TOURISM CONTRIBUTION TO THE LIMPOPO PROVINCE'S ECONOMIC GROWTH AND DEVELOPMENT: A CRITICAL ANALYSIS

by

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DECLARATION

I, Mkhacani Joseph Maswanganyi, declare that this dissertation hereby submitted for the degree of Master of Arts (MA) in Political Science is my original work and has not been submitted for any degree at any other university or institution. The dissertation does not contain other persons' writing unless those specifically acknowledged and referenced accordingly.

Signed..... Date...11/08/2016

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DEDICATION

This study is dedicated to my late paternal grandmother, Nwa-Mkhacani Maswanganyi, and my maternal grandmother, NwaNdavani Mabasa for encouraging me to study, though they themselves had never entered a classroom. I also dedicate this work to the late Mr Robert Mtsetweni who picked me up and assisted with my enrolment at the teachers college in 1988, that provided me with a head start on my academic journey.

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LIST OF ACRONYMS

ANC	African National Congress
BBBEE	Broad Based Black Economic Empowerment
BEE	Black Economic Empowerment
CPA	Communal Property Association
CRLR	Commission for Restitution of Land Rights
DFID	Department for International Development
EU	European Union
GCIS	Government Communications and Information System
GDP	Growth Domestic Product
GGP	Gross Geographic Product
GNP	Gross National Product
ICC	International Convention Centre
ICCA	International Congress and Convention Association
KNP	Kruger National Park
KZN	Kwazulu-Natal
LAC	Latin America and the Caribbean
LDP	Limpopo Development Plan
LED	Local Economic Development
LEDA	Limpopo Economic Development Agency
LEGDP	Limpopo Employment Growth and Development Plan
LIBSA	Limpopo Business Support Agency
LTA	Limpopo Tourism Agency
MICE	Meetings Incentives Conferences and Exhibitions
NDA	National Development Agency
NPC	National Planning Commission
NWU	North West University
PGDS	Provincial Growth and Development Strategy
RDP	Reconstruction and Development Programme
SAACI	South African Association for the Conference Industry
TEP	Tourism Enterprise Programme
TSA	Tourism Satellite Account
UK	United Kingdom
UNDP	United Nations Development Programme
UNWTO	United Nations World Tourism Organisation
USA	United States of America

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VFR	Visiting Friends and Relatives
WEF	World Economic Forum
ZCC	Zion Christian Church

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LIST OF ANNEXURES

ANNEXURE A	Letter requesting permission from the School Higher Degree Committee to Conduct the Study
ANNEXURE B	Letter requesting permission from the University Higher Degrees Committee to Conduct the Study
ANNEXURE C	Letter requesting permission from the University of Venda Ethics Committee to Conduct the Study
ANNEXURE D	Questionnaire
ANNEXURE E	Letter to the Chief Executive Officer of Limpopo Tourism Agency applying for Permission to Conduct Research
ANNEXURE F	Standard Letter to Municipal Managers applying for permission to Conduct Research
ANNEXURE G	Letter to Head of Department of Economic Development Environment and Tourism applying for Permission to conduct research
ANNEXURE H	Informed Consent
ANNEXURE I	Reference Letter from the Supervisor

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LIST OF FIGURES

		Page
Figure 1.1	Locations of Major tourist attractions in Limpopo	4
Figure 1.2	Inter-related development Challenges	5
Figure 2.1	Inequality and Poverty by Province	13
Figure 2.2	Employment Rate	15
Figure 2.3	Unemployment Statistically by district	16
Figure 2.4	Inbound tourism by purpose of visit 2013	19
Figure 2.5	Tourism multipliers	21
Figure 4.1	Gender	56
Figure 4.2	Race	57
Figure 4.3	Age group	57
Figure 4.4	Educational level	57
Figure 4.5	Size of organisation	58
Figure 4.6	Access to Credit	58
Figure 4.7	Gender	59
Figure 4.8	Race	59
Figure 4.9	Age Group	59
Figure 4.10	Educational Level	60
Figure 4.11	Size of Organisation	60
Figure 4.12	Access to Credit	61
Figure 4.13	Gender	61
Figure 4.14	Race	61
Figure 4.15	Age Group	62
Figure 4.16	Educational Level	62
Figure 4.17	Size of Organisation	62
Figure 4.18	Access to Credit	63
Figure 4.19	Gender	63
Figure 4.20	Race	64
Figure 4.21	Age Group	64
Figure 4.22	Educational Level	64
Figure 4.23	Size of Organisation	65
Figure 4.24	Access to Credit	65
Figure 4.25	Gender	66
Figure 4.26	Race	66
Figure 4.27	Age Group	66

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Figure 4.28	Educational Level	67
Figure 4.29	Size of Organisation	67
Figure 4.30	Access to Credit	68
Figure 4.31	Gender	68
Figure 4.32	Race	68
Figure 4.33	Age Group	69
Figure 4.34	Educational Level	69
Figure 4.35	Size of Organisation	70
Figure 4.36	Access to Credit	70
Figure 4.37	Gender	71
Figure 4.38	Race	71
Figure 4.39	Age Group	71
Figure 4.40	Educational Level	72
Figure 4.41	Size of Organisation	72
Figure 4.42	Access to Credit	73

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LIST OF TABLES

		Page
Table 2.1	Country and city business tourism ranking	24
Table 2.2	Annual Festivals in Limpopo	29

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ABSTRACT

The study is located in Limpopo Province, in the northern part of South Africa. Tourism is seen as an important driver of the economy of Limpopo Province as it provides job opportunities and alleviates poverty. Tourism is an important economic and social activity, both in the provincial and national economy. The problem facing the province manifests itself by the absence of sustained economic growth and job creation, both of which are essential to the reduction of poverty and improvement of the living conditions (Limpopo Office of the Premier, 2009:8). With the economy of Limpopo experiencing difficulties, there is a need to look at economic diversification.

The study examines the contribution of tourism to the economic growth and development of Limpopo Province. The argument is that the benefits that flow from tourism should not only reach operators, but also citizens in general. The income generated from tourism should contribute towards job creation, poverty alleviation and inequality reduction.

The study uses triangulation, which refers to the collection of data through several sampling strategies (Crowther and Lancaster, 2009:197). Interviews were conducted with tourism product operators, government officials and community members. Through an analysis of responses from interviews and observations, the study makes recommendations.

Key Words: Limpopo, poverty, unemployment, tourism, inequality, growth and development.

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TABLE OF CONTENTS

DECLARATION	i
DEDICATION	ii
ACKNOWLEDGEMENTS	iii
LIST OF ACRONYMS	iv
LIST OF ANNEXURES	vi
LIST OF FIGURES	vii
LIST OF TABLES	ix
ABSTRACT	x
CHAPTER 1: BACKGROUND TO THE STUDY	**1**
1.1 INTRODUCTION	1
1.2 RESEARCH SETTING	3
1.3 SIGNIFICANCE OF THE STUDY	4
1.4 PROBLEM STATEMENT	5
1.5 RESEARCH OBJECTIVES	5
1.6 ASSUMPTION	6
1.7 RESEARCH QUESTIONS	6
1.8 CONCEPTUAL FRAMEWORK	6
1.9 RESEARCH DESIGN	7
1.10 ORGANIZATION OF CHAPTERS	8
1.11 CONCLUSION	8
CHAPTER 2: LITERATURE REVIEW	**9**
2.1 INTRODUCTION	9
2.2 SOCIO-ECONOMIC OVERVIEW OF LIMPOPO	12
2.2.1 Poverty	13
2.2.2 Inequality	14
2.2.3 Unemployment	15
2.3 CORRELATION BETWEEN TOURISM AND ECONOMIC DEVELOPMENT	17
2.4 INTERNATIONAL TOURISM TRENDS	18
2.5 NATIONAL TOURISM TRENDS	19
2.5.1 Business Tourism	22
2.5.2 Sports Tourism	25

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2.6 LIMPOPO TOURISM TRENDS 26
2.6.1 Visiting Friends And Relatives (Vfr) 26
2.6.2 Wildlife 26
2.6.3 Religious Tourism 26
2.6.4 Hunting 27
2.6.5 Cultural Tourism 27
2.6.6 Gambling 29
2.6.7 Nature- Based Tourism 30
2.6.8 Adventure Tourism 30
2.6.9 Urban Tourism 31
2.7 TOURISM AS DEVELOPMENT TOOL 32
2.7.1 Challenges To The Development of Tourism In Limpopo 33
2.7.2 Community Involvement In Tourism 33
2.7.3 Lack Of Pro-Poor Tourism Strategy In Limpopo 35
2.8 CONCLUSION 36

CHAPTER 3: RESEARCH METHODOLOGY 37
3.1 INTRODUCTION 37
3.2 RESEARCH DESIGN 37
3.2.1 Types of Research Design 38
3.3 RESEARCH METHODOLOGY 38
3.3.1 Quantitative Research 38
3.3.2 Qualitative Research 39
3.3.3 Target Population 41
3.3.4 Sampling 41
3.3.4.1 Purposive Sampling 42
3.4 DATA COLLECTION METHODS 42
3.5 QUESTIONNAIRES 43
3.5.1 Interviews 43
3.5.2 The Unstructured One-To-One Interview 43
3.5.3 Interview Setting 44
3.6 VALIDITY, RELIABILITY AND GENERABILITY 44
3.6.1 Validity 44
3.6.2 Reliability 45
3.6.3 Generability 46
3.6.4 Triangulation 46
3.6.5 Research Approach 47

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3.6.6 Data Analysis 48
3.7 ETHICAL CONSIDERATION 49
3.7.1 Voluntary Participation 50
3.7.2 Informed Consent 50
3.7.3 Ethical Considerations During Research 51
3.7.4 Behaviour Changes In Participants 51
3.7.5 Ethical Considerations After Research 51
3.7.6 Anonymity of Participants 51
3.7.7 Confidentiality 52
3.7.8 Conclusion 52

CHAPTER 4: DATA PRESENTATION AND ANALYSIS 53
4.1 INTRODUCTION 53
4.2 BIOGRAPHICAL INFORMATION 54
4.2.1 Gender 54
4.2.2 Age Group 54
4.2.3 Race 55
4.2.4 Educational Qualification 55
4.2.5 Residence 56
4.3 TARGETED STAKEHOLDERS 56
4.3.1 Travel Agents 56
4.3.2 Tour Operators 59
4.3.3 Tour Guide 61
4.3.4 Accommodation 63
4.3.5 Limpopo Tourism Agency 66
4.3.6 Local Tourism Structures (Communities) 68
4.3.7 Tourism Managers – Local and Provincial 71
4.4 POLICY REVIEW, ASSESSMENT AND IMPLEMENTATION 73
4.4.1 Empowerment of Women And Youth 74
4.4.2 Level of Government Support 75
4.4.3 Community Involvement In Tourism Sector 76
4.4.4 Barriers To Tourism Development In Limpopo 76
4.4.5 Key Factors That Can Improve Tourism Sector 77
4.4.6 Addressing Unemployment And Poverty 78
4.4.7 Conclusion 79

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CHAPTER 5: FINDINGS, CONCLUSIONS AND RECOMMENDATIONS **80**
5.1 INTRODUCTION 80
5.2 THE PURPOSE AND METHOD OF STUDY 80
5.3 RESEARCH FINDINGS 80
5.3.1 Youth Development 80
5.3.2 Community Involvement In Tourism Industry 80
5.3.3 Limited Conference And Exhibition Infrastruture 81
5.3.4 Slow Pace Of Transformation In Tourism Industry 81
5.3.5 Minimal Support Of Small Micro And Medium Enterprises (Smme's) 81
5.3.6 Cross-Border Co-Operation On Tourism Promotion 81
5.4 RECOMMENDATIONS 82
5.4.1 Youth Development 82
5.4.2.Community Involvement In Tourism Industry 83
5.4.3 Develop Conference And Exhibition Infrastructure 84
5.4.4 Cooperation Between Limpopo Province And SADC States 85
5.4.5 Support To SMME's In Tourism 86
5.4.6 Fast-Track Implementation of Broad Based Black Economic Empowerment 87
5.4.7 Future Research 88
5.5 CONCLUSION 89

REFERENCES **90**

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CHAPTER 1

BACKGROUND TO THE STUDY

1.1 INTRODUCTION

Tourism is customarily justified on the basis of its potential contribution to economic development. As supported by Mihalic (2002:81), tourism has a great potential to fulfil the role of economic development through contribution to the (economic) development of destination areas, and the economic benefits of the tourism, such as income and employment generation, are widely recognised.

Tourism is recognized as one of Limpopo Province's strongest competitive advantages in the same leverage as agriculture and mining. Limpopo's strength is on adventure, ecotourism, religious tourism, wildlife and nature tourism. Limpopo has many tourist attractions. The province is home to many historical sites, nature reserves, heritage sites and wetlands. There are fifty-four provincial nature reserves, eight hundred private reserves and two hundred hunting game farms (Limpopo Tourism Agency, 1998:7).

Limpopo has a significant share of religious tourism (Rogerson & Visser, 2004:13). Millions of pilgrims travel to Moria to attend Zion Christian Church (ZCC) services throughout the year. Through direct and indirect linkages between industries, pilgrims contribute R400 million to the economy of Limpopo (Krugell, 2013:2).

The province is a host to the heritage sites, which are, namely, Mapungubwe world heritage; Thulamela; Makapans (which is the sister Cradle of Humankind); Dzata Ruins and Museum of the drum; and the Old Baobab tree (which is around 4000 years old).

Limpopo is a host to the Annual Kremetart Cycle race. The race is held in the Makhado town every June, dedicated to the promotion, development and organizing of cycling. One Thousand one hundred (1100) cyclists participate in the competition. As may be expected, in the week of the race, all accommodation facilities in Makhado achieve full occupancy (Zoutpansberger, 2013:3). Limpopo attracts a lot of off-road trails. This activity promotes adventure tourism.

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Limpopo is a province of contrasts characterized by hot savannah plains and mist-clad mountains, age-old indigenous forests, cycads and mountain fortresses. Much of the land, particularly in the Kruger National Park and other game and nature reserves, is unspoilt, providing sanctuary to large numbers of game (*Government Communication and information system, 2005:558*). As such, the province boasts its richness in both ecotourism and culture tourism. Ecotourism philosophy aims to instil environmental awareness and social conscience into the travel industry while meeting the needs of tourists to experience other cultures and environments in a meaningful way (Thomas & Brooks, 2003:4).

Limpopo is also rich in cultural heritage. Built up from time immemorial, it may involve one time, never to be repeated, impossible to duplicate buildings, shrines, sites and artefacts. It can be how people dress, dance; instruments, tools, music, archives and archaeology. Makapan's Valley, which is linked to Sterkfontein 'Cradle of Mankind', fits into the concept of cultural tourism. Makapan's Valley lies a few kilometres west of Polokwane, contains a number of caves that are recognized internationally as sites of enormous paleontological and archaeological value.

Limpopo Province is also rich in biodiversity. An area in the west of the province, called the Waterberg Biosphere Reserve, was given an international status in March 2001 by the United Nations Education Scientific and Children's Organization (Explore South Africa, 2006:142)

Since inception in 1994, the Limpopo Provincial Government formulated a number of development strategies, beginning with the Provincial Growth and Development Strategy (PGDS), Limpopo Employment Growth and Development Plan (LEGDP) in 2009, and Limpopo Development Plan 2015-2019. These strategies sought to confront the problematic areas of poverty alleviation and unemployment. The strategies also set the pace for economic growth and development in the province.

The PGDS identified clusters to realize its objectives, namely, logistics, forestry, mining, petro-chemical, horticulture, red and white meat, and tourism. The provincial economy has shown a sluggish growth. In 2011, the economic structure of the province was still the same as that of 2004 (Limpopo Office of the Premier, 2014:46). Tourism is recognised as one of the sectors with much potential to contribute to the socio-economic conditions of the people of Limpopo. Tourism has been recognized as a fast-growing competitive business at global level. In 2013, tourism grew at 5 per cent, translating to 1.087 billion international tourist arrivals, and thus generating US $1.4 trillion (UN World Tourism Organisation, 2013:10).

