to tourism. Prostitution forms a critical component of such issues. Prostitution as a phenomenon of a social nature courts special attention not because it has been considered a "social evil or disease", but owing to its economic, health, social and cultural relevance in modern societies (Monterrubio & Bello, 2010:13). According to Herrera and Aranda (2013:37), tourism might increase gender and social class differentiation. In practice, tourism can cause prostitution, drug abuse, sexually transmitted diseases, alcohol abuse, and a host of other behaviours that are disruptive to the community values (Herrera & Aranda, 2013:37). Tourism contribute to the ills of the community as exemplified by prostitution while on the other hand, it helps people to obtain a better life through economic benefits that accrue in the host community (Herrera & Aranda, 2013:37). Tourism might raise the incidence of prostitution in each destination, perhaps in locations where commercial sex has existed historically. In some places, tourism may have a subdued effect on the community life, neither for better nor worse (Monterrubio & Bello, 2010:13).

3.6.4.1.4 Crime

According to Baker and Stockton (2014:4) crime is broadly defined as behaviour where individuals obtain resources from other people through force, stealth or fraud. Such a nasty experience only works to tarnish the experience of a vacation. This is precisely the work of criminals. Most people are guided by their knowledge and perceptions about a specific destination in selecting a destination (Gautam, 2015:434). People would naturally prefer to visit a destination they consider safe, since travelling is a discretionary decision (Gautam, 2015:434).

Similarly, Santana-Gallego, Rosselló-Nadal and Fourie (2016:3) indicate that tourists travel to safe places to avoid the risks of injury, death, or even highly stressful situations. Crimes related to tourists include car hijackings, theft, assaults and armed robberies. While these mostly affect tourists directly, they may also lead to a rise in insecurity within the host region (Perry & Potgieter, 2013:107). Crime might cause a reduction in the activities of tourists (Santana-Gallego *et al.*, 2016:4).

Most tourists today believe that the issue of safety while on vacation is an important requisite in any tourist city or destination (Ukwayi, Ojong, Basse & Emeka, 2012:35). It has been noted that tourist destinations that develop unsafe reputations might be substituted by alternative regions viewed as safer for visitors (Baker, 2014:58). Acts of terrorism and crimes committed within the tourism industry affect the business by damaging the image of the destination and instilling fear in potential visitors (Baker, 2014:58). The huge total numbers of tourists possessing large sums of money to spend and having valuable materials like jewellery and cameras attract criminals who come to commit robberies and deal in drugs (Terrero, 2014:7). Tourism may also inspire the gambling and its negative effects on the social behaviour of residents (Terrero, 2014:7). Gambling serves as an indirect relationship between crime and tourism (George, 2015:358). Some destinations which promote casinos are regularly linked to anti-social behaviour and other activities of a criminal nature such as prostitution, begging and organised crime (George, 2015:358). These have a great effect on the potential of tourist visits.

3.6.3 Environmental impacts of tourism

Tourism cannot be separated from the environment. It should be ensured that human and natural environments are protected, resources are not over consumed and tourism is well integrated with other social and economic activities. There must be a commitment to involve the local people in tourism functions, to make sure they obtain real benefits, they play an active part in planning and implementation of projects and that their cultures are respected (Kruja, 2012:206). According to Skanavis and Sakellari (2011:238) the environment and tourism are envisaged to be interdependent and tourism is closely dependent on the level of quality of the environment. Moreover, some environment characteristics are frequently a source of attraction for tourists

(Skanavis & Sakellari, 2011:238). Jaswal (2014:4) contends that mass tourism harms tourism business. The same author advances that tourism might only be sustained when carefully managed to ensure the possible negative effects on the environment and the host community do not surpass the financial benefits (Jaswal, 2014:4).

Kilipiris and Zardava (2012:46) argue that alternative tourism is often used as a label to provide information to tourists on how to conserve energy, avoid littering and so on, without focusing on the impacts of tourism. As such, alternative tourism can be described as a form of small-scale industry which the local residents develop based on a concern for the host environment, particularly its carrying capacity (Kilipiris & Zardava, 2012:46). The impact of tourism on the environment seems to be less destructive than other industries' activities that exacerbate pollution (Mihajiovic & Colovic, 2014:111). Therefore, changes in the environment part of the serious long-term challenges of tourism. The negative changes might result in many destinations disappearing, particularly those which rely on the natural environment or whose activities are hinged on the natural resources (Mihajiovic & Colovic, 2014:111).

The environment's category embraces protecting wildlife and parks, water, crowding, air, destruction of wildlife, vandalism, littering and noise pollution (Türker & Öztürk, 2013:47). Kđper, Ozdemđr and Sađlam (2011:4009) argue that tourism is not merely a strong economic and social force, but an aspect of the physical environment. Tourism has the power to enhance the environment, offer funding for conservation, preserve history and culture, set sustainable limits for conservation and guard natural attractions (Kđper *et al.*, 2011:4009). Similarly, Ramdas and Mohamed (2014:1) opine that the impact of tourism activities towards the environment is seen to spread in diverse components. The components affected by the activities of tourism include natural sites, ecological resources, energy air, natural; resources and water consumption (Ramdas & Mohamed, 2014:1).

3.6.3.1 Positive environmental impacts

Tourism as an economic sector provided a crucial contribution to the economic growth in the labour market and the region and created direct and indirect occupation opportunities by supplying the necessary services and goods to tourists (Shrivastava,

2015:626). The idea is that tourism can be used as a tool for conservation and the funding of management (Van Houte, 2015:11). Tourism can also be used for the protection of the natural environment through maintaining or creating national parks and other protected parks (Shrivastava, 2015:626). Chili (2015:153) state that the positive environmental impacts of tourism consist of the following elements:

3.6.3.1.1 The preservation of historical buildings and monuments

Tourists might spend the holiday studying the local flora, fauna and cultural heritage of a destination, and establishing strategies to protect and preserve those aspects of interest (Lee, Honda, Ren & Lo, 2016:3). Tours, guides experience the entirety of what, and platforms for viewing assist tourists to experience the entirety of what an area offers without impacting the environment (Lee *et al.*, 2016:3). The money obtained from tourism may maintain and restore historical buildings (George, 2015:368). In addition, tourists tend to support the drive to preserve areas and lands protected through volunteering, donations and social and political activism (George, 2015:368).

3.6.3.1.2 Improved appearance of the areas

The development of tourism can institute a positive impact on the environment by improving awareness on the protection and conservation of the environment (UNCTAD, 2013:20). Therefore, tourism generates a need to conserve areas of great beauty that have economic, aesthetic and cultural values. It helps promote established National Parks and Wildlife Reserves, while also providing education to the people regarding the environment (Ling *et al.*, 2012:45). In addition, it also helps to preserve the heritage buildings and historical sites of the world (Ling *et al.*, 2012:45). While tourism might be the main instrument for economic development, it can destroy biodiversity and pristine environment when not properly managed. This can lead to misuse of natural resources such as forests, marine life and fresh water (Sharma, Anil & Raina, 2014:13740; Rabbany *et al.*, 2013:117).

3.6.3.1.3 environmental awareness

The tourism sector can improve appreciation of the environment by the public and to broaden awareness of the problems that can be experienced when people are brought closer to the natural environment (Rabbany *et al.*, 2013:126). This study aims to determine the level at which people are aware and understand tourism as a phenomenon. It is believed that the accommodation sector may play a pivotal part in increasing awareness about endangered flora and fauna, cultural and historical properties, such as old buildings (Poudel, 2013:24). Tourists and tourism businesses related to tourism take up an enormous quantity of services and goods. A move to towards using such resources in an environmentally sustainable way might yield huge positive impact on the preservation of the planet earth (Rabbany *et al.*, 2013:126).

3.6.4.2 Negative environmental impacts

The negative impact of tourism on the environment might include the degradation of the land and biodiversity, water pollution, air and noise, deforestation and problems of waste and sewage (Eugenio & Elena, 2016:6). The problems of the environment tend to occur when the use of resources by the visitors exceeds the ability of the environment to cope with such usage, within the acceptable boundaries of change (Keyser, 2009:353; Gnanapala & Sandaruwani, 2016:71; Mehta, 2013:3). The uncontrolled conventional tourism is a potential threat to most natural areas worldwide (Keyser, 2009:353; Gnanapala & Sandaruwani, 2016:71; Masa"deh, Nasseef, Sunna, Suliman & Albawab, 2017:28). It can exert a lot of pressure on an area resulting in effects such as increased pollution, soil erosion, loss of natural habitat, discharges into the sea, increased vulnerability of the forests to fires and heightened pressure on endangered species (Mehta, 2013:3; Masa"deh *et al.*, 2017:28; Keyser, 2009:353; Gnanapala & Sandaruwani, 2016:71).

Furthermore, this can increase strain on sources of water, and this can generally force local communities to compete to use critical resources (Gnanapala & Sandaruwani, 2016:71; Mehta, 2013:3; Keyser, 2009:353). According to Bhandari (2014:465), the impact of tourism may also result in the violation of human rights and the displacement of people from their traditional or initial homelands. Tourism can be an environment

and social destruction in cases where an area is exposed to a lot of pressure, leading to degradation and reduction in attractiveness (Bhandari, 2014:464). The following section focuses on the negative environmental impacts of tourism:

3.6.4.1.1 Pressure on natural resources

The development of tourism can cause pressure on natural resources. This can result from increased consumption of scarce resources which subsequently depletes those resources (Keyser, 2009:353). The pressure on the availability and pricing of resources is evidenced in food, energy and basic raw materials. The major natural resources at risk due to the development of tourism include fresh water, marine resources, and land (Yazdi, 2012:52). Potable water has proved to be a scarce natural resource in several parts of the world (Keyser, 2009:354). Hence, the tourism sector requires huge volumes of portable water for swimming pools, golf courses, and tourists' personal use in hotels (Keyser, 2009:354). Currently, tourists seek for unique travel experiences which enable them to feel connected with fresh air and nature through involvement in tourism activities that are environmentally friendly (Martin, Shilton, & Smith, 2019:296).

3.6.4.1.2 Pollution and waste generation

Pollution concerns any kind of change in the environment that harms the well-being or health of human beings. This also has negative effects on the productivity of natural resources or manages ecosystems. The focus is mainly on materials deemed useful to people and likely to affect them even in the future (Keyser, 2009:356). The tourism sector produces considerable pollution and waste besides consuming large amounts of natural and local resources (Van Houtte, 2015:26; Isaac, Conrad & Wuleka, 2012: 101; Eugenio & Elena, 2016:7; Yazdi, 2012: 52; Koopaei & Sayadi, 2013:1013; Usher & Kerstetter, 2014:323; Chili, 2015:153). An improper disposal of solid and liquid waste generated in the tourism sector has emerged as a specific problem in many developing nations and regions that fail to properly treat waste substances (Eugenio & Elena, 2016:7).

Pollution covers noise, air emissions, littering and solid waste, release of oil, sewage and chemicals and pollution of an aesthetic nature. This may involve the degradation

of the scenery of the landscape through the construction of roads and infrastructure (Van Houtte, 2015:26). The establishment of resorts and some tourist facilities may cause the degradation of the environment (Chili, 2015:153). The increased use of transport is perceived to cause noise and air pollution (Isaac *et al.*, 2012:101). The pollution done by irresponsible tourists harm the natural environment and this can visibly note through litter spread on beaches and forests (Breugel, 2013:10). It is interesting to note that the local population is better placed to know an environment at its best of appearance and what is considered good for it (Breugel, 2013:10).

3.6.4.1.3 Damage to ecosystem

The tourist activities that are intensive in natural areas might affect the fragile wildlife and vegetation and create irreparable damage to ecosystems, especially when the available infrastructure is not well adapted to deal with mass tourism (Yazdi, 2012:52; Usher & Kerstetter, 2014:323). Tourists may cause damages to shore of cities, the environment and areas of attraction with consequences which have immensely threatened the sustainable development of those areas (Ghobadi & Verdian, 2016:530). Currently, wetlands across the globe suffer from serious loss or degradation caused by wetland reclamation, wetland population, civilisation and changes in land use (Bai, Cui, Cao, Li & Zhang, 2013:1).

Wetlands are lands transitioning aquatic and terrestrial systems resulting from an oversupply of water throughout or part of the year to create clear wetland communities (Clarkson, Ausseil & Gerbeaux, 2013:193). The damage inflicted on wetlands creates a challenge that endangers the health of both the environment and human beings. To worsen the situation, the damage to the ecosystem gives a subdued priority on the political agenda of a nation. It is noted that any system which is disposable is harmful or causes problems to the society. The damage to the ecosystem destroys wetlands and, littoral habitants and variable level of water.

3.6.4.1.4 Environmental threats to tourism

In many fragile places visited by tourists such as small islands, mountain regions and coastal areas, the concern exists that the negative effects of tourism on the natural

environment might eventually damage the tourism sector itself (Bhandari, 2014:464). Tourism can be a very destructive element to the environment and the society, more so when the area is exposed to a lot of pressure to cause degradation and eroded attraction (Bhandari, 2014:464). It is therefore, noted that conventional tourism which is not well controlled breeds potential threats to a multitude of natural areas throughout the world (Rabbany *et al.*, 2013:118). After discussing the positive and negative impact of tourism, the following section focuses on the factors that affect tourism, particularly about the Vhembe region, which forms the central context of the study.

3.7 MACRO ENVIRONMENTAL FACTORS THAT AFFECT THE OPERATION OF TOURISM

The macro level or macro environment deals with forces and factors which affect the entire entities in the sectors of the economy (George, 2014:55; Barkauskas *et al.*, 2015:169; Samnani, 2014:37). The macro environment factors, and tourism are so linked that they are considered to form an interconnected process. In this regard, tourism becomes open to many changes of global scale which affect its development in the areas of politics, technology, demography and society. The combined effect of these referred to changes is evidenced in the transformed consumption patterns of tourists, who are normally informed about their destination locations prior or during their trips (Guduraš, 2014:614). The most significant macroeconomic effect of tourism as an export product may be obtained from the balance of payment (Lubonja, 2015:6). The regional perspective suggests that tourism services may have to be exported both to international and domestic tourists (Badulescu *et al.*, 2016:27).

In terms of the balance of payment of a province or region, the current account strengthens resulting from the local and foreign currency that is received from tourism activities. In this way, the region's economic position will be affected positively, or the country's exchange rate may be affirmed (Barkauskas *et al.*, 2015:169). Tourism has a huge potential to play an important function in meeting the cardinal objectives linked to economic growth, employment and sustainable social and economic development (Thano, 2015:529). Tourism constitutes an important sector which effects worldwide economic growth (Lubonja, 2015:6). It can promote development in the region, growth in the variously related sectors and enhances the economic profile and life in

destination regions (Badulescu *et al.*, 2016:27). The tourism regions would increase savings to raise investment levels (Emeka & Eyuche, 2014:78).

The economic investment which entails in a region as a result of tourism offers the potential for further production. This would facilitate employment opportunities and some kind of regional advancement (Emeka & Eyuche, 2014:78). The macro or general environment is made up of larger forces in society that affect the entire actors in the company's macro environment (Samnani, 2014:37). The macro environment is grouped according to the political and the legal, technological, social and cultural, demographic and global, and natural/ecological. These factors influence the demand for tourism and impact individual businesses such as hotels, tour operators, airlines, and attractions (George, 2014:55). It is easy for businesses to control internal environments but difficult to control the external environment (Emeka & Eyuche, 2014:78). An important part of the macro environment is the willingness in a country's political system to craft laws and regulations that facilitate the availability of technology (Dholakia, 2012:19). The inclination to use a specific technology like a mobile phone or e-reader depends on macroeconomic factors such as the level of development of the infrastructure (Dholakia, 2012:16).

3.7.1 Technological factors

The factors of technology involve how the government spends on research, effort put towards achievements in technology, innovations and development and the rate of technology transfer (Gregoric, 2014:552). The expansion in the number of innovations and technological alternatives in the functioning of businesses is likely to create a positive image for firms to increase revenue (Martin *et al.*, 2019:310). The changes in technology within the tourism sector touch different spheres such as medical advances and innovative space tourism (Geniç, 2014:103). In this regard, resorts and tourism have started providing technology-free packages covering massage and spas (George, 2014:571). Technology has resemblance to tourism, in that it is an ever changing and unstable business (Geniç, 2014:103). New consumers in the tourism industry have been encouraged by better communication, transport and safety practices and services.

Technology has managed to help the tourism sector fulfil the demands of customers in the modern society such as quicker, easier and cheaper service (Geniç, 2014:103). Online booking, which is an outcome of advances in technology, has been one of the main factors affecting tourism, recreation and leisure in the world today (Barkauskas *et al.*, 2015:171). The use of technology increases the country's competitiveness through the offering of timely and effective communication, the creation of possibilities to use new tourism products, the assurance of proper levels of quality and the modernisation of the servicing system (Barkauskas *et al.*, 2015:171). The internet functions as a vibrant mediator of information and ideas and works to help tourists to experience the holiday (Folgiери & Bait, 2014:409). The opportunity to access locations, even remote locations via diverse platforms, has created a new profile of consumers of tourism information. The virtual navigator can visit the virtual environments through standing halfway between the tourist and the traveller (Folgiери & Bait, 2014:409).

According to the United Nation Conference on Trade and Development (2013:11) the presence of information and communications technologies has assisted to render the tourist industry more competitive and productive while also making tourist services such as hotel room and flight reservations accessible to potential customers. In addition, the internet has transformed the conventional models of doing business, with people fast adapting to them (Kaur & Kaur, 2016:357). Technology has also improved how tourists travel through the offer of better transport, infrastructure and civil engineering services. These have speeded up or increased access to places previously reachable by cars and trains (UNCTAD, 2013:11). The computerisation of networks and electronic distribution of materials has created dramatic shifts within the tourism sector (Eraqi & Abd-alla, 2008:6). E-commerce concerns sharing business information, safeguarding business relations, and conducting deals through telecommunication networks (Kunjir & Gage, 2016:286).

Currently, e-commerce is regarded as a channel for distributing information for tour operators, hotels and travel agents. For example, chain hotels are wholly using the processes of e-commerce, from the promotion of their facilities, through booking these facilities to making e-payments (Eraqi & Abd-alla, 2008:8). Similarly, Koumparoulis (2013:33) posits that technological breakthroughs might establish fresh industries that

might threaten existing organisations whose services and products can be made redundant, and firms with the potential to experience this kind of effect need to remain alert. While new technology might offer useful input to service and manufacturing industries, purchasing this technology may require funding and the possible training of employees before its utilisation (Koumparoulis, 2013:33).

According to Cypher (2014:493) technological knowledge is specific to a given economy, hinging not merely on the machines, tools and other technological manifestations that are in place (capital stock), but also on the effectiveness of operators in terms of their skills and knowledge (stock of knowledge capital). However, technological advances continue to accelerate to influence economic sectors variously (Dholakia, 2012:17). In this modern day, the creation of content is not limited to specialised individuals, but consumers have taken up that role as well and employ the latest technology to post or share video and audio messages while at their destination regions (Dholakia, 2012:17).

Koumparoulis (2013:34) maintains that changes in technology have managed to transform how businesses function. The internet, for example, allows visitors to access information that is accurate and reliable, and make reservations at limited time, cost and inconvenience compared to a situation where conventional methods are used (Madasu, 2013:76). It enhances the quality of service and contributes to a level of satisfaction of tourists (Madasu, 2013:76). Moreover, the internet can offer excellent connectivity and the ability to communicate with customers effectively and efficiently at a reasonable cost (Mupfiga, 2015:72). Nwakanma, Ubani, Asiegbu and Nwokonkwo (2014:172) state that computers can be used in business operations to type documents, keep and retrieve information, analyse data, and send and receive information. The major change brought in by the internet and new technology is associated with the globalisation of the hotel industry (Infante-Moro, Martínez-López & Infante-Moro, 2015:129).

The People-First tourism system allows the tourists to use the web-enabled devices in browsing the marketplace to plan their trips and use GPS-enabled smartphones to identify services that are available when in their travel routes (Payton, Morais, & Heath, 2015:25). The travellers can send web-based and translatable messages to SMSs to

be received through the simplest cell phones. This makes participation in the People-First system accessible and affordable to any global entrepreneur (Payton *et al.*, 2015:25). In most cases, younger tourists tend to employ digital technology and social media platforms such as blogs, review portals and forums for tourism purposes (Juul, 2015:10). The internet has facilitated self-organised holidays independent travels through shifting the scales of power from tourism service providers to consumers (Juul, 2015:10).

3.7.2 Economic factors

Gilaninia and Sharifa (2013:79) point out that tourism is one of the most efficient and the largest economic activities that offer the highest value addition and directly and indirectly affect economic and cultural activities directly and indirectly. However, it is crucial to focus attention on the increasing nature of inflation, which can erode the real incomes of the population (Barkauskas *et al.*, 2015:169). Koopaei and Sayadi (2013:1013) state that tourism has a huge economic impact, including the creation of jobs, achievement of sustainable revenue, diversification of economic activities and increased employment, raising living standards, and improving facilities and infrastructure. Tourism can be the driving force of the economy through the creation of employment and improving the economy. The kind of employment in this industry does not require increased training and skills and this facilitates the employment of local people with low skills in-service occupations (Koopaei & Sayadi, 2013:1013).

According to Macmahon (2015:9) tourism can be considered as a double-edged sword, with both benefits and challenges. It can provide the local community with benefits such as creating jobs, an expanded tax base improved infrastructure and facilities, and an expanded market for local art and handicraft business (Shrivastava, 2015:626). Tourism can also cause burdens and problems for local communities, including traffic congestion, crowding, increased noise, crime, the cost of living, haphazard development, and the environment's degradation (Macmahon, 2015:9).

3.7.3 Socio-cultural factors

The United Nation Conference on Trade and Development (2013:14) acknowledges that tourism brings into contact people with diverse cultures, values, lifestyles and income levels. This exchange of social and economic realities is valuable but can also breed friction and threaten existing cultural values and norms (UNCTAD, 2013:14). According to Jovanović *et al.* (2015:234) tourism offers benefits to the host population through providing critical means and the motivation for people to take care and maintain their cultural heritage and practices. The socio-cultural factors active in the tourism business include income distribution, changes in lifestyle, social mobility, attitudes and behaviours towards leisure and work, educational level and consumerism (Gregoric, 2014:552). Similarly, Babatunde and Adebisi (2012:27) also hint that aspects of culture might include population growth rate, age distribution, health and wellness, safety and attitudes towards defined career profiles (Babatunde & Adebisi, 2012:27).

3.7.4 Environmental factors

Macmahon (2015:12) presents tourism as the total experience of travel. It can be conceived as a business which sells fantasies and feeds upon the hopes, dreams, expectations, beliefs and the imageries of people, which are further turned into consumer goods and experiences (Martins, 2015:2). Currently, much emphasis is attached to cultural heritage, local communities, quality of destination regions, safety, cleanliness, and orientation (Popichit, Anuwichanont, Chuanchom, Serirat & Mechinda, 2013:117).

3.7.5 Natural factor

According to Macmahon (2015:12) natural factors describe the physical environments such as mountains, coasts, inland spaces and those associated with protected areas as a part of tourism resources. Weather and climate are significant factors that influence the decision-making processes of tourists and the success of the tourist industry (Becken, 2010:2). For instance, the rainfall patterns will result in some areas becoming wetter than others, thus shaping tourists' travelling trends. It makes an

economic sense to protect scenic views and vistas, landscaping, planting of trees and creating parking lots, but the controlling of outdoor signs is arguably the most pervasive step which a community can take to make visible improvement on the environment (Macmahon, 2015:12).

Tourism has a considerable effect on the natural environment in which it is hosted concerning land use, the services and infrastructure which transforms the landscape, the use of available resources such as labour, capital and land; the need for services and goods and intercultural encounters that are unavoidable (Martini & Buffa, 2015:115). The whole development model is affected when an area decides to develop its tourist sector and has to choose how resources are assigned, business goals are set and the extent to which changes in social and business spheres are desired (Martini & Buffa, 2015:115).

The main attraction in most domestic and international tourists is the natural environment (George, 2014:66). Van Houtte (2015:29) indicates that tourism can help people appreciate the value of the natural environments owing to their attractiveness. This may lead to the implementation of conservation measures and astute management practices to retain the attractive value of the places. Infrastructure can be provided, and construction associated with the conservation of nature to mitigate the impacts of tourism (Van Houtte, 2015:29). The tourism industry can assist in the conservation of nature through funding areas linked to the management and conservation of targeted areas. This can be done through government funding or subsidies, entrance fees, taxes, permit and service fees (Bhola-Paul, 2015:207).

In this regard, Kper *et al*, (2011:4009) state that tourism can provide funds for conservation, improve the environment, preserve history and culture, set sustainable limits in terms of usage and protect natural areas of attraction. Nature tourism takes people closer to nature and the environment. This assists people to have an increased appreciation of the worth of nature and adopt behaviours and activities that make people conscious about preserving the environment (Bhola-Paul, 2015:207). Moreover, current tourists seek diverse travel experiences that enable them to feel connected with fresh air and nature through engaging in tourist activities that are friendly to the environment (Koolrojanapat, 2016:13).

3.7.6 Political and Civil unrest

Political and civil unrest factors reduce the provision of labour and capital, thereby discouraging investment because of an increase in the risk of loss of capital (Rahman & Rashid, 2018:94). According to Ivanov, Gavrilina, Webster and Ralko (2017:106), political and civil unrest negatively impact the environment where tourist companies operate and the general business practice because they render the destination region less secure. The localised political violence, wars and civil unrest have been perceived as major factors that threaten tourism. This affects tourism in the country of focus and the neighbouring nations and the entire region (Nassar, 2012:166). Persistent violent protests are frequently an outcome of poor service delivery at the local government level and are on an increase in the Vuwani area in the Vhembe region (Ferreira & Perks, 2016:271).

The endangering of safety and security through the implementation of expansionist policies provides an occasion for democracies to increase the vulnerability of peace (Saloomah & Watthanakhomprathip, 2013:99). Therefore, the Vuwani area is difficult to visit because the safety and security of tourists are put under threat. For example, the area in Northern Nigeria is negatively affected by the attacks of the Boko Haram sect, which was activated in July 2009, and labelled the region as an unsafe destination (Ngozi & Emmanuella, 2017:4). The factors of safety and security are some of the vital aspects considered in the provision of quality in tourism. The capacity to guarantee the safety of tourists always assists to enhance the images of tourist destinations (Ayob & Masron, 2014:3; Perry & Potgieter, 2013:103). Similarly, the fear of sporadic terrorist attacks is not a new phenomenon, but the increased it has attracted has links to the terrorist attack of 11 September 2001 in the USA (Baker, 2014:58; Zamani-Farahani & Musa, 2012:802).

The travelling tourists choose destinations which best match their desires, provide the most benefits and possess the least possible risks or costs (Seabra, Dolnicar, Abrantes & Kastenholz, 2013:502). Moreover, Baker (2014:58) posits that most scholars in the tourist sector believe that the safety of tourists while on vacation is a non-negotiable requirement at the destination region of city. Therefore, the minute trace of disaster, either man-made or natural, threatens the security and safety of

tourists and the perceptions they hold about the destination (Ngozi & Emmanuella, 2017:2). Tourists tend to avoid a country that experiences terrorist related incidents or a political upheaval as these significantly affect the tourism sector (Yap & Saha, 2013:588). In general, political instability negatively affects the investment climate which subsequently diminishes FDI inflows and slows economic growth (Nazeer & Masih, 2017:2) Most developing nations of the world are politically unstable and suffer from bad governance (Nazeer & Masih, 2017:2).

In South Africa, the Vuwani area in the Vhembe region has been classified as an area at high risk of civil unrest and volatile countries such as Mexico, Iran, Pakistan, and Tunisia (IRMSA Risk Report, 2015:39). A country that is unstable politically influences its economy. Investors are interested in finding a market where they are assured of making a profit, thereby making an unstable economy less appealing to tourists. This makes areas such as Vuwani, simply too risky to establish an investment. The existence of civil unrest in a country might result in a loss of potential income from tourism. This makes such tourists destinations less attractive to host tourists (Ferreira & Perks, 2016:271).

3.8 SUMMARY

Tourism is a lead industry in the service sector globally and the main provider of employment and generator of foreign exchange at the national sphere (Baker, 2013:15). In the same breath, tourism destinations need to be managed such that the resources are conserved, and the environment improved, not just for their own sake but to create value for the industry (UNCTAD, 2013:16). Tourism is viewed as having the ability to deliver socially desired effects in the destination region (Postma & Schmuecker, 2017:147). Tourism does not just offer business opportunities to the residents but has the power to improve the quality of life of the people (Sharma & Parkash, 2017:7680). In addition, tourism can support the local culture of people living in rural areas by restoring regional and local sites of historical significance (Sharma & Parkash, 2017:7680). Tourism improves the quality of life of the host residents because it creates new employment opportunities, which consequently contributes to economic development of an area (Meyer & Meyer, 2015:199). Certainly, the activities of tourists in the rural locations are beneficial in the diversification of alternative places

of recreation and the enhancement of the infrastructure (Nsukwini & Bob, 2016:3; Meyer & Meyer, 2015:200). Tourism is an interdisciplinary field which combines many factors which affect growth (Manhas, *et al.*, 2016:28). For tourism to succeed, every country should encourage maximum utilisation of existing tourist potentials to attract huge numbers of tourists (Jovanović & Ilić, 2016:288). Tourists tend to visit environmental locations of high-quality including areas of natural beauty within rural settings, but excluding industrial sites (Meyer & Meyer, 2015:201).

According to Sharma and Singh (2015:27), It is recommended that all business organisations act in ways that benefit society and maintain a balance between the ecosystems and the economy. The scarce resources of the local community need to be used efficiently for economic development with a better understanding of the socio-cultural factors which develop their businesses. The services and goods which are on demand are hinged on the shifts in the customs and habits of the community (Sharma & Singh, 2015:27). The link between transport and tourism is not limited to the route from the residential areas to the destination regions, but this relationship is more complex to concern transport issues within the preferred destination (Kovačić & Milošević, 2016:109). The whole travel experience of tourists would be ruined if the visitors are dissatisfied with the quality of the available transport (Kovačić & Milošević, 2016:109).

Tourism stands out as the main sector that is affected by civil unrest. Moreover, civil unrest might function as a source of other crimes because it depends heavily on attracting people to a destination (Tichaawa & Mhlanga, 2015:11). Taking cognisance of the fact that tourism contributes a huge margin in the balance of payment, it becomes a sensitive sector where tourists would like to spend their vacations in areas safe from civil unrests (Esmail, 2016:472). Tourism can provoke cultural, socio-economic, political and religious resentment and be used as a cost cutting instrument to deliver a message of political and ideological opposition (Baker, 2014:64). It is natural for tourists to be sensitive to issues of political instability in host regions as such events destroy the occurrence of a relaxed and warm holiday life (Mustaq & Zaman, 2014:35).