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According to Visser and Kotze (2006:88), tourism growth in South Africa is concentrated in the Western Cape, in particular the greater Cape Town metropolitan area and the Garden Route; the Kwazulu-Natal coast; and the reserves and game parks of Mpumalanga and Limpopo. This competitive advantage propels tourism to become an effective tool in alleviating poverty, creating jobs and stimulating economic development and growth. Tourism is a labour-intensive industry with the potential to create jobs. It is estimated that a total of 594 412 people, which translates into 4,4 per cent of total employment, are directly employed by tourism industry in South Africa (Department of Tourism, 2011:3). In Limpopo, tourism infrastructure is estimated at R1.6 billion with 23 000 jobs created (Limpopo Office of the Premier, 2014:52).

There is intersection between tourism and economic development. Economic development occurs when there are positive changes made in the lives of people. Its measurement is when there is improvement in health, education and real standards of living among the previously disadvantaged people (Erlank, 2014:383). Tourism is a tool for the improvement of socio-economic conditions of the poor. Studies have shown that employment in accommodation facilities is responsible for the largest share of the pro-poor in Uganda tourism (Adiyia *et al*, 2014:9).

In the years since the foundation of democracy in South Africa, there has been a remarkable change in the tourism sector on the social, economic and political spheres (Nemavhandu, 2008:1). There are opportunities for the tourism industry to stimulate economic growth and, as a result, South Africa is currently witnessing a fast-growing tourism market ever recorded in her history. Tourism has become the new 'gold rush' (Temkin, 2006:3).

The section provides background to the problem statement, the problem statement itself, aim of the study, research objectives, research questions, research methodology, the conceptual framework, ethical considerations and work plan.

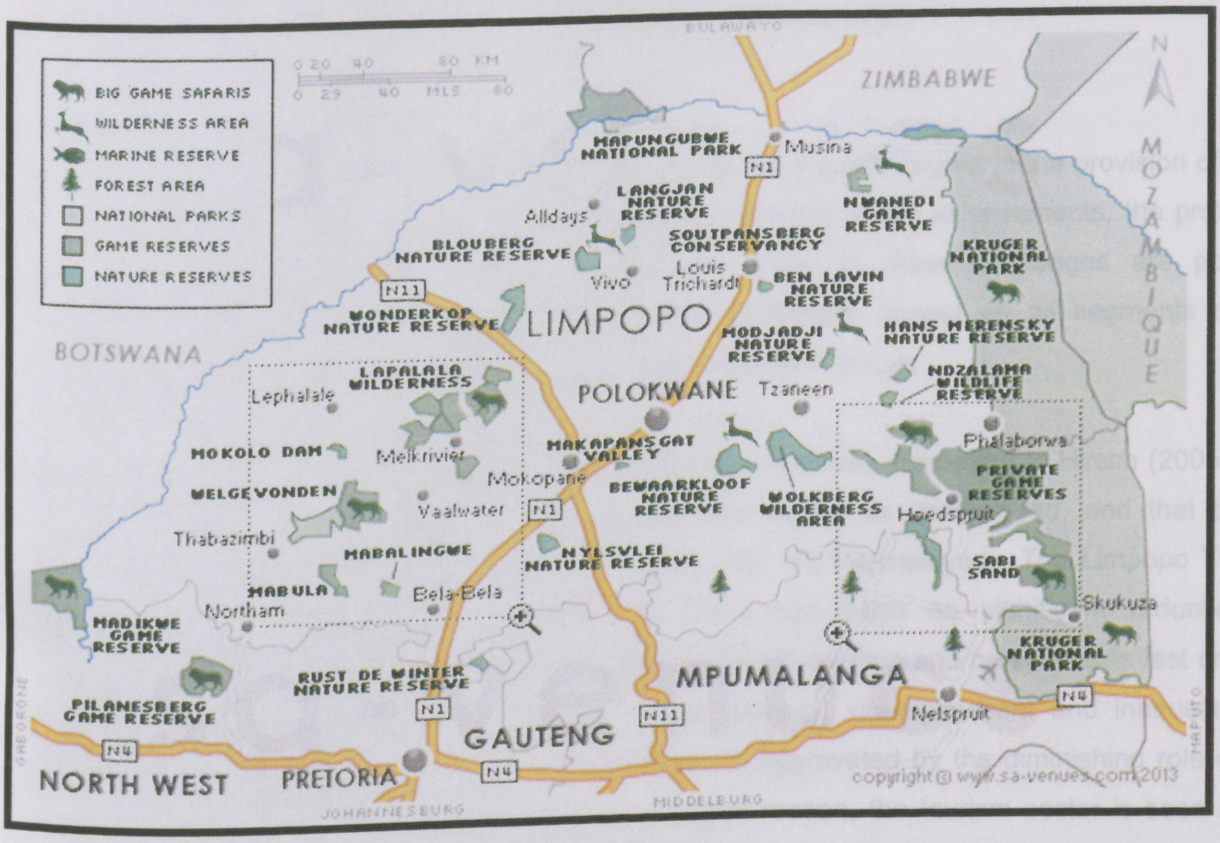
1.2 RESEARCH SETTING

The study is based in the Limpopo Province. Limpopo is South Africa's northern most province; sharing borders with Zimbabwe, Botswana and Mozambique. The province's population is 54 048 68, and its land size is 125 754 km² (GCIS, 2014:8). The province is rich in wildlife, which makes it popular with both domestic and international tourists. As shown in Figure 1.1, the province host 54 government - owned nature reserves and 50 percent of South Africa's 9000 game farms (Van der Merwe, Saayman and Roussow, 2014: 382). In Limpopo, tourism has an apparent probability of growing the economy and improving the lives of the people.

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Figure1.1 Location of Major Tourist Attractions in Limpopo



Source: sa-venues.com 2013

1.3 SIGNIFICANCE OF THE STUDY

The study brings to the fore the role that tourism in Limpopo can play in creating jobs, reducing poverty and inequality. The challenges of poverty, unemployment and economic imbalances remain, to a certain extent, unresolved in the past two decades of democracy. South Africa, and Limpopo in particular, has undergone significant political, economic and social transition, however, many distortions and dynamics introduced by apartheid continue to reproduce poverty and perpetuate inequality (May, 2006:2).

The focus of the study is to raise the issue of strategic importance with regard to the role of tourism and how tourism can be steered to respond efficiently to socio-economic challenges facing Limpopo. Tourism has the greatest potential to reduce unemployment, as such, lots of attention has to be devoted to the critical role of tourism in job creation (Rogerson & Visser; 2004:4). Tourism can play a pivotal role in redressing imbalances of the past. The sector has positive multiplier effect and potential capacity to contribute to the economy. Multiplier effects of tourism are linked to the direct economic benefits of tourism as a source of income, employment and government revenue (Mihalic, 2002:94).

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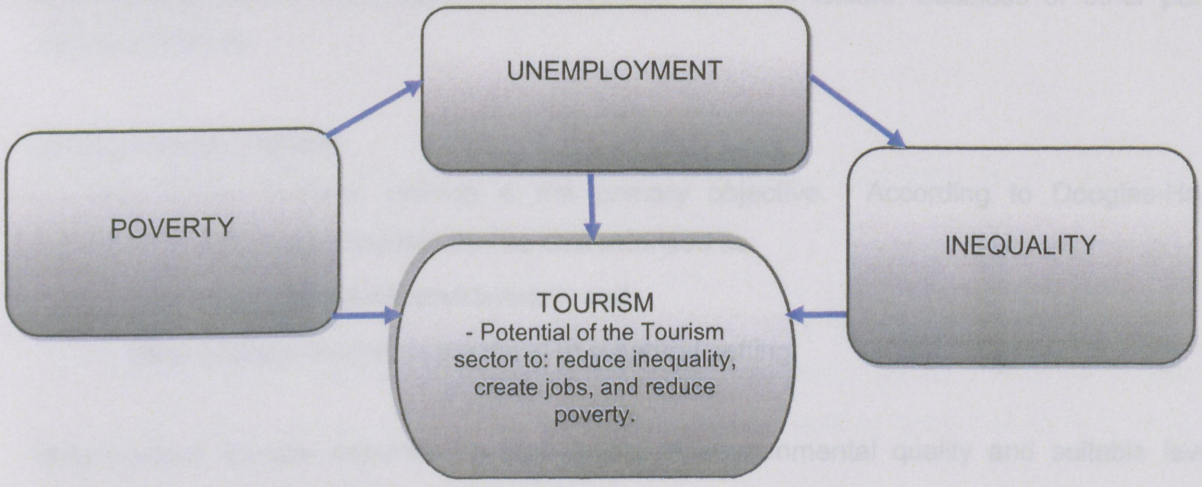
The study emphasises the implementation of the tourism policy that embodies simultaneous progress towards alleviating poverty and achieving full employment.

1.4 PROBLEM STATEMENT

The Limpopo Provincial Government has shown achievement with regard to the provision of basic services like water, electricity and low-cost housing. Despite these achievements, the provincial economy still displays a number of challenges. Core to these challenges are poverty; unemployment; and inequality. While these triple challenges impact on all segments of the population, blacks, women and youth are the most vulnerable groups.

These intertwined factors are generally seen to be synonymous. According to Hirsch (2005:170), when a person is poorer, the likelihood is that they would be unemployed, and that poorer households have a higher percentage of members who are unemployed. The Limpopo Twenty Year Review 1994-2014, acknowledges that there has been no significant reduction of unemployment as the economy has been unable to absorb existing and new entrants fast enough (Limpopo Office of the Premier, 2014:10). Thus, poverty, unemployment and inequality are Limpopo's most daunting challenges. The problem is aggravated by the diminishing role of the provincial economy in regard to job creation. For this reason, the tourism sector is seen as an economic driver that can address the triple challenges.

Figure 1.2 Interrelated Development Challenges



1.5 RESEARCH OBJECTIVES

The objectives of the study are, namely:

- To investigate how tourism can create jobs;
- To provide an overview of the socio-economic impact of tourism in Limpopo; and

- To measure the impact of tourism development on blacks, youth and women.

1.6 ASSUMPTION

The tourism sector is central to achieving a more employment-intensive, equitable and inclusive economy.

1.7 RESEARCH QUESTIONS

The following questions guide this study:

- What is the role of tourism in job-creation, poverty and inequality reduction?
- To what extent does tourism contribute to economic development and growth of Limpopo Province?
- How can tourism be used as a developmental tool to empower blacks, youth and women?

1.8 CONCEPTUAL FRAMEWORK

It is important that key concepts be defined to ensure that the reader attaches meaning to those concepts. Once a topic has been chosen and the researcher becomes familiar with the theory related to it, the next step is to create operational definitions that are concrete representation of abstract theoretical concepts (Leahey, 1980:26).

Tourism

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment, for not more than one consecutive year, for leisure, business or other purposes (Jeffries, 2001:6).

Nature-Based Tourism

In nature-based tourism, viewing is the primary objective. According to Douglas-Hamilton (1987:11), nature-based tourism can be characterised as:

- Tourism in the natural environment; and
- Nature-based tourism is practised in a natural setting.

Nature-based tourism depends on high levels of environmental quality and suitable levels of consumer service (Douglas-Hamilton, 1987:11).

Ecotourism

Ecotourism is environmentally responsible travel and visitation to enjoy and appreciate nature, which promotes conservation and sustainable development. There is general agreement that the focus of the tourism activity is the physical environment (Bottril & Pearce, 1995:45). Ecotourism is

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opposed to bringing many tourists to a natural area and is conducted in harmony with nature (Rogerson & Visser, 2004:312).

Cultural Tourism

Cultural tourism is based on indigenous culture. The emphasis is on learning about, experiencing or understanding cultural activities, resources and other cultures (Craik, 1995:6). Cultural tourism is associated with cultural improvement and development epitomized by the culture promoted by museums, galleries, historic houses, performing arts and orchestral performances (Keyser, 2002:262).

Adventure Tourism

It is a leisure activity that takes place in remote, exotic or wilderness destinations. It encompasses element of risk (Millington *et al*, 2001:45).

Business Tourism

Business tourism refers to tourists who attend meetings, conferences, exhibitions, or participate in an incentive trip (Rogerson, 2013:26). It is referred to as MICE (Meetings, Incentives, Conferences, and Exhibitions).

Educational Tourism

It is a travel where by learning occurs within a formal programme. Educational tourism includes an educational study trip where teaching and learning takes place outside of classroom (Holloway, 2002:258).

Medical Tourism

It refers to the travel of people to destinations for purposes of obtaining health care services. It encompasses health and well-being (Keyser, 2002:265).

Sport Tourism

Sport tourism is the interconnection between sport and tourism. Its focus is on sport attractions. The prime motive for travelling is to be involved in competitive sport (Whitson & MaCintosh, 1996:2).

1.9 RESEARCH DESIGN

Successful research begins with a clear statement of a problem or question that a researcher seeks to resolve. The term 'research design' refers to a structured plan of study that guides the researcher in seeking answers to research questions and plays a role in systematically controlling the critical

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investigation of the hypothesis (Leedy, 1985:3). Thus, there are three major research methodologies or approaches in this regard, namely: 'qualitative', 'quantitative' and 'triangulation'. These three critical research methodologies are exhaustively discussed in Chapter 3 of this research study.

1.10 ORGANIZATION OF CHAPTERS

This study has been organized as follows:

Chapter 1: **Introduction and Problem Setting.**
This provides detailed contextual analysis of the area of study.

Chapter 2: **Literature Review.**
Literature review is undertaken to analyse the impact of tourism on Limpopo's economy.

Chapter 3: **Research Methodology.**
This chapter deals with research method applied for the study and the development of the research instruments for data collection.

Chapter 4: **Data Presentation and Analysis.**
The focus is on data analysis and presentation of data. This chapter presents an analysis of information from the respondents.

Chapter 5: **Findings, Conclusion and Recommendations.**
The chapter presents summary of the findings, conclusions and recommendations.

1.11 CONCLUSION

This chapter provided an overview of the study, research questions and objectives. The significance of the study is clarified. The chapter also examined issues relating to the use of tourism as an economic driver. Furthermore, the chapter outlined all chapters presented in the research study. The ensuing chapter deals with the literature review of the work done by other scholars in the field of tourism.

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CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The literature review reveals areas that deserve to be examined, which are: poverty, unemployment, and inequality. Tourism has strong potential to address these triple challenges. Tourism is a huge untapped avenue of development. South Africa is a popular tourism destination with tourist arrivals growing from 640,000 in 1994 to 14,860,316 in 2013. Tourism contributes 7.9 percent to the GDP. It employs an estimated 3 percent of South Africa's workforce and is regarded as potentially the largest provider of jobs and earner of foreign exchange (*GCIS,* 2014:381).

Gauteng remains the most visited province, with 41.6 percent of tourist arrivals. The Western Cape and Limpopo were the only provinces that realized an increase in the share of tourist arrivals in 2013 respectively. Breakdown of provincial share of foreign tourists-Gauteng (41.6%), Western Cape (16.3%), Limpopo (15.3%), Mpumalanga (12.5%), Kwazulu-Natal (8.8%), Free State (8.4%), North West (5.4%), Eastern Cape (3.4%), Northern Cape (1.8%), (South African Tourism, 2014:20). In Limpopo, the tourism infrastructure is estimated at R1.6 billion, with 23,800 jobs created (Limpopo Office of the Premier, 2014:52). Tourism contribution to the economy is measured by jobs created, contribution to the GDP, and revenue generated from tourism activity.

When the PGDS was adopted in 1996, the target was to create 91000 new jobs per year. These jobs were supposed to be created by the three pillars of the province's economy, namely, tourism, mining and agriculture (Limpopo Office of the Premier, 2004:10). The three sectors have since failed to realize the objective. Some 70 perent of the people of Limpopo live in rural areas where poverty is pervasive and, at its worst, in the former homelands established by the apartheid regime and which formed part of Limpopo after South Africa's transition to democracy in 1994. These areas contain some of South Africa's poorest districts in which unemployment is high and infrastructure is poor, with most people surviving through subsistence farming, migrant labour system and welfare grants (Trade and Investment Limpopo, 2004:6).

Despite the strong growth in recent years, the economy at both national and provincial levels has not grown fast enough to provide jobs, not only for existing potential work force, but for rapidly growing numbers of new entrants. The situation is aggravated by the number of jobs being lost

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due to the introduction of technology in the production processes. The South African economy grew at 1,9 percent in 2003, the lowest since 1998 and the second-lowest rate in more than a decade, as the strong Rand harmed manufactures and the weather played havoc with agricultural production (Mhone, 2003:51).