CHAPTER 4: RESEARCH METHODOLOGY

4.1 INTRODUCTION

The previous chapter focused on a comprehensive review of literature for the study. This current chapter provided an in-depth description of the research methodology, inclusive of the research approach used to achieve the overall aim of the study. In particular, the research design, sampling approach, procedures for data collection and research instruments are discussed regarding the effects of tourism-on-tourism business in Vuwani area in the Vhembe region.

4.2 RESEARCH METHODOLOGY

Researchers choose the research methodologies to address the unique needs of the research questions as informed by the nature of the research topic. It is noted that research is categorised into two types, that is, applied and basic research. Applied research concerns the kind of research which is designed to answer certain questions or to solve practical problems that are specific (Baimyrzaeva, 2018:6). Moreover, the researcher collaborates with different organisations in applied research to diagnose a problem in business (Bryman, Bell, Hirschsohn, Dos Santos, Du Toit, Masenge, Van Aardt, & Wagner, 2018:256). Basic research is experimental or theoretical work undertaken primarily to acquire new knowledge of the underlying foundations of phenomena and observable facts, without any particular application or use in view (Fijn, van der Staay, Goerlich-Jansson, & Arndt, 2020:216; OECD, 2015:45). The ultimate goal of the basic research is to acquire more complete knowledge about the problem and understand the subject of study, and its practical application takes more distant place (Chmielewski, Kuczamer-Kłopotowska, Boguszewicz-Kreft, & Ayci, 2021:554).

4.2.1 Research approach

This study adopted the quantitative research approach. Quantitative approach is described as a distinctive approach to research that involves collecting numerical data from a defined population sub-group to generalise the findings to the entire population

(Bryman & Bell, 2015:31; Maree, 2016:162; Muijs, 2011:1). This approach tests theories about reality, focuses on cause and effect and employs quantitative measures to collect data to answer research questions and test hypotheses (Maree, 2016:307).

4.2.2 Research design

Research design is a structure, plan, and strategy of investigation conceived to give answers to research questions or solve research problems (Kumar, 2014:122; Mouton, 2015:175). This plan is like a programme or the complete scheme for doing research. The design includes everything that the researcher expects to do from presenting the hypotheses and their operationalisation to the final analysis of data (Kumar, 2014:122). The purpose of the research design is to use possible measures to mitigate systematic bias, sources of error and confounding variables (Mouton, 2015:175). This study used a descriptive research design. Quantitative research involves gathering relatively small amounts of data from large numbers of respondents (Laws, Harpe, Jones & Marcus, 2013:209). Similarly, Maree (2016:174) posits that the design should include the degree of control the researcher would use to manage the research environment. The descriptive research design of the quantitative research allows the study's results to be generalisable to the entire population because it involves a large and randomly selected sample (Rahman, 2017:106).

4.3 POPULATION AND SAMPLING

Mouton (2015:135) describes a research population as a collection of events, individuals, or objects with similar characteristics that the researcher is interested in. Bertram and Christiansen (2014:59) observe that a population for a study relates to the total number of organisations, groups or people who can be of target. In the context of this study, the population refers to members of the broader tourism community in the Vuwani area in the Vhembe region. To obtain inputs from all areas of the said sector, surveys were administered with tourism business individuals from different spheres including residents, tour guides, tourism officials (LED), tourists and tour operators. This data source for the study is influenced by the fact that civil unrest in the Vuwani area is master minded by the community residents but has a broader effect on many different stakeholder groups.

4.3.1 Sampling method

According to Lochmiller and Lester (2017:140), a sample relates to individuals from the population interviewed, surveyed, observed or engaged in a study. A sample is particularly a sub-set or sub-group of the population which will be studied in detail (Lochmiller & Lester, 2017:140). Bertram and Christiansen (2014:59) maintain that sampling concerns making decisions about settings, behaviours, people or events. Therefore, sampling is the process of selecting few samples from the entire population group with a desire to estimate or predict the prevalence of a situation, outcome or a piece of information regarding the large group (Kumar, 2014:229). This current study used the stratified sampling technique, allowing the researcher to select members of the desired strata within the Vhembe region to complete the questionnaires. The study was conducted in Vhembe as a whole, but the specific case study used was Vuwani, given the time and financial constraints that limited every place under the Vhembe District. In addition, the frequency of unrest in Vuwani was an ideal platform for this study's objectives to be explored. Sampling method was important in this study because two theories were used: SET and ST. SET was used because people tend to support something they should benefit from, such as resources provided to tourism developers, tour operators, and tourists. ST was used because tourism experience relies on many other things from the destination area to the originator region right to the destinations. Vhembe region is a place of interest because it has a lots of potentials to grow the tourism sector, however, given a recent frequency of unrests in Vuwani that place of chosen case study for Vhembe. Stratified random sampling allows researchers to obtain a sample population that best represents the entire population being studied. The stratified sampling technique is premised on the assumption that a set of common variables is used to understand and compare various strata of the population as defined homogenous groupings. It is used where the subgroups of the population might have different experiences or opinions of the world (Bertram & Christiansen, 2014:69).

The stratified random sampling method was employed to select study participants within the tourism business community in the area under study. This method involves dividing the population into different strata or subgroups and random selection of participants is then affected based on each group (Fink, 2013:85). In implementing the

stratified random sampling method, researchers adopt simple random sampling strategies within each stratum or group. Appropriate numbers must be selected from each stratum to ensure that the overall sample reflects the characteristics of each group in proportions that are well-known. Members within the context under study were selected to function as the sample from which to solicit information. For example, geographical stratification was used. While the study was situated on the greater VDM, the focus was the Vuwani area under Makhado Local Municipality. VDM is divided into four (4) different municipalities: Thulamela local municipality, Malamulele Local Municipality, Musina local municipality and Makhado Local Municipality. Therefore, the study used municipalities within the Vhembe District Municipalities as a sample, of which Vuwani area was under Makhado Local Municipality as the area of study. Therefore, the population was stratified into different categories of participants such as residents, tourism officials (LED), tour guides, tour operators, and tourists within the Vhembe region for survey.

4.4 DATA COLLECTION TOOLS

Based on the overall aim of the study, this research uses the primary methods for data collection. Quantitative research was chosen as it was convenient for the research study. Questionnaires was administered face-to-face with a team of fieldworkers to distribute the questionnaires to the selected participants in the Vhembe region. Therefore, the data collection method constituted sampling residents, tourism officials (LED), tour guides, tour operators, and tourists within the Vhembe region for survey for reviewing primary and secondary data for distributing questionnaires. These are briefly discussed in the following subsections.

4.4.1 Primary data sources

Primary data describes the information collected entirely by the researcher for the planned research project (Pellissier, 2007:32). The primary data for this research was gathered using questionnaires distributed face-to-face with the sample of respondents. Kumar (2014:171) argues that primary sources of data relate to the information collected using the first-hand approach. Precisely, primary data relates to the first-hand data collected to answer specific research questions (Canals, 2017:390;

Kumar, 2014:172). This data can be collected through surveys, experiments, observations, personal interviews and questionnaires (Canals, 2017:390). The relevant tool for collecting the required data in this case is self-completion questionnaires by residents, tourism officials (LED), tour guides, tour operators and tourists. Bryman *et al.* (2018:192) acknowledges that self-completion questionnaires must contain few open-ended questions and more closed-ended items to avoid the respondents experiencing fatigue. Typically, surveys involve the collection of data from large samples of the population. Therefore, they are ideal for the collection of data which is representative of populations which are too large to handle using other methods (Monette, Sullivan, Dejong & Hilton, 2014:161). In this study, the researcher availed an extended period for the respondents to expend time and valuable input.

Ideally, the questionnaire should have an attractive presentation which is devoid of clustered questions. This tool is specifically used in business research. The questionnaires must be designed so that many people can respond to them without assistance (Monette *et al.*, 2014:166). The questionnaire is also cheaper, conveniently quicker to use and can be simultaneously distributed to a large sample size at the same time (Bryman *et al.*, 2018:192). The questionnaires used consisted of five sections (refer to Annexure A) as follows:

- ❖ Section A: The general understanding of tourism
- ❖ Section B: The level of involvement in tourism
- ❖ Section C: The perceptions of tourism in Vhembe region
- ❖ Section D: Perceived effects of civil unrest on tourism
- ❖ Section E: Respondents` demographic profile

An official cover letter accompanied the questionnaires, requesting permission from management to collect data from willing respondents. The letter also contained details of the researcher, the team of supervisors and the research office at the university for approvals.

4.5 DATA ANALYSIS

Data was analysed in this study using IBM SPSSv25 software. The SPSS allows the researcher to analyse large volumes of data and produce graphs and quality tables

(Laws *et al.*, 2013:280). The IBM SPSS software enables statistical tests to be conducted to generate pie charts, tables, bars, and cross tabulation. The IBM SPSS is appropriate because it functions as a basic analytic programme for quantitative data (Mackey & Gass, 2016:337). This statistical software was preferred to other statistical packages such as STATA, MINITAB, and R-Programming because of its simplicity (Azman, Ong & Puteh, 2017:18). This statistical package allows for a perfect frequency analysis because of its simplicity (Azman, Ong & Puteh, 2017:18). The following section explains the type of analysis, which was conducted to answer the research questions:

4.5.1 Descriptive statistics

Lochmiller and Lester (2017:39) present descriptive statistics as a tool to present relationships predict outcomes and make associations regarding variables in the data sets. In addition, is allows for a concise understanding of data sets of any size using simple graphs and a few figures that function to summarise the contents of a variable(s) (Knapp, 2018:46). In this case, data was used to represent the demographic and socio-economic characteristics of the sample.

4.5.2 Inferential statistics

Sutanapongand and Louangrath (2015:31) describe inferential statistics as employing the statistics of the sample to make an inference (estimation) of the population. In this type of statistics, the data are analysed from the sample to make inferences in the larger body of the population (Ali & Bhaskar, 2016:665). For instance, to determine the effects of demographical characteristics, gender, age, historical background, employment status, highest education attained, and monthly income were used. An evaluation of how independent variables predicts or influences dependent variables was examined using regression. Additional cluster analysis was performed as a follow up test.

4.6 VALIDITY AND RELIABILITY

Validity and reliability are important concepts in this study, as they are used for enhancing the accuracy of the assessment and evaluation of a research work. Quantitative researchers generally use the term validity to refer to measurement reliability, defined as the precision or the consistency of a measurement instrument when repeated (Hedge, Powell & Sumner, 2018:1167). On the other hand, Thomas (2013:138); Lochmiller and Lester (2017:206) argued that reliability relates to how a research instrument like a test would produce the same results when applied on different occasions. A reliable method of collecting data is relatively free from an error of measurement (Fink, 2013:104). Bertram and Christiansen (2014:97) argue that validity describes the extent to which the results of a study can be trusted. Kumar (2014:213); Babbie (2013:191) states that validity denotes the degree to which a scientific measure fully exposes the true meaning of the concept of concern. It involves whether the measurement of a concept adequately captures what it is supposed to capture (Monette *et al.*, 2014:113; Bryman & Bell, 2015:38). Validity can be realised in the questionnaire design (Maree, 2016:239). However, a reliable method of collecting data is relatively free from the error of measurement and these measures could be tests, surveys and other like examples (Fink, 2013:104). Babbie (2013:188) observes that reliability has to do with whether a given technique can be applied repeatedly to achieve the same results on a similar object. In order for the researcher to get valid and reliable information, the pilot tested questionnaires were distributed to different stakeholders in the Vhembe region to acquire a valid and reliable information based on their understanding on the tourism industry. It is important to consider validity and reliability of data collection when conducting a research. Kumar (2014:215); Maree (2016:240) identified three forms of validity which can be used in quantitative research:

- Face and content validity: content validity is judged based on the degree to which questions or statements represent concerns they are intended to measure.
- Concurrent and predictive validity: It focuses on a judgement regarding how well the result of an instrument compares with a concurrent measure of the same concept.

- Construct validity: is the show of the quality of a research tool to measure what is supposed to be measured.

The researcher selects a specific test based on the number of variables that need to be analysed and whether the data comprises measurement or categorical data (Bertram & Christiansen, 2014:169). According to Clark, *et al.* (1998:19) the test of a theory should allow for the comparison of the theory's predictions with the measurements of the components of the real world regarding the theory. The following was done to make sure that the results of a study are both reliable and valid.

- ❖ The problems and errors in the questionnaires were recognised and corrected through pilot testing of the instrument before data gathering.
- ❖ The supervisors and the language editor verified the accuracy of the questionnaires before the collection of data.
- ❖ Fieldworkers received training before proceeding to administer the questionnaires.
- ❖ The survey instrument was constructed with the expert guidance of supervisors.

The test\ retest reliability points to increased periodic correlation of scores (Fink, 2013:105). It is a method that is commonly used dealing with applying a measure to a sample of the population and repeating the measure later on with the same people to establish the reliability of the research instrument (Kumar, 2014:217; Monette *et al.*, 2014:118). The test\retests procedure has an advantage of permitting the instrument to compare with itself to avoid challenges which could emerge through the employ of another instrument (Kumar, 2014:217). Thus in this study, reliability was done importantly to contributes to the validity of a questionnaire. The researcher use questionnaire as a source of reliable tool for assessment. If research has high validity, it produces results that correspond to real properties, characteristics, and variations in the physical world. If the same result can be consistently achieved using the same methods under the same circumstances, the measurement is considered valid and reliable.

4.7 PILOT STUDY

According to Mackey and Gass (2016:52), a pilot study relates to the trial of a proposed procedure, methods, and materials conducted on a small-scale. At times, this involves analytical choices and coding sheets. Veal (2017:364) advises that a single or more pilot tests may need to be administered before carrying out the main exercise of collecting data. The purpose of a pilot test is to check the fitness of the instrument for purpose, to revise and then finalise the methods and materials for real research (Mackey & Gass, 2016:52). The pilot test is intended to discover emerging problems and to remedy them before conducting the main study (Mackey & Gass, 2016:52). It is crucial to assess the usefulness and feasibility of gathering data and implementing needed revisions before the instrument is implemented with the research sample (Mackey & Gass, 2016:52).

To ensure the validity and reliability of the research is achieved, 20 questionnaires were distributed to individuals selected for the study, including residents, tour guides, tourism officials (LED), tour operators, and tourists. These individuals were selected because they had a rich understanding of tourism in terms of benefits and challenges. The respondents were given 10 to 15 minutes each to complete the questionnaire. The pilot test was used to verify all the aspects of the survey instrument and not merely the wording of the research method (Veal, 2017:364). A pilot test can function to revisit field work arrangements, retest and train field workers, and estimate the required interview duration (Veal, 2017:364). In addition, the survey instrument can collect data from a large group of individuals at an instance to describe the nature of conditions that are in existence (Bertram & Christiansen, 2014:49).

4.8 ETHICAL CONSIDERATION

To address the ethical implications of this study, the respondents were informed of the need to consent to their voluntary participation in the research. They were told if they feel uncomfortable to withdraw their participation at any stage of the study as and when they so desire. In addition, they were assured of the privacy and the anonymity of their contribution to the research. The researcher sought and obtained ethical

clearance from the University of Venda Research Ethics Committee, reference number: SMS/19/BMA/03/0608 (Refer to Annexure B).

The issue of the clearance letter signified that the chosen research method for the collection of data did not violate the ethical aspects of the study, and therefore in compliance with the provisions and guidelines of the University of Venda. Two letters supporting the clearance certificate informed managers of the tourism attractions of the intention of the researcher to conduct the study. The second letter comprised the cover page of the questionnaire which exposed the strategy for data collection. The letters ensured that only willing managers would motivate willing guests to participate in the research and that participation is completely voluntary. The covering letter officially sought permission from the sample unit to allow the researcher to collect data under the University of Venda rules.

4.9 SUMMARY

This chapter presented and explained the research approach and design followed to collect the primary data for this study. It also described the population and sampling method, questionnaire construction, data collection procedure, pilot study and fieldwork challenges. The chapter showed that a valid response rate was achieved and led to the effective data analysis step. A few sampling techniques were used to select a representative sample. The stratified random sampling technique was employed to collect data for analysis. The SPSS was used to facilitate data analysis and interpretation. In the next chapter, chapter five, the data obtained from the questionnaires, was presented and interpreted.

CHAPTER 5: DATA ANALYSIS

5.1 INTRODUCTION

This chapter seeks to present data analysis and interpretation of results. The data was captured and cleaned in Microsoft Excel then exported to IBM SPSS version 25 for analysis. Results were interpreted in line with the study's main goal, which was to understand the effects of civil unrest on tourism and business operations in the Vhembe region, Limpopo province. It is crucial to reveal that the results obtained and presented here are statistical evidence but not a proof of the effects of civil unrest on tourism business.

Table 5.1 shows the response rate of usable questionnaires for data analysis. A response rate of 95% was achieved, totalling 250 usable questionnaires from 263 questionnaires distributed.

Table 5. 1. Response rate

Number of questionnaires distributed	Number of questionnaires received	Total response rate
263	250	95%

The discussion, analysis and interpretation of the findings are divided into sections to present coherent arguments linked to the different objectives of the study. The descriptive statistics of the demographic characteristics of the participants was initially presented to secure the rhythm and the credibility of the participants. This was followed by descriptive statistics of the respondent's opinions indicating the extent to which they agreed or disagreed on the perceived effects of civil unrest on tourism and business operations. To gain insight into relationships among variables to identify the most important factors and underlying aspects of tourism inferential statistics in terms of factor analysis and regression models were performed.

5.2 DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENT

This section of the chapter provides the socio-demographic information about the participants. These characteristics include variables such as gender, age, ethnicity, highest education level attained by participants, employment status and the areas where participants normally resided. Results were tabulated to provide both actual numbers and proportions in terms of percentages. Table 5.2 provides a summarised depiction of these variables, and the subsequent analysis discussed these characteristics in-depth.

Table 5. 2. Demographic characteristics

Variable		Frequency	Percent
Gender	Male	132	52.8
	Female	118	47.2
Age	18 – 20	7	2.8
	21 – 30	70	28
	31 – 40	63	25.2
	41 – 50	66	26.4
	51 – 60	32	12.8
	61 – 70	8	3.2
	70 >	4	1.6
Historical background category	African	241	96.4
	Indian	1	0.4
	White	8	3.2
Highest Educational level attained?	No formal education	2	0.8
	Primary completed	5	2
	Secondary completed	36	14.4
	Certificate/Diploma	86	34.4
	Undergraduate degree	48	19.2
	Postgraduate degree	68	27.2
	Other	5	2
Employment status	Full-time employed	129	51.6
	Part-time employed	41	16.4
	Unemployed	23	9.2
	Housewife	3	1.2
	Student	18	7.2
	Self-employed	19	7.6
	Other	17	6.8
Monthly income	None	18	7.2
	< 1000	10	4
	1 001 - 5 000	54	21.6
	5 001 - 10 000	56	22.4
	10 001 - 15 000	15	6
	15 001 - 20 000	51	20.4

	20 001 >	46	18.4
Municipalities	Thulamela	64	25.6
	Makhado	129	51.6
	Malamulele	35	14
	Musina	22	8.8

As shown in Table 5.2, most of the respondents were males, accounting for 53% of the sample while females accounted for 47%. The difference may be because more males were willing to participate in the study than females. As for the age group, there was a close split amongst many of the different age groups that the respondents provided. A majority, of 28% were in the age group of 21-30, then 26% in the 41-50 age group and then 25% in the age group 31-40. The age group with the least number of participants were 70 > (1.6%), followed by 18-20 (2.8%). The study purposively involved respondents with a minimal age of 18 years since they were recognised as having attained the adult age by the law. The strategy was meant to avoid surveying minors, as this would have required a long process to obtain their consent to participate in the study.

In terms of the category of the historical background, 96% were African, followed by Whites accounting for 3% then Indians accounted for 0.4%. Black Africans dominated Vhembe region, then Indians and the dominance of Whites depended on certain places within the region. The population for the area comprised 1 375 053 black Africans followed by 11170 Whites and the 2 689 Coloureds were the lowest population within the district (VDM IDP review, 2019/20:5).

The highest level of education attained by a majority (34%) of the respondents was a certificate/Diploma, followed by 27% of the participants who attained a postgraduate degree and those respondents (19%) who attained an undergraduate degree. Those who indicated that they did not receive any formal education accounted for 0.8% of the total sample. When read in line with the general statistics of rural communities, this finding was particularly interesting. A combined overwhelming majority of the respondents (80%) were in possession of at least a certificate, right up to postgraduate degrees, thus implying that a combined overwhelming majority that they were well educated. The result also indicates that 52% of the sample was full-time employed, 16% were employed on part-time basis, 9% were unemployed, 8% were self-employed, 7% were students and 6.8% did not disclose their status. The tourism

business was made up of both formal and informal entities. Moreover, employees raised the leader for promotion due to experience, and hence formal education was not a priority in most cases. Most respondents, about 22% had a monthly income ranging between 5 000 to 10 000, followed by those in the income bracket of 1 000 to 5 000, 20% earned between 15 000 to 20 000 and the last group which earned a monthly income of <1000 accounted for 4% of the sample. The monthly income may be influenced greatly by the education status, this notion was tested by a correlation test in the inferential statistics section. The findings on perceived effects of civil unrest on tourism in the Vhembe region is explained next.

5.3 PERCEIVED EFFECTS OF CIVIL UNREST ON TOURISM IN THE VHEMBE REGION

In section C of the questionnaire, participants were asked to indicate their perceptions on tourism in the Vhembe region. These effects were analysed based on the triple-bottom-line approach to yield a better perspective. A series of statements regarding the different effects were provided to the respondents. These were measured using a 5-point Likert scale ranging from “strongly agree” to “strongly disagree”. For a better understanding of the findings, in the discussion in Table 5.3, some of these were combined (strongly agree with agree and disagree with strongly disagree) to present clearer arguments. Table 5.3 reflects a descriptive picture of their perceptions.

Table 5. 3. The perceptions on tourism in Vhembe region

1. Economic effects	SA (%)	A (%)	N (%)	D (%)	SD (%)
Tourism contributes positively to the economic development of Vhembe region.	69.6	24.4	4	1.6	0.4
Tourism in Vhembe region contributes to job creation.	49.6	36.4	10.8	2.4	0.8
Prices of goods and services in the area increase because of tourism.	26	24.8	25.2	17.2	6.8
Tourism encourages entrepreneurial activity in Vhembe region.	50	37.2	8	2.8	2
2. Socio-cultural effects					
Tourism causes significant traffic congestion.	13.2	24.8	26	16	20

Tourism fosters friendship between visitors and local residents.	31.6	41.2	15.2	8.4	3.6
Tourism only benefits some members of the community and increases the level of social inequality.	20	33.2	20	19.6	7.2
Tourism promotes prostitution in the Vhembe region.	9.2	16	16	21.2	37.6
3. Environmental effects					
The environment is being degraded due to tourism.	12.8	17.2	26	23.6	20.4
Tourism can lead to loss of land, which might have been used for other purposes, such as for agriculture or for industrial development, due to development.	22.4	19.2	20	27.2	11.2
The development of tourism increases the amount of air and land pollution in the local area.	17.6	17.2	25.6	27.6	12
Key: SA=Strongly agreed, A=Agreed, N=Neutral, D=Disagreed, SD=Strongly disagreed					

5.3.1 Economic effects

To gain more insight into the perceptions of tourism, three factors, that is, economic, socio-cultural and environmental were investigated. In the existing literature on tourism and its development, many scholars have suggested that tourism brings economic implications to the destination (Usher & Kerstetter, 2014:323; Carneiro & Eusébio, 2015:3; Keyser, 2009:306). These implications are either positive or negative (Ivanovic *et al.*, 2009:45). Some of the most widely acknowledged positive impacts include positive contributions to economic development, employment creation, increased investments and upgrades in the local infrastructure and enhanced entrepreneurial opportunities. Among the most commonly discussed negative impacts were the seasonal nature of employment created by tourism and the tendency of tourism to increase the prices of services and goods in a destination.

In this study, the respondents were asked to indicate the level of agreement\disagreement with the statement, tourism contributes positively to the economic development of Vhembe region. As shown in Table 5.3, and majority of the respondents (69.6%) strongly agreed and 24.6% of respondents agreed to give a combined total of (94.2%) participants that generally agreed to the statement. In this regard, literature indicated that tourism contributes a significant investment ratio to the creation of jobs. This means that as more jobs are generated through capital

investment, many tourism activities become within the reach of smaller operators (Aynalem *et al*, 2016:257). Furthermore, 4% of the respondents were neutral, while only 1.6% disagreed with the statement. The minority of about 4% strongly disagreed. In this regard, it can be argued that many people in the region view tourism as a highly influential economic activity for the region's overall economic development. Scholars contends the potential of tourism significantly contribute to economic development is based on the uniqueness of the sector of the Vhembe region. Such unique factors could include the economy's diversification, allowing for export growth, attracting people to even the most remote locations with unique culture and natural attractions, and promoting small-scale enterprise development (Meyer & Meyer, 2015:200).

The second statement within the economic impact section sought to gauge whether the respondents saw tourism as a key contributor to employment creation. This is on the back of the findings from the literature review, which largely revealed that tourism is a major creator of employment across all skill levels globally, and in South Africa specifically (Lehloenya, 2017:86; Carneiro & Eusébio, 2015:3; Usher & Kerstetter, 2014:323). On the subject tourism in Vhembe region contributes to job creation, an overwhelming majority of the respondents (86%) felt that, indeed tourism contributed to employment creation in the area. This number was a combined percentage of those who strongly agreed (49.6%) and those who agreed (36.4%). Such a one-sided perception about tourism's role in employment creation outlines the value that tourism has and could potentially play in the future for the area and its citizens.

There was a notable minority regarding the respondents (10.8%) who took a neutral stance on the matter, while 2.4% of the respondents clearly disagreed and 8% strongly disagreed. Regarding the statement prices of goods and services in the area increase because of tourism the results were rather interesting. While most respondents (50.8%) agreed with the statement, there were nuances of disagreement (24%) and uncertainty (25.2%) amongst the rest. Literature indicated that tourism is an important component of export diversification for emerging and advanced economies, with a strong capacity to reduce trade deficits and compensate for weaker export revenues from other goods and services (World Tourism Organisation [UNWTO], 2019:8). Because tourists require transport services, accommodation, goods and services from the local restaurants, giving a boost to the local economy (Bunghez, 2016:2). In rural

areas like Vhembe region, Vuwani area in this study, tourism would improve sustainability including its natural beauty within a rural setting, which could increase the prices of goods and services on tourism (Meyer & Meyer, 2015:201).

Researchers such as Bakri *et al.* (2014:3) and Breugel (2013:9) have argued that tourism is a useful platform for unemployed people to explore their entrepreneurial ideas and thus, establish Small, Medium and Micro Tourism Enterprises (SMMTEs). In a context like South Africa, Tassiopoulos (2009) and Tichaawa and Mhlanga (2015:2) argue that such SMMTEs is crucial in the overall economic development and growth of previously neglected tourist destinations and rural areas. Against this background, the respondents in this study were asked to respond that tourism encourages entrepreneurial activity in the Vhembe region. The findings reveal that a vast majority of the respondents (87.2%) believed that tourism does promote entrepreneurship. This supports the findings by Khan, Bibi, Lorenzo, Lyu & Babar, (2020:6) who found that the tourism industry is well-positioned to foster economic growth and development by creating jobs and promoting entrepreneurship small businesses, and empowering less privileged groups.

5.3.2 Socio-cultural effects

Tourism activities occur within spaces where local communities exist and thus tend to impact the daily lives of those members of the community (Inkson & Minnaert, 2018:191; Keyser, 2009:344). In the available literature on the cultural and overall social impacts of tourism, researchers have cited implications such as traffic congestion which inconveniences residents, formation of friendships between visitors and locals, cultural exchange opportunities, and an increase in prostitution and crime amongst other impacts. The scholars have agreed on this set of impacts because they also present themselves in both positive and negative aspects to communities depending on the local conditions.

The respondents in this study were required to indicate their levels of agreement/disagreement with a sequence of socio-cultural impact statements in a Likert scale as per the previous section. The findings reveal that, regarding the traffic congestion caused by tourism in local areas, most respondents (52%) had not

observed any significant traffic congestion emanating from the tourism business. On the other hand, a notable number (48%) of respondents viewed this as a major challenge. They felt that tourism continued to cause significant traffic congestion, which would annoy the residents and delay travel to local areas.

Respondents were asked to indicate the level of agreement\disagreement regarding the statement that tourism fosters friendship between visitors and residents. 31.6% strongly agreed with the statement, 41.2% agreed with the statement, but 15.2% of the respondents were neutral on the statement and 8.4% disagreed with the statement. 3.6% of the respondents strongly disagreed. Another socio-cultural factor assessed was Tourism only benefits some members of the community and increases the level of social inequality, to which a majority of 53% of the respondents agreed, 26.8% disagreed and 20% remained neutral. It emerged that the working hours of some people in the community were reduced to the continued service of tourism. Tourism is generally perceived to benefit people and economies at large. The development of tourism in any destination also influences the people's way of life due to the tourists-hosts interactions (Rasoolimanesh & Jaafar, 2016:7; Kolawole, Mbaiwa & Mmopelwa, 2016:2; Bunghez, 2016:1).

The implications in this case are that tourism would benefit those who intend to take part in the industry from unskilled to skilled contributors and provide career advancement opportunities. This means there are plenty of opportunities for the willing members. Accordingly, 58.8% of the participants disagreed, 25.2% agreed and 16% were neutral on tourism promotes prostitution in the Vhembe region. Literature reveals that tourism brings prostitution to community, but at the same time the tourism sector makes people to have better quality of life (Herrera & Aranda, 2013:37; George, 2015:358). It is evident from the literature that prostitution as a phenomenon of a social nature courts special attention not because it has been considered as a social evil or disease, but owing to its economic, health, social and cultural relevance in modern societies (Monterrubio & Bello, 2010:13). The implication for the residents is that tourism would assist them not to succumb to economic pressures to indulge in prostitution as tourism has a potential benefit to provide them with their survival needs (Herrera & Aranda, 2013:37).