The tourism sector has not managed to bring the previously disadvantaged people into the mainstream of the industry as expected. In terms of the *Tourism White Paper 1996*, a great deal of work has to be done by the government and private sector to redress previous imbalances, to win back the support of the previously neglected groups and to demonstrate that tourism in the new South Africa can benefit all South Africans (Department of Environment and Tourism, 1996:11). The policy indicates that "to succeed, any tourism development policy of South Africa must, as a priority, seek the meaningful involvement of the previously neglected communities, not only in the supply of their labour services, but also in entrepreneurial activities" (Department of Environment Affairs and Tourism, 1996:11). Visser (2004:268) argues that tourism needs to assume a developmental role like the involvement of the previously disadvantaged individuals in this sector.

Limpopo Province has not lived up to the challenge of supporting the SMME's in tourism. There is limited indirect support that is offered by the province, be it either supporting limited training or attendance of the Tourism Indaba. Request for finance is referred to the network of national support providers, although there is often a lack of knowledge and follow-up on the success rate of applicants from the province (Rogerson, 2004:238).

Today, sport is a major contributor to the economic growth of many countries. It contributes significantly to the growth of tourism industry. The Beijing Summer Olympics games alone generated around US $23 billion worth of business, both in staging the event and in related city infrastructure developments. The 100 sporting events worldwide generated some US $9 billion (Keyser, 2002:272).

Limpopo is lagging behind other provinces because of the poor infrastructure like road network, railway lines and airports. Some of the road networks leading to tourist destinations like lodges, hotels and game reserves are of a poor standard. The only international airport for the province in Polokwane can hardly cope with an increase of air traffic demand as it stands now.

South Africa is already well established as the leading conference destination in Africa, and stands far ahead of its two main rivals, Egypt and Tunisia. The cities of Cape Town, Durban, Johannesburg and Pretoria take the top four conference slots in the continent. According to the International Convention and Conference Association, Cape Town is in the top 30 of Convention

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cities worldwide. The conference and meetings sector turns over R2,6 billion a year to South Africa's GDP (Reynolds, 2007:32). During and after conference, many participants go on to spend additional days doing their own travelling and exploring.

Tourism, as the greatest growing economic sector in South Africa, can bring solution to poverty reduction and joblessness, and can potentially be one of the main contributors to the economic growth and development. The sector is beginning to challenge both mining and automotive industry to GDP, which are the two rivals to the tourism industry in terms of overall contributions. Job growth has been very much at the forefront of progress in South Africa's tourism in comparison with other priority sectors like agriculture (Myburgh & Saayman, 2002:120).

Given that the tourism sector has been growing persistently over the years and now makes up an important component of the economy, it is important to have a profound understanding of this industry, its nuances and various forces that are at play. Yet, few studies have been conducted in Limpopo over the past 10 years on the respective growth of this fastest growing industry in South Africa. Although there is a consensus amongst most tourism researchers that the tourism industry is growing much faster than anticipated and that it will continue to grow and drive economic development into the future, there is an apparent research gap in their approach. While most of the tourism researchers have succeeded in exploring who constitutes the tourism market, and their spending power, they fell short of identifying intertwined developmental challenges.

"Tourism is the world's largest industry and has been an integral component of economic development strategies in many developing nations for over half a century. The sector is generally a major growth sector which is labour intensive and offers significant potential for sustainable growth in developing countries" (Torres and Momsen, 2004:294). Based on the aforementioned observation, it would be safe to focus on how tourism can make a meaningful contribution to the economy of Limpopo Province.

This chapter presents a review of relevant literature on the impact of tourism to the economy. As pointed out by Van Harssel (1994:174) economic impact studies can be used to educate policy makers, economic development practitioners and the public about the benefits of tourism. UNWTO (2008:93) addresses the aim of economic impact studies. It recognizes that tourism does increase the wealth of the residents in monetary terms.

The Chapter constitutes four sections. The first section is the description of the socio-economic overview of Limpopo. This section highlights the triple challenges of poverty, unemployment and inequality. The second section analyses the correlation between tourism, economic growth and

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development. The third section gives an exposition of tourism trends within the international, national and provincial context. The fourth section assesses tourism as a development tool.

2.2 SOCIO-ECONOMIC OVERVIEW OF LIMPOPO

The Limpopo Office of the Premier (2015:15) has identified mining, tourism, agriculture, energy, and manufacturing as major economic sectors. These are job drivers that are areas in the economy where substantial employment is possible, given appropriate action by government and stakeholders.

Since the advent of democracy, Limpopo province has experienced positive economic growth. As demonstrated by Statistics SA (2015), in 2013 Limpopo contributed 7,3 per cent to the national Gross Domestic Product (GDP) trailing behind Gauteng, and Western Cape which remain the major contributors to the national economy. Limpopo Provincial Treasury (2015:30) states that the annual real economic growth rate for the province between 2002 and 2012 was 2.9 percent which was one percentage lower than the national average of 3.9 per cent over the period. Hence the Limpopo Provincial government adopted the Limpopo Development Plan (LDP). The main objective of the LDP is to guide the provincial-wide planning process and resource allocation towards job creation, poverty reduction, and income equality. It is premised on the need for a strategic coordination of government, private sector and civil society to achieve these strategic goals.

According to Limpopo Office of the Premier (2014:27), the province has shown a remarkable improvement with regard to the provision of basic services. For instance, 86 percent of households have access to portable water, 87 percent have access to electricity, 38 percent have access to sanitation and 22 percent have access to refuse removal.

However, Limpopo Economic Development Agency (2015:19) argues that the positive economic growth over the past years has not translated into sustainable employment opportunities and poverty alleviation. While there are significant gains noted in terms of transforming the state, delivering basic services and expanding provision of social wage over the last 21 years, the province still encounters challenges with regards to high rates of unemployment and income between the rich and the poor. Employment growth remains too slow to reduce unemployment

The economic growth in Limpopo has been ignited by higher investment and rapid increases in the mining sector. The sector recorded 26 percent, followed by general government services at 17.6 percent. Economic indicators show that agriculture is continuing to decline in terms of real annual growth. This is a major concern because agriculture is one of the biggest employers in Limpopo

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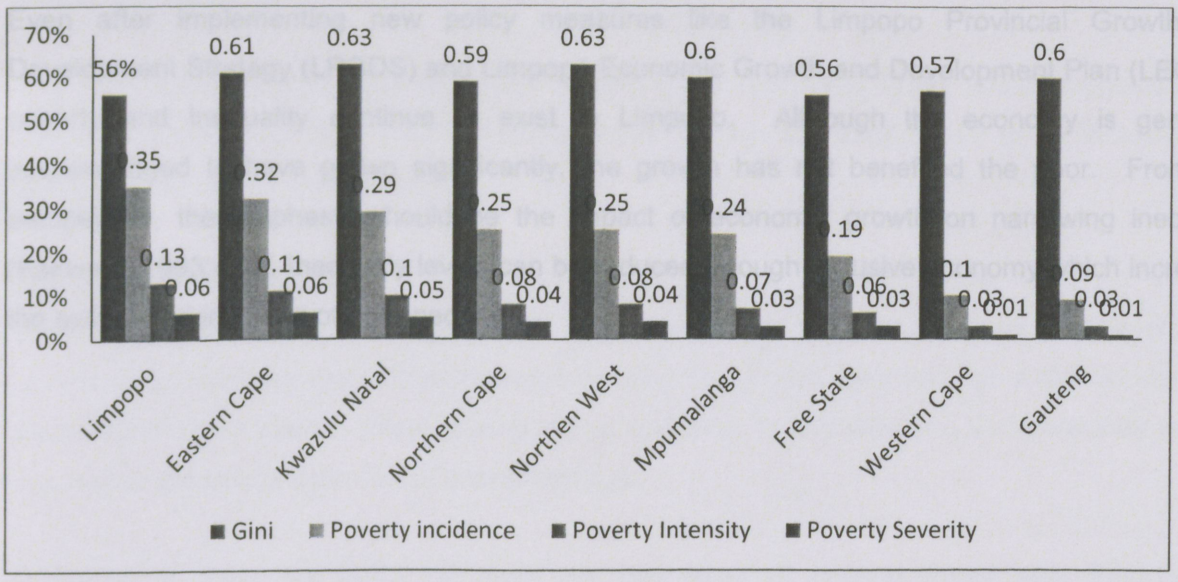
(Limpopo Economic Development Environment and Tourism, 2015:9). Tourism is classified within the third sector which is wholesale retail and motor trade, catering and accommodation, which contributes 13.9 percent to the provincial economy. DFID (2001:174) defines economic growth as 'an increase in a country's total output, measured by the annual rate of increase in a country's GDP or Gross National Product (GNP) as adjusted for price changes".

The economic growth in Limpopo is not sufficient to create jobs for work seekers. If the economy grows with jobs being created it would mean more people paying taxes to the government, have money to look after their needs and be less dependent on government (ANC, 2015:13). The literature review identifies triple challenges, viz, poverty, unemployment and inequality. These triple challenges bedevil the provincial economy.

2.2.1 POVERTY

Deng (1998:100) refers to the poverty as denial of choices and opportunities by people for a tolerable life and often encompasses a lack of basics for survival. For most households the immediate cause of poverty is inadequate earned income. According to research conducted by the National Development Agency (2014:50), the poorest provinces in South Africa are Limpopo, Eastern Cape and KwaZulu-Natal. Figure 2.1 shows Gauteng, Western Cape and Free State as provinces that have poverty incidence below the national average for all the poverty lines.

Figure 2.1: Inequality and poverty by province



Source: National Development Agency 2014.

In Limpopo and South Africa in general, the incidence of poverty is cushioned by social policies. The welfare policy, especially social grants have helped the poorest income group. 45.5 percent of households in South Africa and 38.7 percent in Limpopo receive social grants (Statistics SA,

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2015). In Limpopo majority of the poor people are found in rural areas where the economic opportunities are limited. According to Adelzadeh, Alvillar and Mather (2001:231), poverty levels are high in the former homelands.

2.2.2 INEQUALITY

Inequality is one of the major challenges in Limpopo. This is not a challenge peculiar to Limpopo it is also a national problem. The gap between the rich and the poor has been widening post-1994. Bhorat (2012:1) argues that individuals at the top-end of the distribution have gained the most from the post-apartheid growth dividend. Figure 2.1 shows the provincial distribution of inequality and poverty by province. The poorest provinces except for Limpopo have the highest GINI (NDA, 2014:51). However, Limpopo has the highest incidence of poverty. DFID (2001:179) defines Gini coefficient as a measuring tool of income inequality on an index ranging from 0, which means perfect equality to 1, which reflects perfect inequality.

Phillip, Tsedu and Zwane (2014:23) outline how the economic structure, which was inherited from the apartheid government, continues to impact on inequality. First, inequality expresses itself through asset ownership. Second, it is evident through the sectoral position of the economy, which influences its ability to absorb labour. Third, inequality is revealed through the relative gains from growth accruing to capital and labour, which contribute to the distribution of wealth (DFID, 2001:179).

Even after implementing new policy measures like the Limpopo Provincial Growth and Development Strategy (LPGDS) and Limpopo Economic Growth and Development Plan (LEGDP), poverty and inequality continue to exist in Limpopo. Although the economy is generally acknowledged to have grown significantly, the growth has not benefited the poor. From this perspective, the emphasis should be the impact of economic growth on narrowing inequality (Kakwani, 1993:438). Inequality levels can be reduced through inclusive economy which increases the assets and incomes of poor people.

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Figure 2.2 Employment Rate

	Official unemployment rate					Expanded Unemployment rate				
	Oct-Dec 2013	July-Sep 2014	Oct-Dec 2014	Qtr to qtr change	Year on year change	Oct-Dec 2013	July-Sep 2014	Oct-Dec 2014	Qtr to qtr change	Year on year change
	Per cent			Percentage Points		Per cent			Percentage Points	
South Africa	**24.1**	**23.6**	**22.9**	**-0.7**	**1.9**	**34.0**	**35.8**	**34.6**	**-1.2**	**0.6**
Western Cape	21.0	23.6	22.9	-0.7	1.9	22.1	25.5	24.5	-1.0	2.4
Eastern Cape	27.8	29.5	29.1	-0.4	1.3	43.3	43.0	41.9	-1.1	-1.4
Northern Cape	24.9	29.7	28.7	-0.1	3.8	34.8	39.5	38.4	-1.1	3.6
Free State	33.0	34.6	32.2	-2.4	-0.8	40.9	40.9	39.5	-1.4	-1.4
Kwazulu-Natal	19.9	24.1	20.8	-3.3	0.9	36.2	40.8	37.9	-2.9	1.7
North West	27.3	26.8	25.2	-1.6	-2.1	42.2	41.8	40.0	-1.8	-2.2
Gauteng	25.2	26.6	24.6	-0.0	-0.6	28.9	29.6	29.6	0.0	0.7
Mpumalanga	27.2	29.3	26.6	-2.7	-0.6	40.2	42.0	40.5	-1.5	0.3
Limpopo	16.9	15.9	15.9	-0.0	-1.0	36.1	38.4	37.2	-1.2	1.1

Source: Stats SA 2015

This view is supported by the National Planning Commission (2012:38), which suggests in the National Development Plan (NDP) that the South African economy needs to be inclusive and growth should be shared equitably.

2.2.3 UNEMPLOYMENT

The economy of Limpopo has registered a positive growth in the past few years. However, there have been no real employment gains accompanying this growth. Limpopo has a high incidence of discouraged job seekers. They have given up on trying to find jobs and therefore they are not included in the official definition of unemployment.

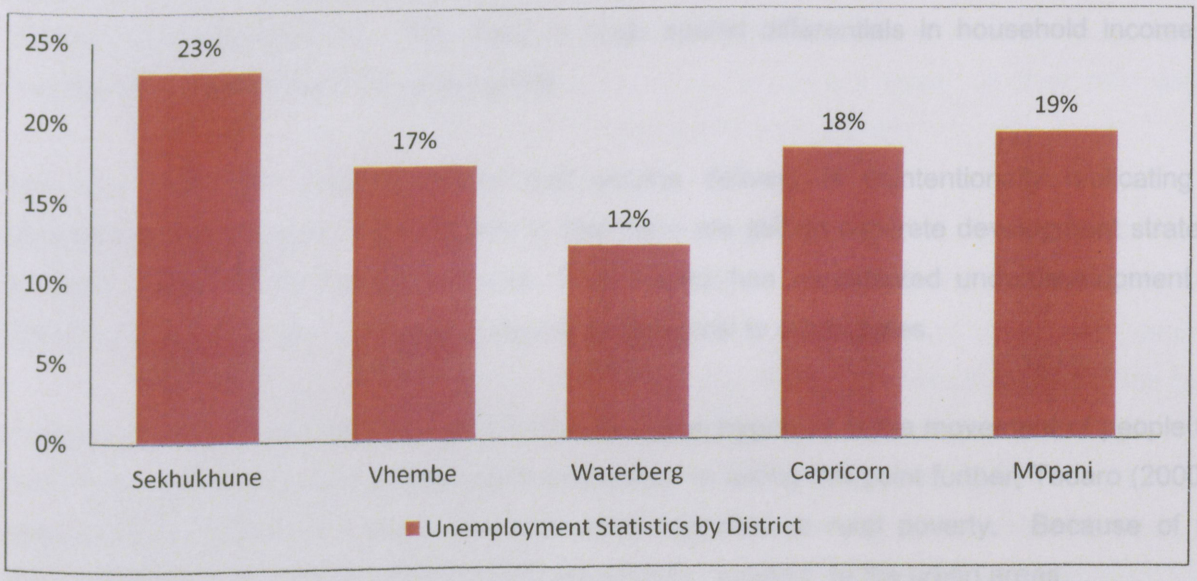
According to Stats SA (2002:53) there are two types of unemployment rate: First, official unemployment rate refers to unemployed people who were without work over the past seven days, yet these people are available for work and they take active steps to find work. Second, the expanded unemployment rate does not require that the person takes active steps to find work. It

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includes those people who seek work but who are discouraged because they do not find employment. It also includes those who have given up hope to find employment.

As shown in Figure 2.2, the strict unemployment rate of 15.9 percent in Limpopo has been below the national unemployment rate of 24.3 percent. This is the official definition of unemployment; however, Limpopo has a high incidence of job seekers. They have given up on looking for work; therefore they are not included in the official definition of unemployment. Therefore, if the expanded definition of unemployment is applied, then the Limpopo unemployment rate stands at 37,2 per cent, which is higher than the national unemployment rate.