5.3.3 Environmental effects

The effects of tourism must be well planned to make a balanced use of the resources of any attraction to avoid negative effects that impact tourists' preferences. There are some negative factors also to be considered, those may include noise pollution, air pollution and loss of land. Furthermore, a majority of about 43% disagreed, 30% agreed and 26% were neutral on the subject "The environment is being degraded due to tourism". The literature indicated that tourism in natural areas, can be a major source of the degradation of local ecological, economic and social systems (Bhandari, 2014:464; Macmahon, 2015:9; Mehta, 2013:4). It is highly considered that in any destination, visitors generate waste and pollution. Therefore, it is evident that the provision of services to tourists can alter the landscape's appearance. Besides that, the existing of the tourism destination impacts the society around it, thus the impacts of tourism could be in the point of economic, socio-cultural, and environmental aspects (Pramanik & Ingkadijaya, 2018:1). The implication is that tourists that contribute to the degradation of the environment often remove some plants.

As indicated in Table 5.3, on the subject that tourism can lead to loss of land, which might have been used for other purposes, most respondents, that is, 42% agreed, 38% disagreed and 20% were neutral about the subject. It is proven from the literature that tourism, is closely linked to the attractions created by a rich and varied environment. Therefore, it can cause loss of land and resources are strained by excessive use, eventually this loss of land means loss of tourism potential (Rabbany *et al.*, 2013:122). The correspond with the views of Bhandari (2014:464); Rabbany *et al.*, (2013:118) who affirm that tourism can be a very destructive force environmentally and socially, when an area is subject to too much pressure succumbs to degradation and loss of attraction. The loss of land can happen when plants are collected for one reason or another. The subject that the development of tourism increases the amount of air and land pollution in the local area had 35% of the respondents that agreed, 25% who were neutral and 40% that disagreed. Scholars such as Kolawole, Mbaiwa and Mmopelwa (2016:3) point out that environments have been redecorated and degraded due to the number of the aspects such as loss of land. The findings correspond with views from different scholars that besides the consumption of large amounts of natural and other local resources, the tourism industry also generates considerable waste and

pollution (Eugenio & Elena, 2016:6; Chili, 2015:153; Van Houtte, 2015:26). Some visitors may disrupt wildlife by visiting attraction site with pets. The implications on the increase in the amount of air and land pollution influences the destination choices of tourists. This implies that the number of tourists may decline due to an increase of perceptions of risks on the environment. The next section provides participants' responses in response to inquiries made in section D of the questionnaire.

Table 5. 4. Perceived effects of civil unrest on tourism

	SA (%)	A (%)	N (%)	D (%)	SD (%)
Poor service delivery is the main cause and concern of civil unrest in the Vhembe region.	60.4	26.8	6.8	2.8	3.2
Civil unrest is undoubtedly the destroyer of economic development in the Vhembe region.	41.6	33.2	19.6	3.6	2
Civil unrest damages the environment.	42.4	35.6	14.8	4.8	2.4
Slowdown of government intervention during unrest causes a severe violent protest thus impacting tourism activity.	43.2	37.6	13.6	4	1.6
Civil unrest is the only viable means of vindicating public rights.	25.6	28	24	17.2	5.2
Civil unrest is bad for the tourism business.	47.6	37.2	10.4	3.2	1.6
Civil unrest makes the destination less secure for tourists.	48.8	35.6	11.6	2.8	1.2
Civil unrest has strong effects on tourism business investments of the Vhembe region.	45.6	35.6	14	2.4	2.4
Civil unrest has posed serious problems of public safety in the Vhembe region.	38.8	35.2	17.6	5.2	3.2
Civil unrest affects growth by increasing uncertainty in the economic environment.	42	33.2	18	3.2	3.6
Key: SA=Strongly agreed, A=Agreed, N=Neutral, D=Disagreed, SD=Strongly disagreed					

Factors which causes civil unrest were assessed. Most respondents, 60% strongly agreed that poor service delivery is the main cause of civil unrest in the Vhembe

region, 27% agreed, 7% were neutral and 6% disagreed. Some scholars in literature such as Malefetsane, Lungepi and Tembile (2014:8); Breakfast, Bradshaw and Nomarwayi (2019:112) supported this view indicating that the post-1994 regime protests in South Africa are closely related to the lack of service delivery or slow pace of service delivery. Furthermore, the Marikana massacre that occurred in August 2012 where 34 miners lost their lives (due to police brutality), was also caused by poor service delivery (Twala, 2018:65). The recent literature on the growth and economic development of tourism suggests that tourism has some effects. The effects of civil unrest in Vhembe region are both negative and positive (Bhandari, 2014:464). Some of the effects of civil unrest include poor service delivery, the destruction of the economy and damage to the environment. Some researchers interested in this issue have indicated that tourism has a positive effect on the balance of payment through the foreign currency which is injected into the economy (Thano, 2015:529).

Literature showed that on-going and frequent violent protest actions largely resulting from poor service delivery on a local government level in the region increase (Ferreira & Perks, 2016:271). The implication is that the local government has a big role in significantly improving service delivery. After all, the citizens are resorting to unrest to get their attention. Moreover, 75% of the respondents believe that civil unrests are undoubtedly the destroyer of economic development in the Vhembe region. Linking back to the literature review, scholars state that tourism has been recognised for its vast contribution to the economy in many countries where tourism contributes to economic diversification, profitability and employment opportunity in a country (Funa *et al.*, 2014:61; Onyango & Kaseje, 2015:336). The implication in this regard is that lack of adequate domestic demand generation would affect economic and employment growth and could fuel unrest. Tourists require a range of products and services: travel brokers, transportation, accommodation, food and beverage, amusement, culture (Zae & Zae, 2013:12; Keyser, 2009:164). Most respondents (80%) indicated that civil unrest damages the environment, while 15% of the respondents were neutral. Only 7% of the respondents disagreed with the research item. Literature review indicated that tourists may cause damages to the environment and areas of attraction with consequences which have immensely threatened the sustainable development of those areas (Ghobadi & Verdian, 2016:530). When unrest actions occurs, burning tyres and blockading of roads, destruction and vandalism

damage the environment. The study likewise found an increasing concern that the negative effects of tourism on the environment can ultimately damage the tourism industry. The damage to the environment caused by civil unrest influences both natural and man-made areas of attraction, which may lose their original atmosphere.

On the inquiry that slowdown of government intervention during unrest results in severe violent protests that impact tourism activity, most (80%) respondents agreed, 14% were neutral and 6% disagreed. It is believed that civil unrest is the only viable means of vindicating public rights. Majority of 54% of the participants agreed while 24% were neutral and 22.4% disagreed. Literature states that South Africa, specifically Vhembe region in Limpopo province has experienced an increase in unrests and protests that have been characterised by violent behaviours and civil unrest (Subramanien & Joseph, 2019:25). While it is noted that there are no crises that is permanent, government involvement is important during unrests. This is because civil unrests, by nature contribute to the violation of basic public rights.

Most respondents (84%) agreed that civil unrest is bad for the tourism business, while 10% were neutral on the subject. Literature concurs that when land is needed for economic activities that are more expensive, small businesses can suffer from an increase in land prices (Litman, 2017:5; Gisore & Ogutu, 2015:26). Worldwide land is a valuable resource and worthy for any investments, once unrest occurs no one can access it, especially for economic activities. Literature concurs that most developing nations of the world are politically unstable and suffer from bad governance (Nazeer & Masih, 2017:2). The findings confirm that civil unrest is bad for tourism business because of the instability threatens economic growth on tourism businesses. The implication for tourism is that tourists will avoid visiting places that increase prices because of unrest as they are unwilling to pay higher prices. A majority, about 84% of the respondents understood that civil unrest makes the destination region less secure for tourists whereas 12% were neutral and 2.8%. Literature corroborates this finding, pointing out that political and civil unrest factor harms the business environment in which the tourism companies operate because it makes the destination less secure for tourists (Ivanov *et al.*, 2017:106; Ngozi & Emmanuella, 2017:2; Gautam, 2015:434). The study concludes that most tourists are anxious to travel to safe destinations. An

unstable country might not be safe to stay. Violent protests, civil unrest, and perceived violations of human rights can all cause tourists to alter their travel plans.

A majority of 81% respondents confirmed that civil unrest strongly affects tourism business investments in the Vhembe region, 14% were neutral, and 5% responded negatively. Civil unrest negatively affects the investment climate, which reduces FDI inflows and would result in the slow growth of the economy (Mushtaqa & Zamana, 2014:27; Nazeer & Masih, 2017:2). The results show that a decline in tourist activity in the Vhembe region affects the tourism business. This is believed to cause the cancellations of travel arrangements and a loss of tourism revenue.

A majority of 74% of the respondents were suspected that civil unrest has posed serious public safety problems in the Vhembe region. On the contrary 8% disagreed while 18% were neutral. Literature indicates that more than any other economic activity, the success or failure of a tourism destination depends on providing a safe and secure environment for visitors (Amir *et al.*, 2015:123; Ingram, Taberi & Watthanakhomprathip, 2013:99). Almost every day, people become victims of crime in most parts of South Africa, including Vhembe region. Public safety frustrates everyone, and as a result, tourists must consider destinations that pose less risks. The government must step in to support the public.

In line with the statement that civil unrest affects growth by increasing uncertainty in the economic environment, a majority of 75% agreed, 18% were neutral and 7% disagreed. Tabassam *et al.* (2016:326) state that politically an unstable environment creates uncertainty and volatility, reducing private investment and decreasing economic growth. The uncertainty has a significant impact on the economic environment and can also threaten business continuity. Scholars such as Ferreira and Perks (2016:268) indicated that areas that experience travel cancellations and loss of business tourism threaten tourists such that they avoid revisiting the destination and do not recommend the destination to other potential visitors. Operations may have to stop because goods can no longer cross the frontiers or service provision becomes impossible. On the other hand, tourism businesses have reported a downturn in the sales of lodgings, foodservices, events, and other hospitality products, and some have closed their doors forever (Temelkova & Bakalov, 2015:20). Uncertainty leads to

unrest, which is the background for violence. These observations were made by Tabassam, Hashmi and Rehman (2016:326) who showed that an unstable environment creates volatility and uncertainty which hinders private investment and subsequent reduction in economic growth. The following section provides results based on the questions in section D part two of the questionnaire. The results are tabulated in one table as show in Table 5.5

Table 5. 5. Perceived effects of unrests on tourism

	SA (%)	A (%)		N (%)	D (%)	SD (%)
Unrests can chase tourists away.	66.8	24		4.8	3.6	0.8
Unrests can cause businesses to lose money.	69.2	23.2		3.6	3.2	0.8
Unrests cause businesses to lose customers and tourists.	66	23.6		4.8	4.8	0.8
Unrests lead to better service delivery.	26	15.6		23.6	15.2	19.6
Tourism is not directly affected by unrests.	12	21.2		14.8	25.6	26.4
Unrests benefits tourism businesses in the long run.	16.8	18		23.2	24.4	17.6
Unrests must be addressed by the local government.	32.4	37.2		14.4	8.4	7.6
Unrests encourage peace-making and public safety.	22.4	16.8		17.6	26.4	16.8
Unrests result in physical acts that cause harm to tourists.	37.6	34.4		14.8	7.6	5.6
Unrests action threatens investors to do businesses.	54	33.6		5.6	4	2.8
Key: SA=Strongly agreed, A=Agreed, N=Neutral, D=Disagreed, SD=Strongly disagreed						

It is observed in Table 5.5 that most respondents (90%) believed that unrests can negatively affect tourists and 5% of the respondents were neutral about it. This is explicit in confirming that civil unrest scares away tourists. This is corroborated by the reviewed literature which states that tourist destinations that develop an unsafe reputation can be substituted by alternative destinations or cities perceived as safer for tourism business (Baker, 2014:58; Perry & Potgieter, 2013:103). The findings of

the study reveal that tourists will avoid visiting places with unrests. The implications for tourism development in the Vhembe region are that visitors will avoid out of fear from the area due to risky security concerns.

Most residents, 92.4% supported the notion that unrests can cause businesses to lose money. This comprised of 69.2% respondents who strongly agreed and 23.2% that agreed with the questionnaire item. 3.6% of the respondents were neutral. On the other hand, 3.2% of the respondents disagreed and 0.8% strongly disagreed. Literature supports the general finding of the study through attesting that loss in investment is a long-term effect of unrests actions because it affects potential contribution to GDP (Murwirapachena & Sibanda, 2014:557). The loss of money by businesses means that tourism will not be sustainable, which is likely to trigger a downturn in business profits.

Similarly, 89.6% of the respondents support the idea that civil unrests cause businesses to lose customers and tourists. Those who remained neutral were 4.8%. On the other hand, 4.8% of the population disagreed and 0.8% strongly disagreed with the statement in the questionnaire. Literature confirms the finding that the presence of unrest within a country or nation can lead to a loss of potential income derived from tourists (Ferreira & Perks, 2016:271). Civil unrest at the tourist destination has serious implications for tourism and business operations as customers are blocked from participation in the sector. Unrests actions have extensive negative effects on the economy. The absence of visitors to areas of attractions causes the tourism business close. Mixed feelings were recorded on the subject that unrests lead to better service delivery, since 41.6% of the respondents gave a positive response and 23.6% were neutral. Of the total sample, 15.2% disagreed and 19.6% strongly disagreed with the statement. Scholars express their concern that the continued slow pace in service delivery and the lack of quality in existing services have fuelled protests throughout the country and brought the local government under spotlight (Bohler-Muller et al, 2016:4).

As far as the notion that tourism is not directly affected by unrests is concerned, a majority of about 52% negatively inveterate. Those who generally agreed comprised 25.6% who disagreed and 26.4% who strongly disagreed. 14.8% of the population

were neutral. Researchers indicated that tourism is not just a major part of the global economy; as an industry, it is aware that consumer spending is directly linked to economic growth which increases opportunities for all (United Nations World Tourism Organisation [UNWTO], 2017:8). The results show that unrest action can have significant effects at the local level of the economic development of the VDM, Vuwani area in one way or another. The implication is that unrests have a negative effect (downturn) on economies whether or not the area has tourism activities.

Approximately 42% of the respondents affirmed negatively that unrest benefits tourism businesses in the long run 35% disagree and 23% were impartial on the subject. Scholars affirmed that global unrest has certainly disrupted the tourism industry in the long run with the global economy's economic growth, which negatively affected the world (Khan, Hassan, Fahad, & Naushad, 2020:13). The study concluded that unrests negatively affect tourism businesses in the long run. The implication herein is that tourism numbers have decreased in the Vhembe region, particularly at the ports of entry. In areas where there are unrest, tourism business meetings held in hotels and conventions have certainly been impacted, with the clientele tending to cancel bookings.

Additionally, 69% of the respondents believe that the local government must address unrests, although 16% disagreed and 14% neither agreed nor disagreed. The literature support this findings as alluded to by (Baker, 2014; Bohler-Muller, Davids & Roberts, 2016) who indicated that for the effective development of tourism to occur and for the industry to play its purpose in the socio-economic growth of the nation, thus, the effects of civil unrest need to be addressed by the local government. Unrest action reduces not only service delivery, but also harms the economy as a whole and on general confidence of visitors. More so, it is believed that unrests encourage peace-making and public safety. This is confirmed by 39.2% of the respondent. A total of 43.2% of the respondents disagreed, comprising 26.4% that disagreed and 16.8% that strongly disagreed. 17.6% of the respondents were neutral. Siriwarden and Silva (2017:19) supported this statement, indicating that tourism can bring about positive effects as it can be used as a force to support peace, cement pride in cultural traditions, and prevent rural-urban migration through the creation of local jobs.

Approximately 72% of the respondents believed that unrests result in physical acts that cause harm to tourists while 15% were neutral. Linking back to the available literature, researchers' state that tourists are very concerned that they might be at risk of getting injured due to unrest (Amir *et al.*, 2015:124). As for the subject that unrest action threatens investors who want to do business, 88% of the respondents agreed while 7% had a dissimilar opinion. Scholars such as Murwirapachena and Sibanda, (2014:558) indicated that unrest actions in a country can reduce and limit investor confidence due to some unrests being politically motivated under the appearance of improving service delivery, more so, unrest actions usually destroy the reputation of a country and its ability to attract FDI. These results confirm that tourism businesses are negatively affected by unrest. It is no doubt that unrest actions threaten investors away in the Vhembe region as they hinder economic efficiency. The bringing in of investors in the region, would lead to the improvement of infrastructure and unemployment rate would decline. To this end, the next section present model summary for perceived tourism effects.

Table 5. 6. Model summary for perceived tourism effects

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.285 ^a	0.081	0.054	0.48464

The model summary in Table 5.5, provides information about the correlation between perceptions on tourism and demographic characteristics, where $r=0.285$ indicates a positive, but weak relationship between the dependent (perception on tourism) and independent variables (demographic information). The next table (Table 5.6) provides detailed relationship between independent variables and the dependent variable in terms of coefficients.

Table 5. 7. Coefficients for perceived tourism

Model		Unstandardised Coefficients		Standardised Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.823	0.219		-3.761	0.000
	Age	0.019	0.028	0.049	0.694	0.488
	Gender	0.138	0.063	0.139	2.201	0.029
	Historical background category	-0.015	0.062	-0.016	-0.248	0.804
	Highest Educational level attained?	0.051	0.027	0.125	1.879	0.061
	Employment status	0.041	0.016	0.165	2.485	0.014
	Monthly income	0.005	0.020	0.019	0.249	0.803
	Area	0.025	0.009	0.165	2.615	0.009

Table 5.7 shows the coefficients of the variable used in the regression model. The employment status and the area where the respondents stay ranks higher, at 0.165 and 0.025, with a probability value of 0.014 and 0.009 respectively. Furthermore, gender ranks third represented by 0.139, with p-value 0.029. This indicates that there is a statistically significant linear relationship between these three independent variables and perceptions on tourism in Vhembe region as a dependent variable. However, the rest of the variables have no statistically significant relationship with the dependent variable.

Table 5. 8. Model summary for Perceived effects of civil unrest on tourism

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.178 ^a	0.032	0.004	0.49630

Table 5.8 gives information about the correlation between the independent variables (gender, age, historical background category, highest education level attained, monthly income and area of dwelling for participants) and the dependent variable “Perceived effects of civil unrest on tourism” where $r = 0.178$ indicating that there is a

positive weak relationship between the dependent and independent variables. This implies that as the independent variables (gender, age, historical background category, highest education level attained, monthly income and area of dwelling for participants) increase so does the dependent (Perceived effects of civil unrest on tourism) variable. This infers that the demographic features influence the perceived effects of civil unrest on tourism.

Table 5. 9. Model coefficient for perceived effects of civil unrest on tourism

Model		Unstandardised Coefficients		Standardised Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.810	0.224		8.074	0.000
	Age	0.057	0.029	0.145	1.990	0.048
	Gender	0.094	0.064	0.095	1.461	0.145
	Historical background category	-0.085	0.064	-0.091	-1.334	0.183
	Highest Educational level attained?	-0.015	0.028	-0.036	-0.533	0.595
	Employment status	0.016	0.017	0.063	0.924	0.356
	Monthly income	0.007	0.021	0.025	0.323	0.747
	Area	0.009	0.010	0.059	0.913	0.362

In Table 5.9, Beta column provides a value used for ranking variables, age has the value 0.145 with a p-value of 0.048 (which is less than 0.05), implying that there is a statistically significant linear relationship between age and the dependent variable (perceived effects of civil unrest on tourism). All other independent variables have no statistically significant relationship with the dependent variable.

The following section presents the factor analysis performed on variation of aspects identified as factors underlying tourism activities.

5.4 FACTOR ANALYSIS

Factor analysis is a collection of techniques for examining the correlations among the variables in the data set to identify factors or underlying latent variables. If correlations among all the observations are small, then there is little hope that factor analysis will provide underlying latent factors.

5.4.1 Factor analysis on the perceptions and effects of civil unrest on tourism

The data collected on the perceptions and effects of civil unrest on tourism were also subjected to factor analysis based on maximum likelihood extraction method with a rotation of ProMax on Kaiser Normalisation. This analysis helps to identify the main attributes that explain civil unrest and its effects on tourism. Before factor analysis, assessment for internal consistency and inter correlation values on items were performed. Specifically, factor analysis was performed on items with strongly agree to strongly disagree Likert scale. This was influenced by the nature of the same unit of measure. The next section began with performing two tests to assess the sufficiency of the correlation structure: the KMO measure of sampling adequacy and the Bartlett test of sphericity.

Table 5. 10. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.771
Bartlett's Test of Sphericity	Approx. Chi-Square	2516.797
	Df	465
	Sig.	0

The KMO and Bartlett's test results shown in Table 5.10 indicate that it is reasonable to run a factor analysis on the data, since the value of KMO is 0.771 and the Bartlett's test is statistically significant. The Bartlett's test of sphericity assesses the null hypothesis that all correlations between variables in the data set are zero. Therefore, rejection of the null hypothesis indicates that it is apt to continue with factor analysis. In addition, KMO measures the extent to which other variables can explain correlation

between pairs of variables. The rule of thumb is not to proceed with factor analysis when the KMO is less than 0.5, and the maximum is 1.

5.5 TOTAL VARIANCE EXPLAINED

Total variance explained is the amount of variance in the original variables accounted for by each component. The % of variance gives the ratio expressed as a percentage of the variance accounted for by each factor to the total variance in all the variables.

Table 5. 11. Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5.469	17.643	17.643	1.531	4.940	4.940	3.269
2	4.123	13.300	30.943	4.180	13.482	18.423	3.285
3	1.725	5.564	36.507	3.748	12.092	30.515	3.121
4	1.644	5.303	41.810	1.550	5.000	35.515	3.418
5	1.367	4.410	46.220	0.832	2.683	38.198	3.164
6	1.344	4.336	50.557	0.914	2.949	41.146	2.955
7	1.301	4.197	54.754	0.778	2.509	43.656	1.741
8	1.190	3.840	58.594	0.771	2.488	46.144	1.411
9	1.121	3.617	62.211	0.602	1.943	48.086	1.198

The first factor has a variance (eigenvalue) of 5.469, 17.64% of the total variance, 31. The second factor has an eigenvalue of 4.123, which is 13.30% of the total variance. The third factor has an eigenvalue of 1.725, which 5.56% of the total variance. The fourth, fifth, sixth, seventh, eighth and ninth factors have variance 1.644, 1.37, 1.34, 1.3, 1.19, and 1.12 accounting for 5.3%, 4.4%, 4.3%, 4.2%, 3.84% and 3.62% correspondingly. The first nine factors represent (or explain) 62.211% of the total variance. The following section presents the cross-comparison with the demographic and factor analysis.

5.6 CROSS-COMPARISON

This section examines the expectations arising from the respondents to address the question on the perceived effects of tourism on various factors of civil unrest in the Vhembe region. A number of cross tabulation tests were conducted on specific variables to identify elements that civil unrest affects tourism businesses.

Table 5. 12. The definition of tourism was distributed according to the age as shown in the cross tabulation table

			Age							Total
			18 - 20	21 - 30	31 - 40	41 - 50	51 - 60	61 - 70	70 >	
Definition of Tourism	Tourism is all about wealthy people travelling in the world	Count	2	16	5	7	3	1	0	34
		% within Definition of Tourism	5.9%	47.1%	14.7%	20.6%	8.8%	2.9%	0.0%	100.0%
	Tourism relates to people who travel around the country	Count	3	22	30	36	19	5	3	118
		% within Definition of Tourism	2.5%	18.6%	25.4%	30.5%	16.1%	4.2%	2.5%	100.0%
	Tourism is defined as the temporary movement of people to destinations outside their normal place of work	Count	1	32	28	23	10	2	1	97
		% within Definition of Tourism	1.0%	33.0%	28.9%	23.7%	10.3%	2.1%	1.0%	100.0%
	I don't know I'm not sure	Count	1	0	0	0	0	0	0	1
		% within Definition of Tourism	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Total		Count	7	70	63	66	32	8	4	250
		% within Definition of Tourism	2.8%	28.0%	25.2%	26.4%	12.8%	3.2%	1.6%	100.0%

Majority 47.1% of the participants aged between 21 to 30 indicated that tourism is all about wealthy people travelling in the world, majority 30.5% from the age group 41 to 50 defined tourism as tourism relates to people who travel around the country, majority in the age group 21 to 30 mentioned that tourism is defined as the temporary movement of people to destinations outside their normal place work.

Chi-Square Tests definition of tourism and age

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	53.490 ^a	18	.000
Likelihood Ratio	26.442	18	.090
Linear-by-Linear Association	.060	1	.807
No of Valid Cases	250		

a. 17 cells (60.7%) have expected count less than 5. The minimum expected count is .02

The chi-square test indicated an association between age and the definition of tourism since the Pearson Chi-square with 18 degrees of freedom was 53.490, p-value = 0.000, which implies that the association was statistically significant.

Table 5. 13. The table illustrates how participants defined tourism according to gender

		Gender		Total	
		Male	Female		
Definition of Tourism	Tourism is all about wealthy people travelling in the world	Count	20	14	34
		% within Definition of Tourism	58.8%	41.2%	100.0%
	Tourism relates to people who travel around the country	Count	64	54	118
		% within Definition of Tourism	54.2%	45.8%	100.0%
	Tourism is defined as the temporary movement of people to destinations outside their normal place of work	Count	47	50	97
		% within Definition of Tourism	48.5%	51.5%	100.0%
	I don't know I'm not sure	Count	0	1	1
		% within Definition of Tourism	0.0%	100.0%	100.0%
Total		Count	131	119	250
		% within Definition of Tourism	52.4%	47.6%	100.0%

The findings indicated that 58.8% of the participants who indicated that tourism is all about wealthy people travelling in the world were males, 54.2% who indicated that tourism relates to people who travel around the country were males and 51.5% of the

participants who mentioned that tourism is defined as the temporary movement of people to destinations outside their normal place of work were females.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.429 ^a	3	.488
Likelihood Ratio	2.816	3	.421
Linear-by-Linear Association	1.685	1	.194
N of Valid Cases	250		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .48

The Pearson Chi-square test indicates that the association is not statistically significant since chi-square with 3 degrees of freedom was 2.429, p-value=0.488.

Table 5. 14. The definition of tourism according to the level of education for participants

			Highest Educational level attained?							Total
			No formal education	Primary completed	Secondary completed	Certificate/Diploma	Undergraduate degree	Postgraduate degree	Other	
Definition of Tourism	Tourism is all about wealthy people travelling in the world	Count	2	1	8	12	7	4	0	34
		% within Definition of Tourism	5.9%	2.9%	23.5%	35.3%	20.6%	11.8%	0.0%	100.0%
	Tourism relates to people who travel around the country	Count	0	3	20	44	20	28	3	118
		% within Definition of Tourism	0.0%	2.5%	16.9%	37.3%	16.9%	23.7%	2.5%	100.0%
		Count	0	0	8	30	21	36	2	97

Tourism is defined as the temporary movement of people to destinations outside their normal place of work	% within Definition of Tourism	0.0%	0.0%	8.2%	30.9%	21.6%	37.1%	2.1%	100.0%
I don't know I'm not sure	Count	0	1	0	0	0	0	0	1
	% within Definition of Tourism	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Total	Count	2	5	36	86	48	68	5	250
	% within Definition of Tourism	0.8%	2.0%	14.4%	34.4%	19.2%	27.2%	2.0%	100.0%

Majority, 35.3% of the participants from the people who mentioned tourism is all about wealthy people travelling in the world were from the ones who attained certificate or diploma, among the participants who indicated that tourism relates to people who travel around the country majority about 37.3% attained certificate/diploma, and among those who mentioned tourism is defined as the temporary movement of people to destinations outside their normal place of work majority, 37.1% attained postgraduate degree.

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	78.156 ^a	18	.000
Likelihood Ratio	35.419	18	.008
Linear-by-Linear Association	15.633	1	.000
N of Valid Cases	250		

a. 17 cells (60.7%) have expected count less than 5. The minimum expected count is .01

A chi-square test for independence indicated statistically significant association between definition of tourism and the level of education attained by participants, chi-square test was 78.156 with 18 degrees of freedom and p-value < 0.0005.

Table 5. 15. The cross tabulation presents the cross-comparison of the definition of tourism by monthly income

			Monthly income							Total
			None	< 1000	1 001 - 5 000	5 001 - 10 000	10 001 - 15 000	15 001 - 20 000	20 001 >	
Definition of Tourism	Tourism is all about wealthy people travelling in the world	Count	5	2	9	11	2	5	0	34
		% within Definition of Tourism	14.7%	5.9%	26.5%	32.4%	5.9%	14.7%	0.0%	100.0%
	Tourism relates to people who travel around the country	Count	7	5	22	23	8	31	22	118
		% within Definition of Tourism	5.9%	4.2%	18.6%	19.5%	6.8%	26.3%	18.6%	100.0%
	Tourism is defined as the temporary movement of people to destinations outside their normal place of work	Count	5	3	23	22	5	15	24	97
		% within Definition of Tourism	5.2%	3.1%	23.7%	22.7%	5.2%	15.5%	24.7%	100.0%
	I don't know I'm not sure	Count	1	0	0	0	0	0	0	1
		% within Definition of Tourism	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Total		Count	18	10	54	56	15	51	46	250
		% within Definition of Tourism	7.2%	4.0%	21.6%	22.4%	6.0%	20.4%	18.4%	100.0%

Of the 34 participants who defined tourism as tourism is all about wealthy people travelling in the world, majority, 32.5% were earning 5001 to 10000. Participants who mentioned tourism relates to people who travel around the country were 118, of which

majority, 26.3% were earning between 15001 to 20000, participants who indicated that tourism is defined as the temporary movement of people to destinations outside their normal place of work 97 and most of them (24.7%) earned more than 20000.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.206 ^a	18	.021
Likelihood Ratio	29.890	18	.039
Linear-by-Linear Association	4.087	1	.043
N of Valid Cases	250		

a. 12 cells (42.9%) have expected count less than 5. The minimum expected count is .04

The Pearson Chi-square test for independent indicated statistically significant association between definition of tourism and monthly income. Since chi-square was 32.206 with 18 degree of freedom and p-value=0.021.

Table 5. 16. The cross tabulation illustrating awareness of tourism by age

			Age						Total	
			18 - 20	21 - 30	31 - 40	41 - 50	51 - 60	61 - 70		70 >
Are you aware of any tourist attractions around your area?	Yes	Count	6	65	58	61	28	7	3	228
		% within Are you aware of any tourist attractions around your area?	2.6%	28.5%	25.4%	26.8%	12.3%	3.1%	1.3%	100.0%
	No	Count	1	2	2	4	2	0	0	11
		% within Are you aware of any tourist attractions around your area?	9.1%	18.2%	18.2%	36.4%	18.2%	0.0%	0.0%	100.0%
		Count	0	3	3	1	2	1	1	11

	Not sure	% within Are you aware of any tourist attractions around your area?	0.0%	27.3%	27.3%	9.1%	18.2%	9.1%	9.1%	100.0%
Total		Count	7	70	63	66	32	8	4	250
		% within Are you aware of any tourist attractions around your area?	2.8%	28.0%	25.2%	26.4%	12.8%	3.2%	1.6%	100.0%

The findings indicate that majority 65 out of 228 participants who were aware of tourist attractions around their area were aged between 21 to 30, among the participants who indicated “No”, majority, 36.4% were aged 41 to 50 and similarly, majority about 27% were not sure about the tourist attractions in their areas.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.451 ^a	12	.576
Likelihood Ratio	8.683	12	.730
Linear-by-Linear Association	1.399	1	.237
N of Valid Cases	250		

a. 15 cells (71.4%) have expected count less than 5. The minimum expected count is .18

A chi-square test for independence indicated no significant association between age and tourist awareness since chi-square was 10.451 with 12 degrees of freedom and p-value=0.5776.