Figure 2.3: Unemployment Statistics by District



Source: Limpopo Provincial Treasury 2014

In Figure 2.3, Sekhukhune District accounted for the highest unemployment rate of 23 percent in 2013, followed by Mopani district with 19 percent. Sekhukhune is a region that has a lot of mining activities taking place but the high unemployment rate implies that the sector is not making a significant impact. Capricorn district recorded the third highest unemployment rate at 18 percent, while Vhembe and Waterberg recorded 17 percent and 12 percent respectively.

According to Limpopo Provincial Treasury (2015: 58) some of the socio-economic aspects that are responsible for unemployment in Limpopo are:

- Limited opportunities for the unemployed to learn by doing;
- Lack of sufficient social support, services, resulting in high dependency; and
- Mismatches between skills supply and demand.

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Unemployment is concentrated in the former black townships and homeland areas. Limpopo is essentially a rural province with four former homelands of Venda, Gazankulu, Lebowa and a small portion of former KwaNdebele. In these areas, many economic active people are unemployed. The unemployed depend primarily on family support, largely from social grants. According to 2014 General Household survey, Limpopo has 38.7 percent of grant beneficiaries, it comes second to Eastern Cape where individuals and households benefited from social grants in 2014 were 39,3 percent (Stats SA, 2015:31).

Former homeland areas suffer from a history of underinvestment in production, infrastructure and social services as well as an underlying lack of resources, especially water and arable land. The deprived situation in the former homelands results from their position as labour reserves under colonial and apartheid rule. The result is huge spatial differentials in household income and overwhelming dependence on social grants.

King and McCusker (2007:6) argue that service delivery is unintentionally replicating the geographies of apartheid. The concern is that there are still no concrete development strategies for most of the former homeland areas. This Legacy has perpetuated underdevelopment and deepened poverty. It also precipitates migration from rural to urban areas.

According to Partha and Debraj (1987:117) rural-urban migration is the movement of people from rural countryside to the burgeoning towns and cities. In taking this point further, Todaro (2000:78) argues that the principal reason for rural-urban migration is rural poverty. Because of their impoverished circumstances rural dwellers are virtually "pushed" to the urban areas.

The poor migrate to urban areas in search of better life. Stats SA (2015:14), estimates a net outward migration from Limpopo of 303 151 people. The largest migration out of Limpopo is to Gauteng, where economic activity and job opportunities are the highest in the country. Migration is part of a much more complex and dynamic struggle to survive in the face of falling incomes for the poor. Tourism, argues Mihalic (2002:102) should be promoted to counteract rural-urban migration.

2.3 CORRELATION BETWEEN TOURISM AND ECONOMIC DEVELOPMENT

Tourism has the potential to address the socio-economic challenges facing Limpopo. Kibirige (2001:7) contends that the economic benefits of tourism range from job creation, income generation to local business opportunities.

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UNWTO (2008:1) defines tourism as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure business and other purposes. According to UNWTO (2008:314) tourism may be classified as:

- Holidays (leisure and recreation);
- Visiting friends and relatives (VFR);
- Education and training;
- Health and medical care;
- Religion;
- Shopping; and
- Business.

UN Conference on Trade and Development (2010:1) defines tourism in two ways; i.e., domestic and international tourism. Domestic Tourism is when a resident travels in their own country, whereas international tourism is when residents leave their own country.

The national government recognises tourism as a catalyst to economic development. Mihalic (2002:84) defines economic development as a process of economic transition that involves the structural transformation of an economy and a growth of the real output of an economy overtime. The argument is that development occurs when there are changes to people's lives for the better. As Erlank (2014:282) has argued, improvement in income health and education are some of the measurements for economic development. According to UNDP (2000:5) development is about achieving an overall improvement in the quality of life for all people, giving priority to those from mainstream economy. To tackle developmental challenges; the provincial government has to implement economic policies that bring meaningful change to the lives of the poor. Tourism, argues Dlamini (2013:66) can be a catalyst for economic growth and wider socio-economic development.

2.4 INTERNATIONAL TOURISM TRENDS

According to Cooper et al (1993:30) at international level, tourism is widely recognized as one of the most effective distributions of factors and one of the fastest earners of foreign exchange. When addressing the Second Tourism Summit, Minister Van Schalkwyk (2013) said: 'The tourism industry had grown on a global scale, from 25 million international tourist arrivals in 1950, to one billion in 2012 yielding $1 trillion in terms of spend. The sector contributed 9 per cent to global GDP. It was forecasted that by the year 2020 there would be an additional 350 million new arrivals globally and by 2030 international tourist arrivals would top 1.8 billion with the most of the growth being from emerging markets. South Africa should position itself to benefit from this booming industry.

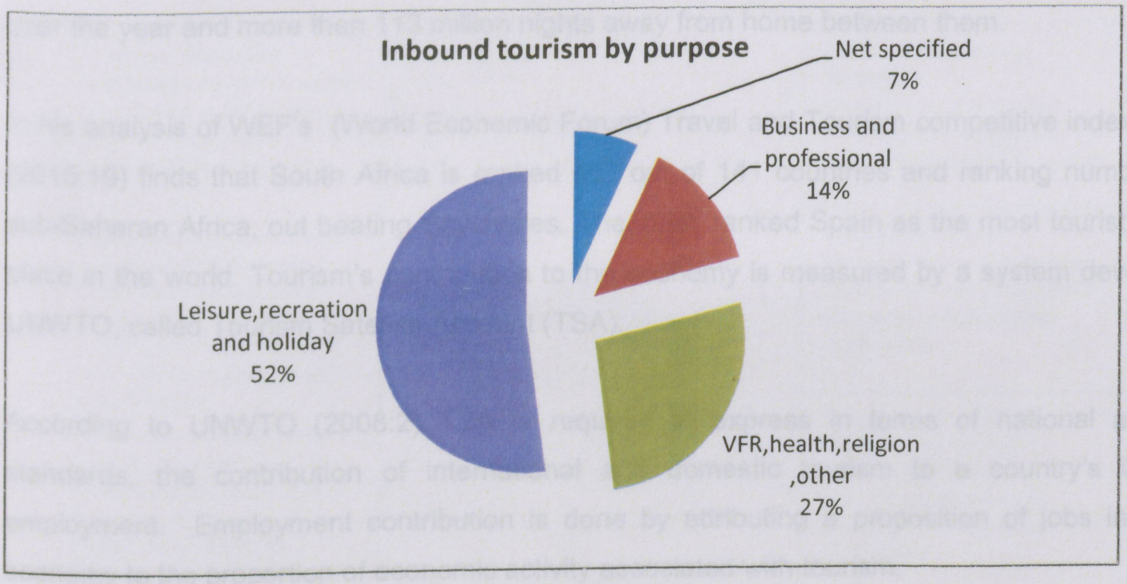
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UNWTO (2015:15) estimates the direct, indirect and induced tourism impacts account; therefore it found that tourism is responsible for:

- 9 per cent of global GDP;
- US $1.5 trillion in export earnings;
- 30 per cent of service exports; and
- 235 million jobs or one in every 12 jobs worldwide.

As pointed out by the Expert Panel (2015:4), regions that showed the strongest demand for international tourism were Asia and the Pacific (+5 %), the Americas (+8%), Europe (3%) and Africa (2%).

Figure 2.4: Inbound tourism by purpose of visit 2013



Source: UNWTO 2014

As shown in Figure 2.4, in 2013, travel for holidays, recreation and other forms of leisure accounted for 52 percent or 568 million international tourist arrivals. Some 14 percent of international tourists reported travelling for businesses and provincial purposes and another 27 percent travelled for other reasons such as visiting friends and family (VFR), religious reasons and health treatment.

2.5 NATIONAL TOURISM TRENDS

The National Planning Commission (2012:26) has identified tourism as one of the economic sectors that will contribute in achieving the six objectives of the National Development Plan. Other economic sectors that are labour-intensive are infrastructure development and agriculture. Cooper et al (1993:131) analysed the skills level in hospitality and travel sector. He concludes that this sector does not make large demands on educational resources. As such, the pattern of

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employment in the accommodation sector is heavily weighted towards those with only a rudimentary education.

Tourism sector in South Africa has shown positive growth in the recent years. Stats SA (2015:4) found that the period 2013 to 2014 saw foreign tourism growing by 6,6 per cent, translating into a growth of foreign tourists from 8 961 565 to 9 549 236. Visitors from other African countries account for the biggest share of this category.

The total number of domestic trips increased by 11 per cent in 2014 to reach 28 million trips compared to 25.2 million trips taken in 2013. In a recent article on South Africa: Local and International Tourists Dream Destination; Nzima (2015:11) states that domestic tourists spent R230 a day on average whilst away from home amounting to an estimated amount of R27 billion over the year and more than 113 million nights away from home between them.

In his analysis of WEF's (World Economic Forum) Travel and Tourism competitive index, Kankosi (2015:19) finds that South Africa is ranked 48th out of 141 countries and ranking number one in sub-Saharan Africa, out beating Seychelles. The index ranked Spain as the most tourist-attractive place in the world. Tourism's contribution to the economy is measured by a system developed by UNWTO, called Tourism Satellite Account (TSA).

According to UNWTO (2008:2) TSA is required to express in terms of national accounting standards, the contribution of international and domestic tourism to a country's GDP and employment. Employment contribution is done by attributing a proposition of jobs in the total economy to the proportion of economic activity associated with tourism.

According to the International Standard Industrial Classification of all Economic activities definition, tourism is not an industry. It is an amalgamation of industries such as transportation, accommodation, food and beverage services, recreation, entertainment, travel agencies and others (Stats SA, 2007:1). Tourism has linkages with other sectors. This means that tourism contributes to the growth of all tourism related activities that are interdependent between industries (Sharpley, 2002:19). TSA is not the only tool used to measure tourism impact.

Multiplier effect is also used to measure the economic impact of tourism. Drawing upon Cooper *et al's* (1993:16) wider definition, multiplier effect is the most common method for estimating the income generated by tourists spending, multiplies as it passes through various segments of the economy. Money spent by tourists generates income in multiple times than the original spending.

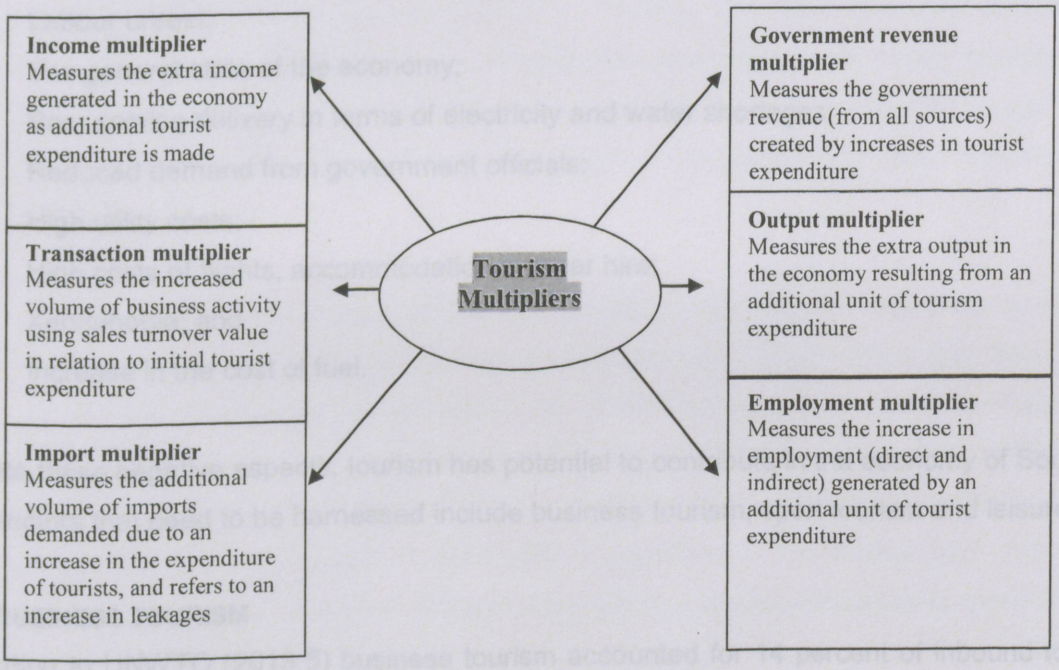
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According to Figure 2.5 below, there are six types of multipliers, which are income multiplier, transaction multiplier, import multiplier, government revenue multiplier, output multiplier and employment multiplier. According to Keyser (2002:321) there are three types of employment multiplier, direct employment, indirect employment and induced employment.

Tuner and Sears (2013:64) states that direct employment refers to jobs where people work directly with tourists, whereas, indirect employment is provided by companies that serve and support direct tourism employment companies. Writing within a similar context, Erlank (2014:386) states that induced employment is any employment in an area which results from the economic upsurge caused by tourism.

Figure 2.5. Tourism Multipliers



Source: Keyser 2002

As descried by the ANC (2015:71), tourism represents a labour-intensive sector with a supply chain that cascades deep into the broader economy and the multiplier for its contribution to GDP and job creation outstrips that of most other economic sectors. In terms of the 2013 TSA, tourism contributed R103,6 billion or 2.9 percent to the GDP, domestic visitors contributed R124,7 billion (57%) of total tourism spent, international visitors contributed R94,2 billion (43%), 655 509 people (4% of total employment) are employed in the tourism sector, total tourism spend in 2013 was R218,9 billion (Stats SA:2015;3).

In South Africa, tourism's contribution to the GDP is still lower if compared to smaller countries like Fiji Tourism contributes 23 percent of GDP to Fiji's economy if tourism related construction is also

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taken into account (Scheyvens and Russel, 2009:3). Although this may be the case in Fiji, evidence in South Africa suggests otherwise. In Fiji, there are incentives for those who have interest in the tourism industry. Amongst others, the incentives include:

- Duty-free import of all capital equipment, machinery, and plant;
- There is no corporate tax on profits for 20 years; and
- There is a 100 per cent write-off on all capital expenditure in any one year during the period of eight years (Narayan, 2000:17).

South African tourism industry is not growing at the projected rate. Tourism Business Council of South Africa (2015:11) has identified negative factors that confront tourism industry in South Africa:

- New legalisation with regard to biometrics and unabridged birth certificates;
- Visa restrictions;
- Labour unrest;
- The general state of the economy;
- Poor service delivery in terms of electricity and water shortages;
- Reduced demand from government officials;
- High utility costs;
- High costs of flights, accommodation and car hire;
- Xenophobia; and
- Increase in the cost of fuel.

Despite these negative aspects, tourism has potential to contribute in the economy of South Africa. Sub-sectors that need to be harnessed include business tourism, sport tourism and leisure.

2.5.1 BUSINESS TOURISM

According to UNWTO (2013:5) business tourism accounted for 14 percent of inbound tourism by purpose of visit of international tourists arrivals in 2012. It is one of the fastest growing tourism subsectors in the world. This evidence is supported by the findings of International Congress and Convention Association (2015:1), which examined in a more direct manner the impact of business tourism. It has found that in 2013, the aggregated estimated total expenditure on all meetings in the ICCA database was US $56.4 billion.

Keyser (2002:2) defines business tourism as a subsector that includes attending meetings, conferences, trade fairs and exhibitions. As Grant Thornton (2006:3) states in another context, business tourism includes two distinct categories, which are:

- Business tourism meetings, i.e. meetings, incentives, conferences and exhibitions (MICE); and

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- Business tourism events i.e. non-meeting events e.g. concerts in the international arena. The biggest beneficiaries of the business tourism are the developed countries and cities.

Africa remains a small player on the international stage when it comes to business tourism. When addressing SAACI in Cape Town on the 3rd of June 2015, Minister of Tourism, Hanekom indicated that on average Africa hosts 350 out of 12800 meetings held around the world each year.

According to UNWTO (2014:12), 30 per cent of the total visitors in the UK (United Kingdom) are counted under meetings industry and in Mexico, 780 000 jobs are classified in the meetings industry sector. Business tourism creates quality jobs. This sector is active throughout the year, creating and sustaining permanent jobs. It is opposed to leisure subsector which creates temporary jobs because it is only active in certain seasons (Rogers, 2013:28). This view is supported by Reynolds (2007:77) who states, "business tourists are considered economically attractive as their tourist spend provides a way for destinations to address seasonality issues". As Kruger (2006:37) has noted, the growth of the business tourism subsector has made a significant contribution to the economy of South Africa.

In analysing the economic impact of business tourism, with specific reference to the role of conference facilities, Tourism Business Council of South Africa (2015) found that the Cape Town International Convention Centre contributed a total of R3.1 billion to the national GDP and a total of R2.8 billion to Western Cape Gross Geographic Product (GGP), generating R172 million in revenue, and creating 4273 indirect jobs. The study further indicates that Durban ICC has contributed a total of R17.4 billion to the GDP, R16.3 billion to the KZN's GGP, while creating 53475 jobs between 2007 and 2015. Business tourism is a big economic driver within the tourism sector.

Table 2.1: Country and City Business Tourism Ranking

Rank	Country	% of meetings share
1	USA	7.8%
2	Germany	5.6%
3	Spain	4.6%
4	United Kingdom	4.3%
5	France	4.3%
6	Italy	4.0%
7	China	3.1%
8	Japan	2.9%
9	Brazil	2.8%
10	Netherlands	2.7%
11	Canada	2.6%
12	Austria	2.4%
13	Switzerland	2.3%
14	Australia	2.1%
15	Portugal	2.0%

Rank	City
1	Paris
2	Vienna
3	Berlin
4	Singapore
5	London
6	Amsterdam
7	Madrid
8	Istanbul
9	Beijing
10	Lisbon
11	Copenhagen
12	Prague Seoul
13	Seoul
14	Brussels

Source: ICCA 2014

As shown in Table 1, USA is the leading country in the world on business tourism. Paris comes first amongst all cities in the world when it comes to business tourism. In assessing the economic impact of the business tourism on the economy, Rogerson (2004:179), highlighted the following positive aspects:

- Income for destinations and individual enterprises;
- Job creation;
- Revenue generation for local and central government;
- Multiplier expenditure within the local economy;
- Potential inward investment; and
- The injection of foreign currency where the business tourists are foreign.

Since 1994, there has been a rapid growth of the business tourism in South Africa (Saayman and Slabbert, 2003:3). Ensor (2015:2) addresses South Africa's performance in ICCA rankings. He recognizes that South Africa is the leading convention destination in Africa and the Middle East. Moreover, South Africa has improved its position in the ICCA rankings from 37th in 2012 to 34th in 2013. Thus as Meetings Africa (2015:5) puts it, between 2015-2020 South Africa has secured 177 major international association meetings, which represent 753 conference days, generating R3.3 billion and will bring about 253 128 delegates.

The spinoff of business tourism is that it overlaps with leisure tourism, injecting more income into the economy. As Swarbrooke and Horner (2001:10) put it, business and leisure tourism overlap in the following manner:

- The business traveller usually becomes a leisure traveller once the working is over;
- Conferences often include a programme of leisure activities in between sessions for delegates;
- Incentive travel involves offering leisure travel as a reward for good performance at work; and
- Many business travellers are accompanied by their partners and/or their children, who are to all intents and purpose, leisure travellers for all or most of the duration of their trip.

The replical effect of business tourists is that they are likely to return at a later stage as leisure tourists.

2.5.2 SPORTS TOURISM

Quoting Baade (1996;13) "in the second half of the twentieth century, sport was transformed from local and uncommercialized activity to a commoditized product in which every aspect has become highly commercialized. The commercialization of sport expresses itself in selling of television and broadcasting rights, sponsorships, corporate hospitality, advertising space, memorabilia, clothing, food beverage concessions, and conference facilities". Though sport is for entertainment, it has however, become a strong economic aspect.

Ntloko (2006:40), while illustrating the role of sport tourism, points out that the hosting destination can reap economic gains as a result of tourist expenditure on accommodation, transport, entertainment, and visiting attractions. Sport tourists contribution to the economy comes in the form of staying in hotels and guesthouses, shopping, and eating out at restaurants (George, 2001:140).

According to Department of Sport and Recreation (2012:3), sport tourism generates $50 billion, which constitutes 10 per cent of the total worldwide tourism value and contributes more than R6 billion to the South African tourism industry. South Africa has earned this income as a result of hosting major sporting events.

The events include amongst others the 1995 IRB Rugby World Cup, 1996 Africa Cup of Nations, 2003 ICC Cricket Championships, 2009 Indian Premier League, 2009 Confederations Cup, and the 2010 FIFA World Cup.2010 FIFA World Cup in South Africa has boosted the economy. The event contributed around 0.5 per cent to South Africa's annual GDP growth and from 4 per cent to 6 per cent to the country's quarterly growth. The 2010 FIFA World Cup generated 415 400 jobs and

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contributed R19.3 billion in tax income to government and more than 500 000 visitors came into South Africa to attend the FIFA World Cup (Department of Sport and Recreation, 2012:174).

2.6 LIMPOPO TOURISM TRENDS

Tourism is viewed as a potential sector of economic growth and development in Limpopo. Tourism represents a labour-intensive sector with a supply chain that cascades deep into the broader economy and the multiplier for its contribution to GDP and job creation outstrips that of other economic sectors (Limpopo Tourism Agency, 2015:10). This view is supported by Willcox (2015:12) who found that Limpopo registered a 3 per cent increase in tourist arrivals, and tourism contributed 5 per cent to the provincial GDP. In 2014, Limpopo received a total of 1.6 million international arrivals which accounts for a growth of 15.3 per cent as compared to 1 472 173 arrivals in 2013. The province received 7.4 million domestic trips, a growth of 32 per cent, an improvement from 5.6 million trips in 2013 (Limpopo Tourism Agency, 2015:1).

In 2014, 50 per cent visited Limpopo to see their family and friends while 18.2 per cent embarked on religious activities (Stats SA, 2015:18). Limpopo's competitive advantage is in the areas of visiting friends and relatives, religious tourism, wildlife, trophy hunting, and cultural tourism.

2.6.1 VISITING FRIENDS AND RELATIVES (VFR)

From Statistics SA's (2015:19) analysis it follows that visiting friends and relatives is the most common purpose for travelling. Limpopo has the highest percentage of tourists who visit friends and relatives. As much as VFR tourists do not use commercial accommodation, they do visit restaurants and tourist attractions (George, 2001:140).

2.6.2 WILDLIFE

Limpopo is a province which is rich in wildlife. It can proudly claim to have more than its fair share of biological wealth. Limpopo has 54 government- owned nature reserves, and three national parks, i.e. Kruger National Park, Mapungubwe and Marekele National Park.

According to Limpopo Tourism Agency (2006:16) the province's geographic location makes it a perfect stop over between Gauteng and the northern areas of the province and between the country's north-western areas and the KNP. Though the bigger section of KNP is in Limpopo, many tourists associate the park with Mpumalanga province, which makes Limpopo to lose out on this lucrative market.

2.6.3 RELIGIOUS TOURISM

Religion is one of the oldest forms of tourism. It is a unique type of tourism as it is usually driven by a sense of obligation. This form of tourism may involve the periodic movement of a large number of

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people. George (2001:140) states that religion is a form of tourism whereby tourists attend religious festivals and visit shrines and temples, is largely a domestic industry. Limpopo takes a lead in religious tourism.

Rogerson and Visser's (2004:13) research concluded that Limpopo is the major axis for religious tourism in South Africa. In 2013 one third of all overnight trips undertaken for religious purposes were destined for Limpopo (Stats SA, 2014).

Zion Christian Church (ZCC) is the main source of religious tourism. Ivanovic et al (2009:385) assessed the impact of pilgrims to Moria. They found that every year over five million people go to Moria at Easter, in September and other seasons for religious celebrations. The visitors make direct and indirect contribution to the tourism development of Limpopo and Polokwane in particular.

2.6.4 HUNTING

In 2013 about 7600 foreign hunters travelled to South Africa, more than half of them were from America. Hunting tourists spent R1.07 billion in South Africa in 2013, an increase of 32 per cent on previous year's R811 million (Tourism Indaba News, 2015:1). Limpopo has a bigger share of hunting tourists.

From the study done by Van der Merwe, Saayman and Roussow (2014:382) 50 per cent of South Africa's 9000 game farmers are situated in Limpopo and 80 per cent of the country's hunting takes place in the province. The study further indicates that Limpopo is the biggest beneficiary of biltong hunting, generating R1.4 billion, followed by Northern Cape (R662 million).

Limpopo province comprises almost 14 million hectares of which 1.846 million hectares or 13.2 per cent is utilised for game ranching and one million hectares (7.7%) is game reserves (Limpopo Provincial Treasury, 2004:3).

Van der Merwe, Saayman and Roussow (2014:382) identify industries and businesses that directly benefit from hunting, i.e. taxidermy, services, meat processing, hunting equipment and gear suppliers, clothing, trade-shows and exhibitions. The potential to attract more hunting tourists is high if additional hunting areas can be identified and if Limpopo can intensify marketing of this tourism subsector.

2.6.5 CULTURAL TOURISM

According to Van Veuren (2003:69) cultural tourism is a subsector based on indigenous culture. He further states that in cultural tourism, tourists observe performances of traditional music and dance when visiting heritage sites and museums. Clearly, the debate is around the centrality of culture

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and heritage aspects of a destination (Douglas *et al,* 2001:14). It is a combination of these activities that attract tourists to a destination.

Museums have become popular tourist attractions. Bakone Malapa museum in Polokwane is a showcase for the Northern Sotho culture. Muti wa Vatsonga open air museum in Letsisitele, Tzaneen displays Shangaan lifestyles, whereas in the Makhado area, there is Dzata Ruins where the Vhavenda kings have lived since about 1400 (Limpopo Tourism Agency, 2000:8). Not all museums in Limpopo attract many tourists. Schoemansdal museum, for example used to be popular with tourists and researchers, however, recently the museum has low visitation. The infrastructure is in bad condition (Limpopo Department Sport Arts and Culture, 2014)

For museums to be attractive, they should move away from the concept of objects in glass cases in favour of better interpretation and more active participation by the visitors. According to Holloway (2002:210) for a museum to be attractive it should apply new techniques that include guides dressed in period costumes, audio-visual displays and interactive programmes which provide opportunities for hands-on experience. This will fit well into attracting cultural tourists. Communities generate tourism revenues through cultural resources that they possess (Cook *et al*, 1999:251).

This evidence is supported by the findings of Seaton (1996:240) who examined in a more direct manner the influence of cultural tourism in Europe. In Europe, cultural tourism has been given a boost by the European Union's naming of a 'European City of Culture'. The named cities qualify for EU funding. In Europe one of the popular cultural attractions is the changing of the guard at Buckingham Palace in London (Cook *et al*, 1999:250). Festival is one component of culture which is popular with tourists if properly packaged.

There is an acknowledgement that a festival plays a major role in attracting tourists to a destination (Dimmock and Tiyce, 2001:368). Much of the focus on festivals is on attracting tourists for the additional economic benefits they bring to the area. In its study of Cape Town International Jazz Festival, North West University (2014:1) provides a striking case of the economic impact of a festival. The study found that in 2013, the festival contributed an 8.5 per cent increase in overall economic value to the Western Cape GDP equating to R522 million, creating 2721 additional job opportunities. Africa News Agency (2015:15) observed the remarkable fact that the festival attracts 35 000 visitors from all over the world. These visitors spend their money in food, transport, accommodation and flights.

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Table 2.2: Annual Festivals in Limpopo

Festival	Venue	Month
Cycling Festival	Modimolle	January
Grape Festival	Modimolle	January
SuidwesterBeer Festival	Bela-Bela	February
Bosveld Arts Festival	Bela-Bela	March
Book and Film Festival	Polokwane	April
Game Festival	Thabazimbi	May
Avocado Festival	Tzaneen	July
Cherry Blossom Festival	Haenertsburg	September
Biltong Festival	Mokopane	October
Mango Festival	Hoedspruit	December
Mpungubwe Festival	Polokwane	December
Marula Festival	Phalaborwa	February

Source: African Culture and Tourism

Limpopo has made progress in the area of festivals. As shown on Table 2.2 there are twelve big annual festivals that are held throughout Limpopo. These festivals create economic buoyancy as accommodation facilities are filled up and make visitors to be exposed to Limpopo's tourist attractions.

2.6.6 GAMBLING

Gambling is one of the fastest growing tourism sub-sector in Limpopo and South Africa in general. Thus, as Rogerson (2004:161) puts it: "Casino gaming is often considered a catalyst for the development of a tourism industry, providing new revenues, employment and visitors". International experience has shown that casino gaming contributes immensely in the economies of towns or national economies. Parker (1999:111) has explored the role of casino gambling in Nevada, United States of America (USA). He found that for the fiscal year 1994, gambling increased by eleven per cent, making a profit of $6.6 billion. Las Vegas for instance is a city that in the main depends on casino industry and entertainment to generate revenue.

In the study conducted by National Gambling Board (2013:19) it was found out that casino industry employs 23609 people, it paid R5 billion in taxes and R1 billion levies to government in 2012. At provincial level, 1906 people are employed in the gambling entities in Limpopo, 90 per cent of these people are from the previously disadvantaged communities. Above this, the total amount wagered at the licensees has increased year on year with 5.4 per cent to a total value of R6.642 billion (Limpopo Gambling Board, 2015:7).

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2.6.7 NATURE- BASED TOURISM

Limpopo's richness in natural resources gives the province a competitive edge on attracting tourists. According to Cooper and Lockwood (1992:36) nature-based tourism can be characterised as:

- Tourism in the natural environment,
- Tourism about the natural environment, and
- Tourism for the environment.

While tourism may occur in the environment, unless it embraces a pro-conservation, sustainable and responsible approach to the environment it fails to meet the criteria of nature-based tourism. This form of tourism has more holistic focus than wildlife tourism. It is sometimes perceived as synonymous with ecotourism, since one of its aims is to protect natural areas but it differs from ecotourism in its lack of overt environmental interpretation and/or education (Garrison, 1997:181). Nature-based tourism can degrade the environment if there is no proper control, hence the emphasis on sustainability.

The concept of sustainability gained prominence in a more formal way by the publication of the World Conservation Strategy in which the objectives for sustainable development were outlined as:

- To maintain essential ecological processes and life-support systems on which human survival and development depend;
- To preserve genetic diversity (the range of genetic material found in the world's organisms), on which depend the functioning of many life support systems; and
- To make sure of ecosystems sustainable, which support millions of rural communities as well as major industries (International Union for the Conservation of Nature and Natural Resources, 1980).

2.6.8 ADVENTURE TOURISM

According to Hall (1992:142), the concepts of adventure, embraces, a broad range of motivational characteristics, from the pursuits of risk and excitement to educational and aesthetic appreciation. This form of tourism brings tourists into contact with natural outdoor settings, outside their home environments, where they can engage in variety of activities that have varying degrees of risk. Adventure tourism involves different activities, for example, bicycle touring, camping, surfing, four wheel drive, horse riding and rafting (Keyser, 2002:248).

Regarding bicycle tourism, it is essentially an activity that requires some degree of physical commitment. It has the capacity, therefore, to attract a broad range of participants, who are not necessarily seeking improved physical fitness. Bicycle tourism encompasses recreational cycling activities ranging from a day to a long distance touring holiday. According to Lumsdon (1995:17)

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the fundamental ingredient is that cycling is perceived by the visitor as an integral part of an excursion or holiday nwhich is a positive way of enhancing leisure time. There are seven major bicycle races that attract tourists to Limpopo:

- Kremetart Cycling – 175 km race around Makhado;
- Magoebaskloof MTB stage Race –Tzaneen area;
- Akkedis Mountainbike race – Soutpansberg;
- Tshipise Cycling Race – Mountain bike event in Musina;
- Munnik Meerkat Mountain bike; and
- Polokwane Mayoral Cycle race.

Within the wider concern of the environmental impact of adventure tourism activities, a key role of the adventure tourism operator is to provide the adventure tourist with risky activities. These activities should occur in the most appropriate locations for the tourist to gain psychological benefits from confronting a challenge. There is an emphasis on the diverse motivations for travelling to mountain environments which include sightseeing (Johnston, 1992:167). Limpopo Tourism Agency should grow cycling culture that will contribute in bringing more tourists to the province.

2.6.9 URBAN TOURISM

The term "urban tourism" simply denotes tourism in urban areas (Law, 2002:4). Urban tourism has a tendency to bring to mind more mainstream and conventional activities, including visits to art galleries, theatres, museums, heritage attractions and shopping. The temporal dimensions of the visit experience are an important consideration. Over a long period of time the nature of cities changed dramatically, but even in the short term the character of a city, district or street can alter significantly through the season or between night and day. During the day, a street or area can be attractive because of its buildings, specialist shops, markets, cafes, trees and overall colour and vitality. By night the atmosphere may be very different because of the way it is lit, its restaurants, street entertainment and music (Douglas *et al*, 2001:440).