Table 5. 17. The cross tabulation of tourist attraction awareness and gender of participants

			Gender		Total
			Male	Female	
Are you aware of any tourist attractions around your area?	Yes	Count	117	111	228
		% within Are you aware of any tourist attractions around your area?	51.3%	48.7%	100.0%
	No	Count	6	5	11
		% within Are you aware of any tourist attractions around your area?	54.5%	45.5%	100.0%
	Not sure	Count	8	3	11
		% within Are you aware of any tourist attractions around your area?	72.7%	27.3%	100.0%
Total	Count	131	119	250	
	% within Are you aware of any tourist attractions around your area?	52.4%	47.6%	100.0%	

The results indicated that 117 out of 228 were males who were aware of tourist attraction in their area, and 6 out of 11 participants who were not aware were males as well, similarly, 8 out of 11 males were not sure about the tourist attraction areas.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.950 ^a	2	.377
Likelihood Ratio	2.031	2	.362
Linear-by-Linear Association	1.748	1	.186
N of Valid Cases	250		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.24

A Pearson Chi-square test for independent indicated no significant association between genders and aware of tourist attraction in their area since chi-square was 1.950 with 2 degrees of freedom and p-value was 0.377.

Table 5. 18. The cross tabulation of tourist attraction awareness in participant's areas by the level of education attained

			Highest Educational level attained?							Total
			No formal education	Primary completed	Secondary completed	Certificate/Diploma	Undergraduate degree	Postgraduate degree	Other	
Are you aware of any tourist attractions around your area?	Yes	Count	2	4	32	77	46	63	4	228
		% within Are you aware of any tourist attractions around your area?	0.9%	1.8%	14.0%	33.8%	20.2%	27.6%	1.8%	100.0%
	No	Count	0	1	1	5	1	3	0	11
		% within Are you aware of any tourist attractions around your area?	0.0%	9.1%	9.1%	45.5%	9.1%	27.3%	0.0%	100.0%
	Not sure	Count	0	0	3	4	1	2	1	11
		% within Are you aware of any tourist attractions around your area?	0.0%	0.0%	27.3%	36.4%	9.1%	18.2%	9.1%	100.0%
Total	Count	2	5	36	86	48	68	5	250	
	% within Are you aware of any tourist attractions around your area?	0.8%	2.0%	14.4%	34.4%	19.2%	27.2%	2.0%	100.0%	

Majority of the participants who indicated that they were aware of tourist attractions in their area were participants who attained certificates or diploma (33.8%), similarly, majority, 45.5% of the participants who indicated that they were not aware of the tourist attraction attained certificates or diploma. In the same manner, participants who

attained certificates or diploma were the most who indicated that they were not sure of the tourist attraction in their areas.

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.861 ^a	12	.628
Likelihood Ratio	7.948	12	.789
Linear-by-Linear Association	.352	1	.553
N of Valid Cases	250		

a. 17 cells (81.0%) have expected count less than 5. The minimum expected count is .09

The Pearson Chi-square test indicated no association between the level of education and the awareness of tourist attraction in participants' areas, chi-square (12) = 9.881, p-value = 0.628.

Table 5. 19. The distribution of awareness of tourist attraction by monthly income

		Monthly income							Total	
		None	< 1 000	1 001 - 5 000	5 001 - 10 000	10 001 - 15 000	15 001 - 20 000	20 001 >		
Are you aware of any tourist attractions around your area?	Yes	Count	15	7	47	54	13	48	44	228
		% within Are you aware of any tourist attractions around your area?	6.6%	3.1%	20.6%	23.7%	5.7%	21.1%	19.3%	100.0%
	No	Count	3	0	1	2	1	2	2	11
		% within Are you aware of any tourist attractions around your area?	27.3%	0.0%	9.1%	18.2%	9.1%	18.2%	18.2%	100.0%
		Count	0	3	6	0	1	1	0	11

	No % within Are you t aware of any su tourist attractions re around your area?	0.0%	27.3 %	54.5%	0.0%	9.1%	9.1%	0.0%	100.0 %
Total	Count	18	10	54	56	15	51	46	250
	% within Are you aware of any tourist attractions around your area?	7.2%	4.0%	21.6%	22.4%	6.0%	20.4%	18.4 %	100.0 %

Most (23.7%) of the participant who were aware of the tourist attraction were earning 5001 to 10000. On the other hand, majority, 27.3%, who were not earning monthly income indicated that they were not aware of any tourist attraction around their areas.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.316 ^a	12	.000
Likelihood Ratio	28.707	12	.004
Linear-by-Linear Association	6.798	1	.009
N of Valid Cases	250		

a. 14 cells (66.7%) have expected count less than 5. The minimum expected count is.44

An association between awareness of tourist attractions and monthly income was found, chi-square (12) = 35.316, $p < 0.001$

The following section presents the factor description.

5.7 FACTOR DESCRIPTION

Extracted factors are briefly described in Table 5.20 These factors also address questions on the effects of tourism on various factors such as socio-cultural factors, economic and environmental factors.

Table 5. 20. Factor description

Factor no.	Name of factor	% of variance	Factor description
1	Unrests paybacks	17.6%	Factor 1 described perceived effects of civil unrest on tourism. The main causes of protest actions in the area of participates were enquired. Factor one was made of the following four variables: Tourism is not directly affected by unrests, unrests benefit tourism businesses in the long run, leads to better service delivery, unrests encourage peace-making and public safety
2	Tourism plights	13.3%	Factor 2 pertains to perceived effects on tourism. This shows that in as much as tourism has its own benefits, there are disadvantages attached to it. This factor also summarised negative effects associated with tourism. This factor was made of the following variables: The development of tourism increases the amount of air and land pollution in the local area, Tourism promotes prostitution in the Vhembe region, The environment is being degraded due to tourism, and Tourism only benefits some members of the community and increase the level of social inequality

3	effects of unrest on business	5.564%	<p>Factor 3 was based on the perceived effects of unrests on the tourism business. This factor acknowledges that civil unrest bring loses by preventing tourists from visiting the destinations. The factor entails:</p> <p>Unrest can cause businesses to lose money,</p> <p>Unrest cause businesses to lose customers and tourists and unrest can chase tourists away</p>
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Factor no.	Name of factor	% of variance	Factor description
4	The roots and effects of civil unrest.	5.303%	<p>Factor 4 illustrated issues about the effects of civil unrest which are largely negative on the environment and the economical factor. Variables which made up this factor were:</p> <p>Civil unrest damages the environment,</p> <p>Civil unrest is undoubtedly the destroyer of economic development in the Vhembe region,</p> <p>Poor service delivery is the main cause and concern of civil unrest in the Vhembe region, and Slowdown of government intervention during unrest causes a severe and violent protest, thus impacting tourism activity</p>
5	Civil unrest inversely affect tourism and local government.	4.410%	<p>Factor 5 consisted of aspects around the subject on perceived effects of civil unrest and suggestions on how these could be resolved is cited. This included the following variables:</p> <p>Civil unrest results in physical acts that cause harm to tourists,</p> <p>Civil unrest makes the destination less secure for tourists, and</p> <p>Civil unrest must be addressed by the local government</p>
6	Public safety.	4.336%	<p>Factor 6 spoke to the effects of civil unrest on public safety and tourism. This factor included:</p> <p>Civil unrest has posed a serious problem of public safety in the Vhembe region,</p> <p>Civil unrest has strong effects on tourism business investments in the Vhembe region</p>

Fact or No.	Name of factor	% of variance	Factor description
7	Economic development	4.197%	Factor 7 underlined the economic factors associated with tourism which carry benefits both in terms of economic development and individual empowerment: Tourism in Vhembe region contributes to job creation, Tourism contributes positively to the economic development of Vhembe region
8	Overcrowding	3.840%	Factor 8 addressed to unpleasant events that may arise as a result of booming tourism business: Tourism causes significant traffic congestion
9	Networking	3.640%	Factor 9 showed that tourism also have positive impacts on socio-cultural factors, economic factors and environmental factors: Tourism fosters friendship between visitors and local residents

Nine factors were extracted using the criterion that factors associated with eigenvalues greater than 1 are retained. The rotated factors as tourism in Vhembe region contributes to job creation was interpreted as factor number 7, tourism causes significant traffic congestion as factor number 8, The development of tourism increases the amount of air and land pollution in the local area as factor number 2, tourism is not directly affected by civil unrest as factor number 1, Unrests can cause businesses to lose money as factor number 3, Civil unrest damages the environment as factor number 4, Civil unrest result in physical acts that cause harm to tourists as factor number 5, Civil unrest has posed serious problems of public safety in the Vhembe region as factor number 6, and tourism fosters friendship between visitors and local residents” as factor number 9.

5.8 SUMMARY

Chapter five illustrated the discoveries of the study that were exposed using statistical analysis. Initially, data was collected utilising questionnaires and then captured in excel before they were subjected to IBM SPSS version 25 for analysis. It can be assumed that gender influences the perceptions on tourism business of the statistical evidence in Table 5.7, still in the same table, it can be learnt that there is enough evidence statistically to support the guess that employment status also influences the perceptions on tourism. The results revealed that in terms gender, there was almost the same number of participants and there was a fair distribution of age among the youth, young adult and adults. The dominating race was black due to the region the study was based on. Most of the respondents were educated though the highest level was a certificate or diploma. This followed by a degree and postgraduate, hence it is not surprising to learn that a majority earn below R15 000. The place of dwelling had no statistical evidence of its effects on tourism, although in general, one would expect otherwise. Factor analysis was performed to reduce the dimension of variables used in the study. Out of 37 variables only 9 were extracted with 62.2% explanation of the total variance.

In the next chapter, chapter six, the conclusions and recommendations of the study was be addressed.

CHAPTER 6: CONCLUSIONS AND RECOMMENDATIONS

6.1 INTRODUCTION

The previous chapter focused on the analysis of the collected data. This chapter started by addressing the conclusions made on the findings based on the research objectives, the limitation of the study, recommendations and contributions of the study.

6.2 CONCLUSIONS BASED ON STUDY OBJECTIVES

The objectives were sought to adequately address the effects of civil unrest on tourism business in the Vhembe region. However, as presented in chapter 5, the study findings can be applicable in scenarios where there is a need to investigate factors impacting tourism destination. The study determined the level of awareness and understanding of tourism among the residents in the Vhembe region to satisfactorily answer the demand of the first objective. Moreover, the study revealed the residents' perceptions on the effects of civil unrest on tourism and his quest led the study to investigate and disclose the level of involvement of residents in tourism business. Ultimately, the study explored the residents' perceptions on the tourism industry in the region.

6.2.1 Main objectives

The demographic characteristics were explored to determine whether participants met the expected criteria necessary to respond soberly without any bias. It was important to capture the age, gender, historical, racial category, monthly income and employment status as presented in chapter 5 section 5.2. The study's main findings revealed that residents in the region were knowledgeable and aware of the economic and socio-cultural factors associated with tourism business. A high level of involvement in the tourism industry would increase knowledge and awareness on almost all factors affecting tourism business and the effect on the existence of business. The main study objective was achieved since the researcher managed to collect data and analyse it to obtain residents'

knowledge on the effects of civil unrest on tourism. The general notion is that civil unrest brings about change in favour of the residents, however, this could spell a different rhythm when it comes to tourism business, since the nature of the business requires a peaceful and secure environment.

6.2.2 Secondary objective 1: To determine the level of awareness and understanding of tourism by residents

As per findings presented in chapter 5 section 5.2, the demographic characteristics of the respondents indicated that most of the respondents were males, but the proportion of both genders were almost equally represented. This could mean that males were more cooperating and willing to participate in the study. Specifically, males made 53% of the participants. This aspect could also be an indication that males dominate the tourism industry in the Vhembe region. The study also established that the young age group of 21-30 years dominated the respondents, followed by 41-50 years. This indicates that the young and middle-aged groups, which comprise active participants, made most of the participants. These groups may be common in some respects not investigated in this study.

More than 90% of the participants were Blacks and a small proportion of the participants were Whites. This is expected since Blacks dominate Vhembe region, so is the workforce. As for the highest educational level attained, the study revealed that most participants held certificate\diploma, followed by those who held postgraduate qualifications. The result could lead to the assumption that participants who work in tourism mostly pursue certificates\ diplomas and with just a few, maybe those in management pursuing postgraduate qualifications. Moreover, most of the participants were employed full-time, while part-time or unemployed participants constituted the other portions of the sample. Furthermore, results in the study revealed a statistically scientific relationship between educational level attained and the perceptions on tourism. This may mean that participants were working class people with the knowledge and understanding of what the study intended to establish. In terms of the salary, most participants were getting paid

between 1001 and 5000, 5001 and 10000, 15001 and 20000. This is a good indication since there is a normal distributed across the study sample. After profiling the participants, three factors were considered to determine the residents' level of awareness and understanding of tourism.

The study established a high level of awareness and understanding amongst the residents as evidenced in chapter 5 section 5.3.1, where a majority of about 86% of participants indicated that tourism contributes positively to the economic development of the Vhembe region. In general, residents were aware and fully understood economic factors which impact the tourism business. The residents clearly confirmed social implications caused by tourism in a manner that indicates that participants were aware and fully understood tourism business. This aspect is supported by the findings shown in section 5.3.2 of Chapter 5. Finally, the environmental factors were considered as a metric to determine the awareness and understanding of tourism in the Vhembe region. This exposed that most residents were not aware or understood the impact that tourism exerts on the environment. It means there is a part where residents have little or no understanding of the negative impact of civil unrest on tourism business in their region. This was supported by a majority (43%) who disagreed that tourism degrades the environment and 38%, disagreed that tourism can lead to loss of land.

6.2.3 Secondary objective 2: To determine the resident's perception on tourism industry

In any problem-solving scenario, it makes sense to identify the problem first, then understand its impact and the desired solution. Study uncovered that poor service delivery is the main cause and concern of civil unrest as far as nearly 60% of the respondents were concerned. Every problem has a root cause and solution. Government failure to provide basic service delivery is influenced by factors such as the perceptions of unfulfilled promises. This concerns the feeling of the residents that the local authority is not meeting service delivery obligations and promises. In addition, it was established

that civil unrest destroys economic development in the region. Consequently, civil unrest can lead to higher prices due to an influx in tourists and an increase in tourism activities. Furthermore, the study gathered that the government intervention on civil unrest should be made swiftly to avoid severe violent protests which impact tourism activities. Civil unrest in Vhembe region and other parts of South Africa remains a constant challenge. For instance, protesters block key ports of entry leading to tourism attraction sites with burning tyres, rocks and rubbish.

The residents were not just aware that civil unrest is bad for tourism business, they were in fully understanding that tourism destinations are made less secure for tourists. The success of tourism and its role depend only on the safety of a destination. A research conducted by Chill (2015:4) indicates that when safety and security are in doubt, consumer behaviour negatively changes since tourists' perception also becomes negative about a region as a preferred destination. This also impacts negatively on the demand of tourists for services of interest. Civil unrest is bad for tourism business.