Urban tourism has grown steadily in recent years, fuelled by a growing interest in cultural activities, as well as interest in historic architecture and in the opportunity to undertake shopping expeditions. Britain, for example, is well placed to attract large numbers of tourists, both domestic and international, to these destinations, as it has a plentiful stock of towns of both architectural and historic importance (Law, 2002:25). Cities like London have long exercised a particular draw for the tourist. As Holloway (2002:90) points out, cities as diverse as Glasgow and Barcelona have succeeded in creating an image of a destination with many unique attractions to offer the visitor.

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In recent years cities have attempted to attract tourists by persuading national governments to finance large tourism related infrastructure projects and by promoting such projects on their own. Rogerson and Visser (2004:467) recognise the role of the state in promoting urban tourism. They recognise the point that the decline of traditional manufacturing activities in many cities of the developed world has prompted several local governments to use tourism as an element of prospective strategies for the regeneration of those cities.

Law (2002:26) argues that the demand for travel to cities has grown greatly in the second half of the twentieth century. This trend is also being experienced in Africa and South Africa in particular.

Johannesburg is the top-ranked destination city in the African region. It attracts 4.4 million international overnight visitors, earning an estimated US $2.6 billion in 2015 (Hedrick-Wong and Choong, 2015:26). As pointed out by Tau (2015:8) Johannesburg offers a plethora of cultural, leisure, sporting, fashion and lifestyle activities that are fast making it the leading destination in the African continent.

2.7 TOURISM AS DEVELOPMENT TOOL

Tourism plays a significant role in economic and social development of a country. It is worth mentioning that, in many least developed countries, tourism is a most effective and viable tool of economic development as it creates jobs and alleviates poverty, and provides a source of foreign revenue (UNWTO, 2013:34). Grandiot (2005:90) presents the Caribbean as a case study of least developed countries where tourism is a major contributor to the economy. The research by Grandiot (2005:900 found that:

- Tourism is the single largest earner of foreign exchange in 16 out of the 28 countries in the Caribbean;
- Tourism industry directly and indirectly employs one in four people in the Caribbean; and
- Generates about US$2billion a year in income for the region.

As noted by Gopaul (2006:54) tourism industry has the potential to provide rural communities with income and economic diversity. This assertion fits well with Limpopo province, which is largely rural. In Limpopo, tourism has recorded a positive growth despite the low global and national economic growth. The monetary value contributed to the provincial GDP by the sector rose to R1.6 billion, with 23 000 sustainable jobs created by the end of 2013 (Limpopo Office of the Premier, 2014:52).

The development could be attributed to among others, notable Limpopo's competitiveness in wildlife offerings, unique natural and cultural landscapes. However, the growth registered so far is

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not enough to meet the National Development Plan targets of creating 225 000 jobs by the industry and increasing tourism revenue to R499 billion by 2020 (NPC, 2012:54). According to Limpopo Development Plan targets, the government estimates a 3 percent increase in tourist arrivals and a 4 – 5 percent contribution to the provincial GDP by tourism cluster in 2019 (Limpopo Office of the Premier, 2015:63). The question is whether the projected growth will really lead to improvement in human welfare.

2.7.1 CHALLENGES TO THE DEVELOPMENT OF TOURISM IN LIMPOPO

In developing tourism in Limpopo, the following needs to be given the highest priority: (a) declining infrastructure in state-owned nature reserves: (b) lack of pro-poor tourism strategy: (c) minimal participation of communities living adjacent tourist destinations and less involvement of the previously disadvantaged people in the mainstream of tourism industry. This section suggests specific measures related to some of the above set of challenges.

2.7.2 COMMUNITY INVOLVEMENT IN TOURISM

There are many communities in Limpopo which are living adjacent with tourist attractions. Some of these communities have regained their land, which was used for tourism activities through the land restitution process. The wealth generated in those tourist attractions has not trickled down to the surrounding communities. One of the greatest achievements of the ANC government was to develop land policy and legislation that sought to reverse the effects of dispossession. The Restitution Act No.22 of 1994 established the Commission for Restitution of Land Rights as a vehicle for the processing of land claims lodged (Commission on Restitution of Land Rights, 2004:4).

The colonial and apartheid regime forcefully removed communities from their land. In some cases the land was converted into nature reserves. Communities like the Makuleke, Mahlathi, Peninghotsa and others, for example, were later proclaimed to be part of the KNP. They were resettled to areas without alternative means of income or work opportunities.

These communities have regained their land; however, some of them hardly get involved in the management of the areas affected with restitution. Ramutsindela (2004:50) recognises an unresolved issue, in that such communities are excluded in the benefits and planning of projects in the protected areas. Evidence in the Third World, indicates that local communities are not appropriately involved in the planning, development and management of their respective cultural and nature-based resources to tourism (Akama, 2002:7).

For Gobhozi (2007:50) local communities have an important role to play in the development of the tourism industry in their areas. If communities are not involved in the administration of a protected

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area or are excluded in the benefits made from those projects, the protected areas become exposed to risk.

There can be real risk that the rural conflict induced by management schemes will actually destroy, within a very short period, what has been protected with a great deal of effort and time. As Pimbert and Pretty (1995:6) argue, exclusion would lead to regular clashes between local communities and park authorities. If planning for tourism is not directed towards local communities, it would lead to leakage of tourism revenue (Akama, 2002:7). Keyser (2002:288) defines leakage as "the process through which tourism receipts leave the destination's economy".

As Mochechela (2010:51) argues, the local people should be brought into the planning and implementation of development of tourism projects as joint managers, so that they can benefit directly from such schemes. Lubbe (2003:93) has analysed the centrality of community's meaningful involvement in tourism planning and management. He concluded that innumerable benefits can accrue to the local community if tourism is planned in sincere consultation with them.

This view represents a shift from the colonial practice that conservation is the preservation of animal species. Conversation should include the survival of local communities and not their displacement and impoverishment (Association for Rural Advancement, 1990:7). The Makuleke community in Limpopo and Richtersveld in the Northern Cape are successful case studies of community-based tourism.

According to Middleton and Hawkins (1998:201) the Makuleke tribe was forcefully removed from the KNP when the park was fully enclosed in the late 1960s. In 1998, their restitution claim was awarded to them. The community established a Communal Property Association (CPA). According to Collins and Snel (2008:94) CPA is a legal entity established in terms of the Communal Property Association Act of 1996, which provides for communities to claim and own communal property.

In 2001, the CPA and an international hotel group entered into an agreement for the construction of a luxury lodge in the restituted land. Bunn and Auslander (1999:61) draw attention to the benefits accrued by the community as a result of the agreement. The hotel group pays rental fee to the CPA, a percentage of the turnover in the community trust and the majority of the staff employed is from the Makuleke community. As Magada (2014:19) has observed, the Makuleke CPA offers bursaries to young people to further their studies at universities. They also used the profits made from tourism business to electrify the village.

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If communities are involved in planning and management of protected areas, tourism flourishes. This view is supported by evidence in Samoa, where tourism industry is dominated by small scale enterprises which are owned and managed by local people and communities. In Samoa, tourism accounts for 20 percent of GDP and is a major employer (Jiang et al, 2015:239).

2.7.3 LACK OF PRO-POOR TOURISM STRATEGY IN LIMPOPO

The economy of Limpopo is growing at 1.9 percent. (LEDA, 2015:11). However, the growth is job-poor and not redistributive. The World Bank has developed a policy document called "redistribution with growth", which outline seven elements that can be employed to stimulate economic growth to be redistributive. They are:

1. Measures to make labour cheaper relative to capital and thus encourage the employment of more unskilled labour;
2. Dynamic redistribution of assets that the poor can own such as improved agricultural land or small shops;
3. Greater education to improve literacy, skills and access to the modern economy;
4. More progressive taxation;
5. Public provision of consumption goods, such as basic foods, to the poor;
6. Intervention in commodity markets to aid poor producers and consumers; and
7. Development of new technologies that help make low-income workers more productive (Perkins et al, 2001: 143).

The policy package recommended by the World Bank is not a panacea for all developing countries like South Africa with a history of racial separation. The past exclusionist development policies and current low levels of economic growth, have marginalized a large section of the population and rendered them unemployed. In Limpopo, the economy's contribution to employment creation and poverty eradication remains insufficient (LEDA, 2015:11). To overcome this challenge, the provincial government should consider adopting a pro-poor tourism strategy.

Scheyvens (2009:191) argues that, for tourism to be seen to be successful, a workable strategy has to be invented that empower the poor in practice to be actively and mutually involved with the industry. This view is supported by Ashley *et al* (2000:5) who argues that tourism has an untapped contribution to make towards poverty alleviation because it is labour-intensive and require low skills.

According to UNWTO (2002:10) pro-poor tourism embraces the following mechanisms:

- Employment of the poor in tourism enterprises;
- Supply of goods and services to tourism enterprises by the poor;
- Direct sales of goods and services to visitors by the poor;

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- Establishment and running of tourism enterprises by the poor;
- Tax or levy on tourism income or profits with proceeds benefiting the poor;
- Voluntary giving support by tourism enterprises and tourists; and
- Investment in infrastructure stimulated by tourism also benefiting the poor.

The potential for grassroots impact has not always been realised. As Tribe (2005:423) argues, if poverty reduction programmes are to succeed, the poor must be effectively involved. Marafa (2007:10) supports this view by stating that tourism can be an effective tool for poverty alleviation as tourism facilities are mostly located in the rural areas where the poor are found.

2.8 CONCLUSION

Tourism is important for the creation of employment, presenting opportunities for self-employment, contributing to rural and urban development and foreign exchange earnings. A diversified and developed tourism industry is a solid and sustainable foundation of socio-economic advancement. The appropriate development of the tourism sector in Limpopo province could significantly contribute to the economic growth and development.

Although the tourism sector is generally acknowledged to have grown positively, the growth lacks redistributive element, where the poor and blacks are beneficiaries. While blacks have made inroads into the tourism business, the sector is, however, still dominated by whites. This defeats the policy objective of the ANC government, which champions for an economy in which the socio-economic rights of all have to be realised.

Provincial economic growth and development can be realized through promoting the development of human capital, and generating income and employment opportunities for the poor. Tourism has proven to contribute in a bigger way to the growth of the GDP. The monetary value of this sector is substantial enough to make a major difference in the lives of the poor.

This outgoing chapter has presented the literature review by highlighting the importance of tourism as a development tool. In the subsequent chapter, the methodology used in this study will be discussed.

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CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter focuses on research design and research methodology that has been selected to undertake the study. These include the research approach, the research strategy, data collection strategies, validity and reliability and the ethical considerations before and after the study.

3.2 RESEARCH DESIGN

"**Research design** is a plan for collecting and analysing evidence that will make it possible for the investigator to answer whatever questions he /she has posed. The design of an investigation touches almost all aspects of the research, from the minute details of data collection to the selection of the techniques of data analysis" (Flick, 2011:65). It provides the reader with the means of achieving the research aims, outlining appropriate procedures and also indicating the sources of data to be used in the study. The researcher gives detailed methods and procedures to be applied in the study (Bak, 2004:25).

The design of research originates from the questions and the problems to be investigated. In experimental research, the research questions or problems are expressed through hypothesis, which is to be tested through research (Crowther and Lancaster, 2009:128). In short, research design is a plan or a blueprint of carrying out a research. However, research design is not a research methodology (Babbie and Mouton, 2001:74). The point of departure for research design is the research problem and the type of evidence needed for addressing the research question appropriately while the point of departure for research methodology is specific tasks such as data collection or sampling and research steps (Babbie and Mouton, 2001:75).

A research design describes the procedures for conducting the study, including when, from whom and under what conditions will the data be obtained (McMillan & Schumacher, 2010:20). Bogdan and Bikien (1998:4) define research design as the reflection of the researcher's plan of how he/she is going to proceed with the research. It provides the overall framework. It reveals the strategy adopted by the researcher in conducting his/her research. According to Leedy (2001:91) a research design is a complete strategy of attack on the central research problem. In one word, a

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research design is a plan. That is why Kothari (1997:38) says that it involves the process of planning what and how data is to be collected.

3.2.1 TYPES OF RESEARCH DESIGN

The following are types of research design: experiments, survey, qualitative research, participatory action research, evaluation and unobtrusive research (Babbie and Mouton, 2001:207). This study is a qualitative research and also quantitative. Research has a number of purposes namely exploration, description, explanation (Babbie and Mouton, 2001:71). The purpose of this study is to describe the events qualitatively.

The design used in this study is both qualitative and exploratory and descriptive. In this type of design the researcher will select a sample of subjects and administers a questionnaire and conduct interviews to collect data (McMillan and Schumacher, 2010:22). The researcher opted for this design in order to better understand how tourism contributes to economic growth and development.

3.3 RESEARCH METHODOLOGY

Research methodology is the process of collecting information and data in order to carry out a research. It includes publication research, interviews and questionnaires and any other research techniques. Two of the main approaches are discussed below.

3.3.1 QUANTITATIVE RESEARCH

Quantitative research relies on data that is expressed in quantity or amount (numbers; graphs; or formulas) (Schwandt 2001 cited Badenhorst, 2008:92). Quantitative research projects tend to generate numbers and the key question is: How many? (Badenhorst, 2008: 92).

In general, quantitative research is made using scientific methods that include the following:

- The generation of models, theories and hypotheses;
- The development of instruments and methods for measurement;
- Experimental control and manipulation of variables;
- Collection of empirical data;
- Modelling and analysis of data; and
- Evaluation of results. (Denzin *et al.*, 2005:323)

It is significant to note that purpose of research is to discover the answers to questions through the application of scientific procedures. The procedures enhance the chances of achieving relevance to the collected information relevant to the questions asked. Although it cannot be guaranteed that

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it achieves reliability, it enhances the chances of providing reliable unbiased information through scientific research procedures (Selltiz et al, 1965:2). Basically the study will be quantitative research which emphasises the quantification of constructs, where the researcher believes that the duly way of measuring the properties of phenomena is through quantitative measurement (Babie and Mouton, 2001:49). This is based on the purpose of qualitative research as described by Leedy (2001:91) where he states that, the purpose of qualitative research is to develop an understanding of individuals and events in their natural state, taking into account the relevant context. In this study the stakeholders' perceptions on the contribution of tourism to economic growth and development have been considered.

According to Dane (1990:6) descriptive research involves examining a phenomenon to more fully define it or differentiate it from other phenomena. This definition is supported by (Le Compte and Preissle, 1993:39) when they indicated the aim of the descriptive research as to accurately examine events or phenomena. Dane (1990:7) defined the goal of prediction research as "identifying relationships that enable us to speculate about one thing knowing about some other thing".

Quantitatively data was collected from managers; officials; Board members; community members adjacent to the tourism attractions and other stakeholders using questionnaires as data collection instruments.

3.3.2 QUALITATIVE RESEARCH

Qualitative refers to the study that aims at a detailed description of processes and views that are therefore used with small numbers of cases in the data collection (Flick, 2011:252). It relies on data in the form of words. Qualitative researchers seek meaning of human actions (Schwandt 2001 cited in Badenhorst, 2008:92).

In a scientific research, Flyvbjerg (2011:223) identified the most frequently used qualitative research approaches as follows:

- Ethnographic Research – used for investigating cultures by collecting and describing data that is intended to assist in the development of a theory. This method is also known as "ethnomethodology" or "methodology of the people".
- Critical Social Research – used by a researcher to understand how people communicate and develop symbolic meanings.
- Ethical Inquiry – an intellectual analysis of ethical problems. It includes the study of ethics as related to obligation, rights, duty, right and wrong, choice, etc.

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- Foundational Research – examines the foundations for a science, analyses the beliefs and develops ways to specify how a knowledge base should change in light of new information.
- Historical Research – allows the researcher to discuss past and present events in the context of the present condition, and allows the researcher to reflect and provide possible answers to current issues and problems.
- Grounded Theory – is an inductive type of research, based or 'grounded' in the observations or data from which it was developed. It uses a variety of data sources, including quantitative data, review of records, interviews, observation and surveys.
- Phenomenology – describes the 'subjective reality' of an event, as perceived by the study population. It is the study of a phenomenon.
- Philosophical Research – is conducted by field experts within the boundaries of a specific field of study or profession, the best qualified individual in any field of study to use an intellectual analysis, in order to clarify definitions, identify ethics, or make a value judgement concerning an issue in their field of study.

Qualitative research is conducted in the natural setting of social actors. The focus is on the processes and not the outcome as does quantitative study. The perspectives of the actors are emphasised. It aims at providing in-depth descriptions and understanding of actions and events. The researcher plays a crucial role in the research process itself (Babbie and Mouton, 2001: 270-271). Qualitative researchers describe the actions of research participants in detail (Babbie and Mouton, 2001:271).

By using qualitative approach, the researcher's role was to gain a holistic overview of the context under study. Events cannot be isolated from their context. In this regard, the study is contextually-based as it looked at managers; officials; Board members; community members adjacent to the tourism attractions. Qualitative research was predicated on the assumption that each individual, each culture and each setting is unique. In qualitative research interpretation of data is done by means of set exterior in order to determine an amount of quality to the understanding of findings (Kolb, 1999:3). Procedures are not strictly formalised, scope is more likely to be undefined, and a more philosophical mode adopted (Mouton and Marais, 1998:166).

Thus, this study is epitomised as qualitative research. The researcher used qualitative methodology because he required in-depth information in order to analyse stakeholders' perceptions hence Borg and Gall (1993:26) described the purpose of qualitative research as to develop understanding of individual and events in their natural state, taking into account the relevant context. Thus, qualitative studies can produce thick description of an interesting

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phenomenon, discover relevant variables and generate hypothesis about the cause effect relationship between them.

Advocates of this methodology argue that their methods are particularly appropriate for the study of education because they are derived from social sciences and concerned with the study of human behaviour and thinking in various settings.

In qualitative research, researchers study things in their natural settings, attempting to make sense of or to interpreted phenomenon in terms of the meanings people bring to them (Denzig and Lincoln, 2003:4). Qualitative research generally uses words than numbers and not data (Patton & Cochran, 2002:2).

3.3.3 TARGET POPULATION

The population is defined as the collectivity that is planned to be studied and around which generalisation is going to be made. It is expected of the researcher to understand what is included, in the population (Rossouw, 2003:108). In simple terms population is any group, namely individuals, events or objects that have something in common while representing the whole or sum total of cases that are involved in a study (Bayat and Fox, 2007:52).

However, it is humanly impossible to study the whole population and as a result only a subset of the entire population is selected and studied and generalisation be made (Melville & Goddard (2001:34). The subset is therefore referred to as samples which ought to be representative of the entire population that is under study (Melville and Goddard, 2001:34-35).

Respondents interviewed were tourism-product providers and those from the public sector. Respondents from tourism-product providers were identified. Such included those who operate accommodation establishments; tour guides; travel agents; tour operators; tour wholesalers; art and curio shops; and food and beverage, events manager.

Additional respondents interviewed from the public sector were managers responsible for tourism or Local Economic Development (LED) in municipalities; officials from the Provincial Department of Economic Development, Environment and Tourism; officials and Board Members from Limpopo Tourism Agency; and officials from tourism information centres. Further respondents from the communities adjacent to tourist attractions were also interviewed.

3.3.4 SAMPLING

According to (Du Plooy, 1997:48) sampling refers to the rigorous procedures involved when selecting individuals from a large population. A sample is therefore a group of subjects chosen

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from a large population group using a particular sample method. Sampling is the process of deciding who will be selected for observation. The aim is to make generalisation of the population through the sample. Thus, a sample is a selected sub-set of the whole population instead of studying the whole (Rossouw, 2003:108). The reason for sampling is that it is humanly impossible to collect information from the entire population (Bayat and Fox, 2007:54). For this study the sample was 55 and they are divided as follows:

- Tourism managers: 10 Provincial and Local Government
- Limpopo Tourism Agency Board members and officials: 5
- Local Tourism structures: 5
- Tour guides: 5
- Travel agents: 5
- Tour operators: 5
- Accommodation owners: 20

3.3.4.1 Purposive Sampling

Purposive sampling refers to procedures that are directed toward obtaining a certain type of information (Dane, 1990:303). The sample selected in this study will provide relevant information that will assist in the answering of the research problem. This approach is also supported by Maree *et al.* (2007:178) who argue that the selection of the participants might provide particular data for a specific study. For this study the researcher just picked up anyone because he was certain that those selected will be able to provide that data. The researcher had wished to interview all those responsible for tourism but time would not allow it. 46 face to face interview respondents were sampled in terms of the purposive or judgmental sampling procedure.

3.4 DATA COLLECTION METHODS

The researcher leads the respondents through issues or topics but not in a rigid manner. Pre-prepared interview schedule and questionnaires are not generally used here (Crowther and Lancaster, 2009:148).

There are a number of data collection methods in the research study namely observation; interviewing; testing; selecting; and analyzing text (Mouton, 2013:105). To carry out any type of research investigation, data must be gathered. Many different methods and procedures have been developed to aid in the collection of data. These procedures employ distinctive ways of collecting data. According to Kothari (1997:207), "each method is particularly appropriate for certain sources of data, yielding information of the kind, and in the form that can be most effective". The use of various techniques allows the researcher to confirm the findings. For this study, data was collected through literature review, questionnaires and interviews.

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3.5 QUESTIONNAIRES

Questionnaires are of great importance to research. They facilitate communication between researcher and respondents. A researcher asks questions and the respondents provide answers by, for example, ticking box or in website, by clicking a mouse to make an electronic response. The response that is given is absolute (Davis, 2007:82). Questionnaires are employed in social, psychological and environmental sciences, even in professional settings namely teacher training, nursing, urban planning and leisure industry (Davis, 2007:83).

3.5.1 INTERVIEWS

Interviews are regarded as conducting of a dialogue between the researcher and the respondents. A research demands a face to face contact between researcher and respondents. Interviews enable respondents to talk freely and allow them to offer full range of responses that apply. The interview schedule needs to be piloted first in order to allow it to accommodate anything that respondents can offer (Davis, 2007:169).

3.5.2 THE UNSTRUCTURED ONE-TO-ONE INTERVIEW

Unstructured one-to-one interviews, also referred as the in-depth interviews, merely formalises conversations. The researcher chose to use this kind of data collection tool because he wanted to find in depth information about the contribution of tourism in economic growth and development.

At the root of unstructured interviewing is an interest in understanding the experience of other people and the meaning they make of that experience. This kind of data collection tool is focused and discursive and allows the researcher and participants to explore issues (Collin, 1998:7).

According to Collin (1998:7) unstructured one to one interviews are used to determine individuals' perceptions, opinions, facts and forecasts, and their reactions to initial findings and potential solutions. Josselson, (cited from Collins, 1998:8) mentions that the events recounted and experienced described are made more substantial, more real, through being recorded and written down. The unstructured interview according to Gay (1992:107) is often dismissed as lacking objective data. It is nevertheless, a type of interview which the researcher uses to elicit information in order to achieve understanding of the participants' point of view or situation. The researcher in this study tried to understand how participants who are within the tourism industry, understand the contribution of the sector in economic development. This was done through social interactions in which meaning is necessarily negotiated between the researcher and the participant (Collin, 1998:3-5).

According to Rubin and Rubin (1995:145) an interview is built up of three kinds of questions prior to talking to participants:

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- Main questions: The researcher prepares a handful of main questions with which to begin and guide conversation.
- Probe: When responses lack sufficient details, depth or clarity, the interviewer puts out a probe to complete or clarify the answer or to request further example or evidence.
- Follow-up questions: These pursue the implications of answers to the main questions.

Questions assumed to bring irrelevant information to the research were minimised as Field and Morse (1994:66) indicated that, it is important to minimise the 'dross rate'. This was done by preparation of several open-ended questions before the interviews. They (Field & Morse, 1994:67) further mentioned that there is an overall trend from unstructured to more focused interviews as the investigator gains knowledge about the participants' worldview.

In this study open-ended questions, which served as informal conversation interview (McMillan and Schumacher, 2010:355) were used before the formal start of the interview. In this case there were no predetermined topics or wording. Questions emerged from the immediate context.

3.5.3 INTERVIEW SETTING

This is the location of the interview according to McMillan and Schumacher (2010:359). It is also regarded by these scholars as one of the five contingencies that affect an interview session. Participants were prepared for the unstructured interviews. This was done by arranging time and place ahead of time. This was followed by a reminder in writing which was confirmed closer to the date. As part of interview logistics duration which in this case was 1 hour and number of separate interviews to obtain data as well as identity of the individuals involved were also contained in the letter of reminder.

3.6 VALIDITY, RELIABILITY AND GENERALIBILITY

Validity and reliability are two technical concepts of measurement in data collection. Measurement according to Dane (1990:248) is a process through which the kind or intensity of something is determined.

3.6.1 VALIDITY

Validity refers to the extent to which the data collection method or research method describes or measures what it intends to describe or measure (Crowther and Lancaster, 2009:80). There should be no ambiguity but precise.

Validity is defined as the extent to which inferences made on the basis of numerical scores are appropriate, meaningful and useful (McMillan and Schumacher, 2010:173). It is a judgement of the appropriateness of a measure for specific inferences or decisions that result from the scores

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generated. In simpler terms it determines whether the instrument used for measurement measures what it is supposed to measure. It means that the measurement is correct if the instrument measures exactly it intends to measure and in a correct manner (Melville and Goddard, 2001:41). Validity refers to truthfulness (Neuman, 2006:188). Qualitative researchers are more interested in authenticity than one source of truth. Authenticity refers to providing a fair, honest, and balanced account of social life from the viewpoint of someone who lives it everyday (Neuman, 2006:196).

Validity is defined as the degree in which the measuring instrument is able to measure what it is expected to measure only. The measuring instrument should only measure what is expected to measure (Rossouw, 2003:125). In this study, validity was promoted through the utilisation of same questionnaires with same questions in a sequence. The questionnaires were written in the same language, which is English for all the respondents. The sample includes respondents who only speak Xitsonga and Tshivenda, Sepedi; and for this the researcher is fluent in both these languages.

3.6.2 RELIABILITY

Reliability refers to the extent to which a particular data collection approach gives similar results in different occasions of conducting the same study (Crowther and Lancaster, 2009:80). It is standard criterion in a standardized /quantitative research, which is based on repeated application of a test for assessing whether the results are the same over and over again (Flick, 2011:252). Reliability poses a problem when a single observer is the source since it becomes difficult to determine his or her subjectivity (Babbie and Mouton, 2001:120).

Reliability refers to the consistency in measurement or the extent to which the results are similar over different forms of the same instrument or occasions of data collection (McMillan and Schumacher, 2010:179). This means that if the same experiment is conducted under the same conditions, similar measurements ought to be obtained (Melville and Goddard, 2001:41). In short reliability refers to dependability or consistency (Neuman, 2006:188). Reliability means that the respondent responds in a similar, predictable ways in different times and conditions (Neuman, 2006:198).

Reliability demonstrates consistency of measurement in a study. An instrument is regarded as consistent only if it produces same results and if there is repeated measurement (Rossouw, 2003:122). An example of this consistency is illustrated in hard sciences. If we measure the height of the person we will get the same height as long as we use same instrument in a repeated manner. This is a social research which cannot produce reliability because it also uses human beings as respondents and human beings have the tendency of changing ideas every time they are confronted with a different situation or after a time lapse. However, in this study reliability is

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achieved by a combination of methods namely interviews, questionnaires and literature review. The fact that this is a social research, this study cannot qualify and pass the stability reliability. It cannot qualify for test-retest method over time for same reason that human beings are unpredictable in their behaviour. Social research is determined by situations. A combination of various methods such as in this case is called triangulation (Pierce, 2008:89).

3.6.3 GENERALIZABILITY

This is the extent to which a dimension of validity quality in data and relates to the extent to which the results from data can be generalized to other dimensions (Crowther and Lancaster, 2009:80).

3.6.4 TRIANGULATION

Triangulation refers to a situation where something is looked at from various angles to improve accuracy. It is the use of more than one approach to the investigation of a research question in order to enhance confidence in the ensuing findings (Cohen & Manion, 2000:254). An early reference to triangulation was in relation to the idea of unobtrusive method proposed by Webb, et al (1966:3), who suggested that "once a proposition has been confirmed by two or more independent measurement processes, the uncertainty of its interpretation is greatly reduced. The most persuasive evidence comes through a triangulation of measurement processes." It is employed by both qualitative and quantitative social researcher (Neuman, 2006:149).

Triangulation involves seeking accounts from a numerous perspective (Pierce, 2008:90). It increases the validity of findings by utilizing evidence from other sources and also by comparing findings from same sources (Patton and Cochran, 2002:26). Triangulation is a powerful technique that facilitates validation of data through cross verification from more than two sources. Bogdan and Bikien (2006:34) refer to it as the application and combination of several research methodologies in the study of the same phenomenon. The purpose of triangulation in research is to increase the credibility and validity of the results.

Several scholars have attempted to define triangulation throughout the years, some of which are the following:

- Cohen and Manion (2000:254) define triangulation as an attempt to map out, or explain more fully, the richness and complexity of human behaviour by studying it from more than one standpoint.
- Altrichter, Feldman, Posch and Somekh (2008:147) contend that triangulation gives a more detailed and balanced picture of the research area.
- According to O'Donoghue and Punch (2003:78), triangulation is a method of cross-checking data from multiple sources to search for regularities in the research data.

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Denzin (2006:23) extended the idea of triangulation beyond its predictable association with research methods and designs. He identified four forms of triangulation, namely:

- Data triangulation, which entails gathering data through several sampling strategies, so that slices of data at different times and social situations, as well as on a variety of people, are gathered;
- Investigator triangulation, which refers to the use of more than one researcher in the field to gather and interpret data;
- Theoretical triangulation, which refers to the use of more than one theoretical position in interpreting data; and
- Methodological triangulation, which refers to the use of more than one method for gathering data.

Since much of the research is founded on the use of a single research method and may, as such, suffer from limitations associated with that method or from the specific application of it, triangulation offers the prospect of enhanced confidence. This method can be employed in both quantitative (validation) and qualitative (inquiry) studies. Sometimes the meaning of triangulation is taken to include the combined use of qualitative research and quantitative research to determine how far they arrive at convergent findings (Bryman, 2008:3).

By combining multiple observers, theories, methods and empirical materials, researchers can hope to overcome the weakness or intrinsic biases and the problems that come from single method, single-observer and single-theory (Cohen & Manion, 2000:254). Thus, the purpose of triangulation in research is to increase the credibility and validity of the results.

In this study, review of literature, questionnaires and interviews were used to collect data as a way of complementing each other to promote reliability and validity. Triangulation refers to the use of different data or different analysis as a means of providing corroborative evidence for the data collected or for the interpretations drawn from the data It is more suitable for qualitative research because it is detailed study and it will be more applied in the analysis and interpretation of data (Crowther and Lancaster, 2009:197).

3.6.5 RESEARCH APPROACH

Given the purpose of this research study, the 'triangulation' approach seems most appropriate to overcome the weaknesses that come from either 'qualitative' or 'quantitative' methods. Thus, the research is structured around a broad framework comprising of several stages as identified in Pirow (1993:23). The first stage is qualitative or contextual analysis of the area of the study, whereby the

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research focuses on literature review and comparative lessons, all intended to understand issues at hand and to inform questions to be addressed through statistics and fieldwork.

The second stage, namely, the identification of problems and conflict areas, statistical analysis and the subsequent collection of data and interviews, is informed by the comparative and theoretical research, which proceeds through data culled from the household surveys in regard to economic trends, population characteristics and alternative data on consumer decision making and the middle class, leading on to the field-work research consisting of a combination of quantitative and qualitative research methods. The field work consisted of both data collection in the form of participant direct observations, unstructured interviewing and structured interviews in the form of questionnaires. The ethical implication was carefully considered and addressed prior to the commencement of the interviewing process.

A sample has been randomly drawn out from respondents in the Limpopo Province – in order to ensure accuracy of the findings, comparative interpretation, and justification of data as evidence and validation of evidence as knowledge.

The research therefore, in the third stage, provides a detailed analysis and interpretation of the quantitative research field findings using mechanical process, synthesise them and present the results in the light of theoretical and comparative work.

Finally, the research draws conclusions from the above background as per the research problem. The focus of this stage is to create some kind of a checklist of positive and negative attributes learnt from the research. In particular, the lessons learnt from the study are summarised, providing characteristics of workable recommendations. In addition, the research study proposed measures and strategies to improve the tourism sector in Limpopo Province.