Additionally, linking back to the main aspects of literature review, the study found safety to be an important destination attribute, specifically in this current study (Liu, Schroeder, Pennington-Gray & Farajat, 2016:298). The effects on growth due to civil unrest, public safety problems, and effects on business investments were identified as factors that negatively impact the tourism business in the region. Overall, the residents condemn civil unrest to the tourism business. However, the study shows that civil unrest could bring a long-term solution to some problems affecting tourism.

6.2.4 Secondary objective 3: To ascertain the level of involvement of residents on of tourism industry

It is evident in Table 5.2 in chapter 5 that most of the respondents were involved in tourism to a moderate extent. Though there was no scale or direct system to determine the level of involvement, a study of participants' responses presented enough evidence validating the participant's involvement level. Respondents were either employees in the tourism business or visitors to tourism destinations. The residents indicated that they had

knowledge on certain aspects and lacked knowledge on other aspects about their level of involvement. Specifically, residents were knowledgeable on the economic factors, but less knowledgeable on tourism and business operations' socio- cultural and environmental factors. On average, those three factors allowed the researcher to deduce that the residents were highly involved in tourism, either as customers of destinations within the region or as tourism business operations or stakeholders in general. The findings show that residents were very important stakeholders to be considered in tourism planning and development to mitigate factors impacting business. It was learnt through the study that there are various activities which the residents could pursue to help tourism to thrive such as maintaining the general well-being of the community, sprucing up tourist centres and operating businesses that aid tourism. These functions would instil a sense of responsibility among residents, and in turn, this may reduce the rate of civil unrest.

6.2.5 Secondary objective 4: To determine the resident's perception on tourism industry

With no doubt, residents were conscious that tourism industry has virtuous economic benefits and negative socio-cultural effects. The environmental factors were not revealed much, which could mean that residents had no qualms regarding the impact of the environment on the tourism industry. Although some residents raised a concern that tourism industry forces prices to increase, which is a negative impact associated with the industry and causing an increase in the residents' standard of living. Notably, 50% of residents specified that tourism sponsor traffic congestion and benefit a selected number of residents. This could mean that some residents were of the impression that the industry entailed unethical elements. The development of tourism has desired benefits to the host community, but also congestions almost always happen at the point of entry to tourist destinations. Furthermore, the study unveiled that residents are not aware of the impact of tourism on the environment. The issue of air and land pollution was not perceived as a serious problem by residence.

6.3 LIMITATIONS OF THE STUDY

This segment provides limitations of the study which curtailed the effectiveness of achieving convincing results within an anticipated period. The following limitations were noted throughout the study:

- Identifying unbiased residents was a struggle since most of the participants were anticipating some form of incentives for taking part in the study.
- There were few published tourism businesses than the actual businesses on the ground. Moreover, the knowledge of the residents was limited to fewer tourism establishments.
- Some of the participants appeared to be disturbed by the study which focused on an area which constituted their business operations.

6.4 RECOMMENDATIONS

This study could be used for academic purposes or as a marketing guide by corporates. Though the study was limited to Vhembe region, some insights can be applied on similar environments. Recommendations are that:

- Attention should be applied to members employed in different areas due to their varied levels of income.
- The unrest actions in the Vhembe region are supposed to be addressed by the local government, especially on the issues of basic service delivery such as houses, water, electricity, roads and bridges.
- The local government can sustain peace by delivering services and promoting sustainable development more effectively and efficiently. In the Vhembe region, local government is failing to respond to people's needs or to meet their expectations that undermine peace, as widespread unrest actions suggest.

6.5 CONTRIBUTIONS OF THE STUDY

The study revealed that gender and employment status have a significant influence on residents' perceptions concerning the effects of civil unrest on tourism business. Furthermore, the study uncovered the lack or limited knowledge of residents on the effect of tourism on the environment. This information is crucial because it could bring new insights for policy and decision makers regarding the relationship between civil unrest and tourism development. The study may also benefit stakeholders in the tourism business, marketing and the local government spheres through striving to adopt strategies to enhance community development by harnessing the positive aspects of tourism and business operations.

6.6 CONCLUSIONS

The mitigation of the negative effects of civil unrest in the region requires the co-operative and collective efforts of all stakeholders to develop concrete strategies and programmes to prevent and manage such a phenomenon. The study can be used as a practical tool to mediate the perceptions of the residents towards the growth and development of the tourism business. This could enhance decision-making and lead to enhanced services and optimisation of marketing campaigns for the advancement of the tourism sector. For the residents, this process can aid the conservation of the environment and preservation of worthy socio-cultural concerns. Eventually, this would boost business and render Vhembe region a better tourism destination.

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LIST OF APPENDICES

APPENDICE A: QUESTIONNAIRES



University of Venda

SCHOOL OF MANAGEMENT SCIENCES

DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

INTRODUCTION

My name is **HLUNGWANI RIRHANDZU EUNICE**, a registered student at the University of Venda. I am studying towards Masters of commerce degree in Business Management. I am conducting a survey on: The effects of civil unrest on tourism businesses in the Vhembe region. The study will help in assessing the perceived effects of civil unrest on tourism and business operations in the Vhembe region. Thank you for participating in this research. The questionnaire will take up to 10 minutes of your time. Your cooperation is much appreciated. The study is supervised by DR TSHIPALA N.N and DR NYIKANA S, who can be contacted on the following details: 083 559 5583\012 382 4665\ tshipalann@tut.ac.za; 073 928 9801\ siyaulelan@uj.ac.za

INSTRUCTIONS TO RESPONDENTS

The following instructions and conditions must be understood by all respondents:

- (a) Answer from your own perspective, as honestly as possible.
- (b) Please complete all sections, do not leave any unanswered questions.
- (c) Please note that your name is not required, and information you provide shall remain confidential.
- (d) Indicate your selected response by marking with a tick (✓).
- (e) There are no wrong or right answers.
- (f) Your involvement in this research is voluntary.

The researcher Ms HLUNGWANI R.E can be contacted on her mobile phone at 082 421 6752 or email: rlungwanizwo@gmail.com

Thank you.

Ms HLUNGWANI R E



University of Venda

TITLE: The effects of civil unrest on tourism businesses in Vuwani area in the Vhembe region

Section A: The general understanding of tourism

1.1. In your opinion, which of the following define tourism? Tick the appropriate box

1.1.1. Tourism is all about wealthy people travelling in the world	1
1.1.2. Tourism relates to people who travel around the country for leisure	2
1.1.3. Tourism is defined as the temporary movement of people to destinations outside their normal place of work	3
1.1.4. I don't know\ I'm not sure	4

1.2. How would you rate your level of awareness about tourism? (Tick on the appropriate box)

1.2.1. Very good	1
1.2.2. Good	2
1.2.3. Average	3
1.2.4. Poor	4
1.2.5. Very poor	5

1.3. Are you aware of any tourist attractions around your area? (Tick the appropriate box)

1.3.1. Yes 1	No 2	Not sure 3
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1.3.2. If yes, mention them.

SECTION B: The level of involvement of residents in tourism

2.1. How would you describe your involvement in tourism in Vhembe region? (Tick the relevant box)

Active	1
Passive	2
Not involved	3
Not sure\ don't know	4

2.1.1. If active, indicate how you are involved. (Multiple responses are allowed)

2.1.1.1. I work at tourism business	1
2.1.1.2. I am involved in decision-making about tourism	2

2.1.1.3. I supply goods to tourism businesses	3
2.1.1.4. I own a tourism business	4
2.1.1.5. Other (specify)	5

2.1.2. If passive, explain how?

2.1.3. If not involved, would you like to be involved in tourism?

Yes 1	No 2
-------	------

2.1.3.1. If yes, how would you like to be involved?

SECTION C: The perceptions of tourism in Vhembe region

3.1. Please indicate your level of agreement, with the following statements using the code provided.

Codes: SA=Strongly agreed A=Agreed N=Neutral D=Disagreed SD=Strongly disagreed					
Perceived impacts of tourism	SA	A	N	D	SD
3.1.1. Tourism contributes positively to the economic development of Vhembe.	1	2	3	4	5
3.1.2. Tourism in Vhembe contributes to job creation.	1	2	3	4	5
3.1.3. Tourism causes significant traffic congestion.	1	2	3	4	5
3.1.4. The environment is being degraded due to tourism.	1	2	3	4	5
3.1.5. Prices of goods and services in the area increase because of tourism.	1	2	3	4	5
3.1.6. Tourism fosters friendship between visitors and local residents.	1	2	3	4	5
3.1.7. Tourism can lead to loss of land, which might have been used for other purposes, such as for agriculture or for industrial development, due to development.	1	2	3	4	5
3.1.8. Tourism encourages entrepreneurial activity in Vhembe region.	1	2	3	4	5
3.1.9. Tourism only benefits some members of the community and increases the level of social inequality.	1	2	3	4	5
3.1.10. The development of tourism increases the amount of air and land pollution in the local area.	1	2	3	4	5
3.1.11. Tourism promotes prostitution in the Vhembe region.	1	2	3	4	5

SECTION D: Perceived effects of civil unrest on tourism

4.1. What are the main causes of protest\strike action in your area? Indicate the extent of your agreement or disagreement using the following statements. Please use the codes below and choose only one response for each statement.

Codes					
SA=Strongly agreed A=Agreed N=Neutral D=Disagreed SD=Strongly disagreed					
	SA	A	N	D	SD
4.1.1. Poor service delivery is the main cause and concern of civil unrest in the Vhembe region.	1	2	3	4	5
4.1.2. Civil unrest is undoubtedly the destroyer of economic development in the Vhembe region.	1	2	3	4	5
4.1.3. Civil unrest damages the environment.	1	2	3	4	5
4.1.4. Slowdown of government intervention during unrest causes a severe violent protest thus impacting tourism activity.	1	2	3	4	5
4.1.5. Civil unrest is the only viable means of vindicating public rights.	1	2	3	4	5
4.1.6. Civil unrest is bad for the tourism business.	1	2	3	4	5
4.1.7. Civil unrest makes the destination less secure for tourists.	1	2	3	4	5
4.1.8. Civil unrest has strong effects on tourism business investments of the Vhembe region.	1	2	3	4	5
4.1.9. Civil unrest has posed serious problems of public safety in the Vhembe region.	1	2	3	4	5
4.1.10. Civil unrest affects growth by increasing uncertainty in the economic environment.	1	2	3	4	5

4.2. Please indicate your level of agreement, with the following statements using the codes provided.

Codes					
SA=Strongly agreed A=Agreed N=Neutral D=Disagreed SD=Strongly disagreed					
	SA	A	N	D	SD
4.2.1. Civil unrest can chase tourists away.	1	2	3	4	5
4.2.2. Civil unrest can cause businesses to lose money.	1	2	3	4	5
4.2.3. Civil unrest cause businesses to lose customers and tourists.	1	2	3	4	5
4.2.4. Civil unrest lead to better service delivery.	1	2	3	4	5
4.2.5. Tourism is not directly affected by civil unrest.	1	2	3	4	5
4.2.6. Civil unrest benefits tourism businesses in the long run.	1	2	3	4	5
4.2.7. Civil unrest must be addressed by the local government.	1	2	3	4	5
4.2.8. Civil unrest encourage peace-making and public safety.	1	2	3	4	5
4.2.9. Civil unrest result in physical acts that cause harm to tourists.	1	2	3	4	5
4.2.10. Civil unrest action threatens investors to do businesses.	1	2	3	4	5

SECTION E: Respondents` demographic profile

5.1. What is your age?

18-20	21-30	31-40	41-50	51-60	61-70	70>
1	2	3	4	5	6	7

5.2. Gender

Male	1	Female	2
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5.3. Historical background category

African	Indian	Coloured	White	Not applicable
1	2	3	4	5

5.4. Highest educational level attained?		5.5. Employment status	
No formal education	1	Full-time employed	1
Partial primary	2	Part-time employed	2
Primary completed	3	Unemployed	3
Secondary completed	4	Housewife	4
Certificate/Diploma	5	Student	5
Undergraduate degree	6	Self-employed	6
Postgraduate degree	7	Other (specify)	7
Other (specify)	8		

5.6. Monthly income

None	1
< 1 000	2
1 001 - 5 000	3
5 001 - 10 000	4
10 001 - 15 000	5
15 001 - 20 000	6
20 001>	7

Your input is really appreciated. Thank you very much!

APPENDICE B: PERMISSION LETTER FROM UNIVERSITY

**RESEARCH AND INNOVATION
OFFICE OF THE DIRECTOR**

NAME OF RESEARCHER/INVESTIGATOR:

Ms RE Hlungwane

Student No:

11514121

**PROJECT TITLE: The effects of civil unrest
on tourism businesses in the
Vhembe region.**

PROJECT NO: SMS/19/BMA/03/0608

SUPERVISORS/ CO-RESEARCHERS/ CO-INVESTIGATORS

NAME	INSTITUTION & DEPARTMENT	ROLE
Dr NS Tshipala	University of Venda	Supervisor
Mr S Nyakana	University of Venda	Co- Supervisor
Ms RE Hlungwane	University of Venda	Investigator – Student

ISSUED BY:

UNIVERSITY OF VENDA, RESEARCH ETHICS COMMITTEE

Date Considered: August 2019

Decision by Ethical Clearance Committee Granted

Signature of Chairperson of the Committee:

Name of the Chairperson of the Committee: Senior Prof. G.E. Ekosse



University of Venda
PRIVATE BAG X5050, THOHoyANDOU, 0950, LIMPOPO PROVINCE, SOUTH AFRICA
TELEPHONE (015) 962 8504/8313 FAX (015) 962 9060
"A quality driven financially sustainable, rural-based Comprehensive University"

APPENDICE C: PERMMISSION LETTER FROM MAPUNGUMBWE

To develop and manage a system of national parks that represents the biodiversity, landscapes, and associated heritage assets of South Africa for the sustainable use and benefit of all.



South African
NATIONAL PARKS

ENQ: 015 534 7924/5

Email: sam.dagada@sanparks.org

R572 Pontdrift Road

Mapungubwe National Park

P.O Box 383

Musina

0900

23 October 2019

addo elephant
agulhas
augrabies falls
bontebok
golden gate highlands
karoo

RE: REQUEST FOR PERMISSION TO COUNDUCT A SURVEY

1. The above matter bears reference

On behalf of Mapungubwe National Park, we wish to inform you that the request to conduct a survey has been approved on the topic "THE EFFECTS OF CIVIL UNREST ON TOURISM BUSINESS IN THE VHEMBE REGION"

2. The following conditions must be considered

- 2.1 The researcher should not have any financial implications for Mapungubwe National Park
- 2.2 Should any harm occur during the conduct of the survey , Mapungubwe National Park should not be responsible
- 2.3 Arrangements should be made with relevant departments amongst stakeholders in tourism section
- 2.4 The conduct should not seek any negative implications of the Park
- 2.5 Upon completion of the research study, the researcher should share the outcomes of the research with Mapungubwe National Park

Once more, we wish all the best and give necessary support

Yours faithfully



**MAPUNGUBWE
NATIONAL PARK**

2019 -10- 23

**P.O. Box 383
MUSINA 0900**

Tel: 012 426-5000

kgalagadi transfrontier
knysna lake area
kruger
mapungubwe
marakele
mountain zebra
namaqua
table mountain
tankwa-karoo
tsitsikamma
jai-jais/richtersveld
vaafbos
west coast
wilderness

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