3.6.6 DATA ANALYSIS

In qualitative research, efforts are made when collecting data to understand and analyse statements in their context afterwards. In interviews, open questions are asked (Flick, 2011:153). The form of analysis enable the researcher to answer the research question and it is appropriate to the data collected (Flick, 2011:163). Qualitative research will be followed by analysis of data from respondents (Flick, 2011:133). This study has employed narrative analysis where there was an interpretation of statements that are seen in the context of the process of the narrative. Narrative is a specifically instructive form of presentation of events and experiences and are analysed as such and it is key to construction of events in research (Flick, 2011:155).

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Data analysis is about turning data into information that in turn can serve to develop concepts, theories, explanations or understanding (Crowther and Lancaster, 2009:176). However, qualitative analysis involves the analysis of data that is not amendable numerical measurements, though this does not exclude possibility of qualitative data cannot be translated into data that is amendable to quantitative techniques (Crowther and Lancaster, 2009:183). There are a number of qualitative methods of analysis namely grounded theory approach, analytical induction, narrative analysis and discourse analysis (Crowther and Lancaster, 2009:183-185). This study therefore applied narrative analysis of data. Data was collected from the respondents through interviews and questionnaires. The responses from respondents were captured in the spreadsheet. From the spreadsheet the information was interpreted into tables and pie charts. The interpretation took the form of quantitative form because it was in numbers. Data analysis enables the researcher to draw conclusions and reporting of results (Babbie and Mouton, 2001: 98). Thereafter the narrative was made to describe the findings.

3.7 ETHICAL CONSIDERATION

Ethical considerations are important because research involves people who are respondents when collecting data. They must be protected from any harm, their privacy respected, respecting them as individuals, and also not subjecting them to ant unnecessary research (Melville & Goddard, 2001:49).

In conducting this study the researcher will observe research ethics. Tourism research is conducted in a social context, therefore this research will follow professional and moral guidelines. For ethical considerations, names of respondents will not be disclosed but only known to the research. Respondents have the right to anonymity. This applies in a situation where collection of data is done through using of cameras, tape recorders, and other audio-visual devices and data collected through interviews (Mouton, 2013:243). The principle of respecting the rights of respondents should guide the researcher when conducting interviews (Dane, 1990:39). Respondents will participate voluntarily without being coerced or induced. This involves using force, as well as incentivizing participants than what will reasonably be considered fair compensation (Dane, 1990: 39).

During any stage of research no one is harmed thus the researcher has a responsibility to protect participants from physical and psychological harm (Milgrams, 1965:58). Research ethics are things to be considered in carrying out research to avoid conflicts which cause ethical imbalance in research. To resolve such conflicts ethical balance is required. The ethical balance is when researchers balance their obligations to promote intellectual freedom and contribute to knowledge with fair treatment of the very people to whom these obligations are owed and to whom the

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knowledge is distributed Erickson (1967) (cited in Dane, 1990:38). According to McMillan and Schumacher (2010:117), it is necessary to understand the ethical and legal responsibilities of conducting research because most educational research deals with human beings. They further states that ethics generally are concerned with beliefs about what is right or wrong from a moral perspective (McMillan and Schumacher, 2010:117).

The principle of respecting the rights of respondents should guide a researcher when conducting interviews. Accordingly, respondents participated voluntarily without being coerced or induced. This involves not using force, as well as incentivising participants more than what would reasonably be considered fair compensation (Dane, 1990:39). No one was harmed at any stage of the research or suffered consequences when the research was concluded. The researcher has the responsibility to protect participants from physical and psychological harm during research project (Milgrams, 1965:58).

The researcher avoided plagiarism. This has been ensured by the researcher avoiding to use other texts without acknowledging the original author. As such, all sources were reported and acknowledged accurately.

3.7.1 VOLUNTARY PARTICIPATION

Voluntary participation means that participants cannot be compelled, coerced, or required to participate (McMillan and Schumacher, 2010:118). Coercion according to Dane (1990:39) includes using threats or force, as well as offering more incentive than what would reasonably be considered fair compensation. Participants in this study were informed that their participation in the study is voluntary and they can withdraw at any stage if they feel so. They were also informed that there will be no incentives for participation. Only tokens of appreciation in the form of notebooks and pens will be given to those who participate in the study. According to Dane (1990:39) voluntary participation also includes awareness of being part of research project. If the participant is unaware of his role in the research, voluntary participation is clearly not possible. The researcher clearly disclosed to the participants before the commencement of data collection what is being measured by the questionnaires they are going to fill.

3.7.2 INFORMED CONSENT

The principle of informed consent refers to providing potential research participants with all of the information necessary to allow them to make a decision concerning their participation (Dane, 1990:40). This generally means any information that may affect the potential participant's decision. McMillan and Schumacher (2010:118) states that, informed consent is achieved by providing subjects with an explanation of the research, an opportunity to terminate their participation at any time with no penalty and full disclosure of any risks associated with the study.

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According to Johnson and Christen (2008) cited in McMillan and Schumacher (2010:119) informational points such as purpose of the study, description of the procedures and the length of time needed, names of persons who may be contacted about the study should be included in the consent form. For this study educators were given consent form with required informational points to read and indicate by signing at the bottom to indicate their willingness to participate in the study or not. Informed consent form with minors requires parental or legal guardian approval according to McMillan and Schumacher (2010:119).

3.7.3 ETHICAL CONSIDERATIONS DURING RESEARCH

These are ethical concerns that can surface after projects are underway (Dane, 1990:46). Part of the researcher's responsibility is to represent him or her accurately. However, his or her identity and affiliations may affect someone's decision to participate and should consider relevant to informed consent (Dane, 1990:46). In this study, the researcher disclosed her identity in a way that is intimately related to the topic of research.

3.7.4 BEHAVIOUR CHANGES IN PARTICIPANTS

According to Dane (1990:46) behavioural change refers to any change in participants from which one may infer some alterations of behavioural style or capacity. To address this ethical concern, the research took place at participants' normal social setting. Retraction of consent is another ethical obligation of the researcher whereby he or she has to allow the participants to quit at any time of the research. Hence the participant has the right to re-evaluate his/her decision in light of new information that may arise during the research (Dane, 1990:48). During this study the researcher convinced participants to continue as a way of maintaining ethical balance.

3.7.5 ETHICAL CONSIDERATIONS AFTER RESEARCH

A researcher's ethical responsibility does not end once the data have been collected. Even though researchers may not see the participants again, their responsibility to continue to treat them in an ethical manner remains.

McMillan and Schumacher (2010:121) state that the privacy of research participants must be protected. This means that access to participants' characteristics, responses, behaviour and other information is restricted to the researcher. This could be ensured by using three practices which are anonymity, confidentiality and appropriate storing of data.

3.7.6 ANONYMITY OF PARTICIPANTS

According to Dane (1990:51) anonymity exists when no one, including the researcher, can relate a participant's identity to any information pertaining to the project. The study was conducted such

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that no one knows which data came from which participant. There should be no link between data and participants. In questionnaires that participants filled anonymity were accomplished by not collecting identifying information, their responses were objective with no open-ended questions.

3.7.7 CONFIDENTIALITY

Confidentiality may at times be confused with anonymity but they are two different ethical concerns under privacy in undertaking research. According to Dane (1990:51) confidentiality exists when only the researchers are aware of the participants' identities and have promised not to reveal those identities to others. The researcher ensured confidentiality by making certain that the data was not linked to individual subjects by name. This was accomplished by collecting data anonymously.

3.7.8 CONCLUSION

This chapter discussed research methodologies, research design and research instruments that was employed in the study. This chapter discussed data collection activities regarding the contribution of tourism to economic growth and development. The next chapter presents and analyses data obtained from respondents.

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CHAPTER 4

DATA PRESENTATION AND ANALYSIS

4.1 INTRODUCTION

The collection of data from the various stakeholders emanates from the objectives of the research that aimed to understanding the contribution of tourism to the Limpopo province's economic growth and development; to provide an overview of the socio-economic impact of tourism in Limpopo; to investigate how tourism can create jobs; and to measure the impact of tourism development on black, youth and women.

The stakeholders targeted are travel agents, tour operators, tour guide, Limpopo tourism agency, local tourism structures community, tourism manager's provincial and local sphere and accommodation operators. This study investigated their attitudes and opinions with regard to the contribution of tourism.

In order to investigate and solicit information in this regard, a questionnaire was developed that probed these questions and all the questions in the questionnaire emanates from the research objective. Fifty five questionnaires were developed and administered to the various stakeholders; of the fifty five questionnaires that were administered, forty six were returned back which constitutes 84 percent and only 16 percent were not returned. Therefore the analysis is based on the forty six responses.

The interview questions probes the following: biographical information that covered gender, age group, ethnicity, educational qualification, the institution that they represent and the years of service and residence. The other set of questions probed the classification of their organisation, the level of private sector support, the level of government support, the level of government's role in economic empowerment of women and youth, access to credit, government assistance and training. The questionnaires also probed at policy level on how communities are involved in tourism projects planning and implementation, the barriers to tourism development in Limpopo, the critical

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things that could be done to make tourism sector better, also how tourism can be used to address the challenges of unemployment and poverty.

4.2 BIOGRAPHICAL INFORMATION

The biographical information is important for research and contains information about the people who are participants in the research. Biographical information regardless of their length and target audience, contain basic facts like the time, places, gender, educational qualification, age group and many other information about a person. The biographical information outlines the type of people that will participant in the research, which can be used to determine and influence the premise from which such participants stems from. The findings that were gathered from the biographical information will be presented and analysed hereunder.

4.2.1 GENDER

The probing of gender in research is important because it ensures that the views and perceptions that are abstained from such study are not gender biased. It also ensures that the opinions and the perception of both genders are also factored in the conclusion of such study and therefore create completeness of views and perception that are deduced from the structured questionnaire.

Of the forty six questionnaires that were returned various stakeholders have different gender representation that will be presented below. It can therefore be inferred that the attitude, perceptions and opinions that will have covered the both genders. It must, however, be noted that in terms of 15th Commission of Employment Equity Annual Report of 2014-2015 the national economic active population, the female should be 45% while the male should be 55%, from composition of the respondents in this study it can therefore be indicated that the male representation above is more than, that which is envisaged in the report, while in others is in compliance with that, however the coverage remains acceptable as the margin of defence is minimal and in reality at the different occupational levels the percentages are fair lower in the work place. The work place situation therefore perpetuates the household composition as the respondents that are mainly occupying and the most active in the job market remains the male.

4.2.2 AGE GROUP

The age group of respondents often determines the depth of responses that will be provided by the interviewee. This helps to ensure that the respondents' views of all ages are catered for. The age group of the respondents will therefore be significant depending on the information that will be required by the respondent.

The age group of the respondents is spread between the ages 19 to 46. Emanating from the sample it can be inferred that male are still dominant in the households setup and structures so the main opinion and attitude that will be expressed will be coming from men.

4.2.3 RACE

South Africa with a history of separate development, it is therefore necessary to cover the views and opinions of the various ethnic groupings in the country. The participation of the various ethnic groups creates completeness in the view and opinions that will be deduced and captured from the structured questionnaires. The ethnicities of the respondents are indicated in the various stakeholders.

The employment equity requirements at a national level, the percentage representation is African Black 80.02%, Indian 3.1%, Coloured 10.6% and White 10.8%. The views and opinion that have been expressed in this instance is therefore representative of the various racial groupings in the country. When the respondents are compared and contrasted with the economic active population, it can be inferred that all the other racial group responded at their level of economic active population It can therefore be inferred that these responses are racially balanced in terms of South African demographics, therefore the opinion of all racial groups have been captured.

4.2.4 EDUCATIONAL QUALIFICATION

The educational levels of the respondents are often helpful in the validation of the data collected and it also provides a succinct understanding of their views and opinions. It is the credibility of the respondents that determine whether a particular data that is obtained can be relied upon or not. The educational statuses of the respondents in the study are indicated as below.

The educational qualification of the people who completed the questionnaire range from people with secondary level to tertiary level. The sampled respondents has a better literacy level compared to the national positions in 2013 which increased from 21.75% in 2002 to 27.7% in 2013 for people with grade twelve. The people with tertiary education improved from 9.3% to 12.8%, this when contrasted with the sample which has people with secondary and tertiary level and 22.32% for the people with post matric qualification. It is evident that the respondents were better qualified when compared to the quoted statistical outcome of the general household survey (Statistics South Africa, 2013:11).

It can therefore be inferred that the majority of the respondents understood the questions and therefore their responses are true reflections of their attitude and opinion about the tourism sector. It can also be inferred that the educational level of the respondents is critical in the validation of the data collected.

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4.2.5 RESIDENCE

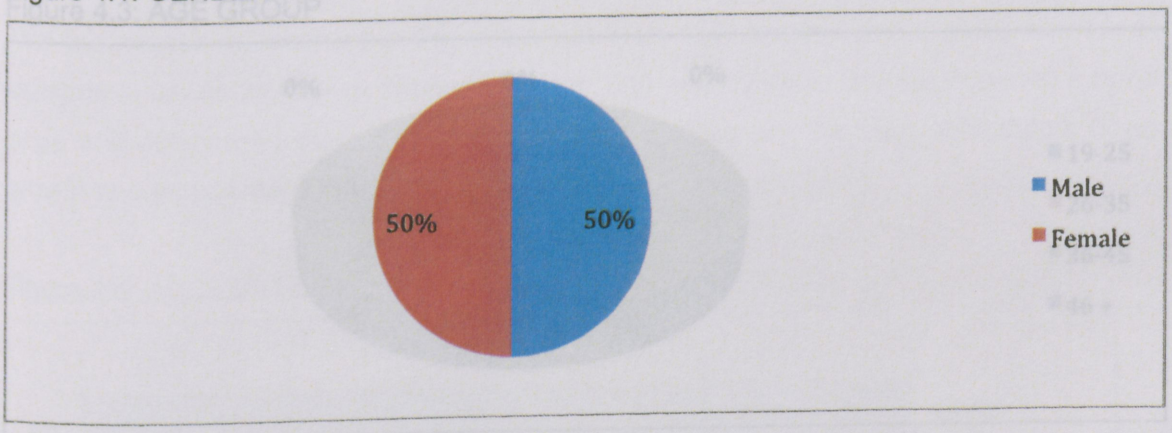
The place of residence plays a role in terms of the amount of municipal rates and taxes that the ratepayer pays. Based on where respondents reside, it will also indicate whether a person is an indigent or someone who is expected to pay municipal rates and taxes. The composition of the residence helps in the validation of the data collected because it indicates the opinions and views of the stakeholders in the tourism sector.

4.3 TARGETED STAKEHOLDERS

The graphic representation and analysis that will follow hereunder will cover the following key stakeholders: travel agents, tour operators, tour guides, Limpopo Tourism Agency; local tourism community structures; tourism managers – Local and Provincial; and accommodation.

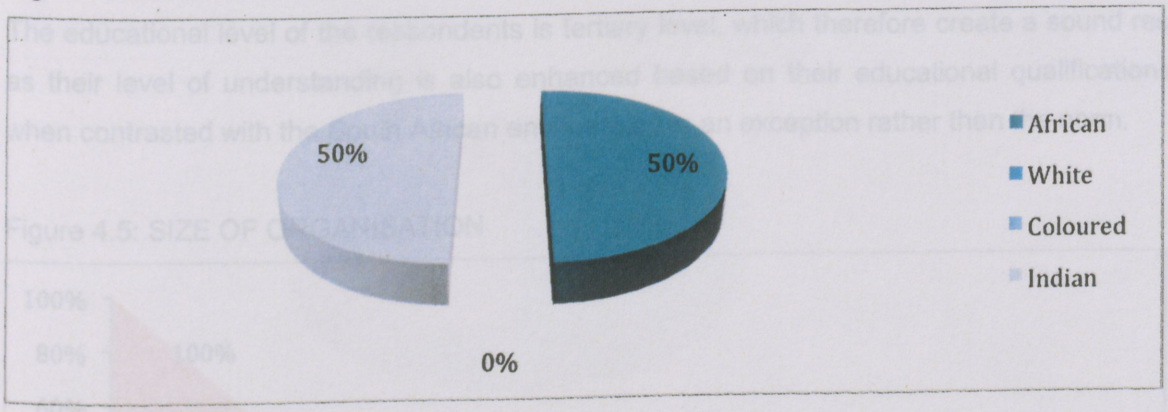
4.3.1 TRAVEL AGENTS

Figure 4.1: GENDER



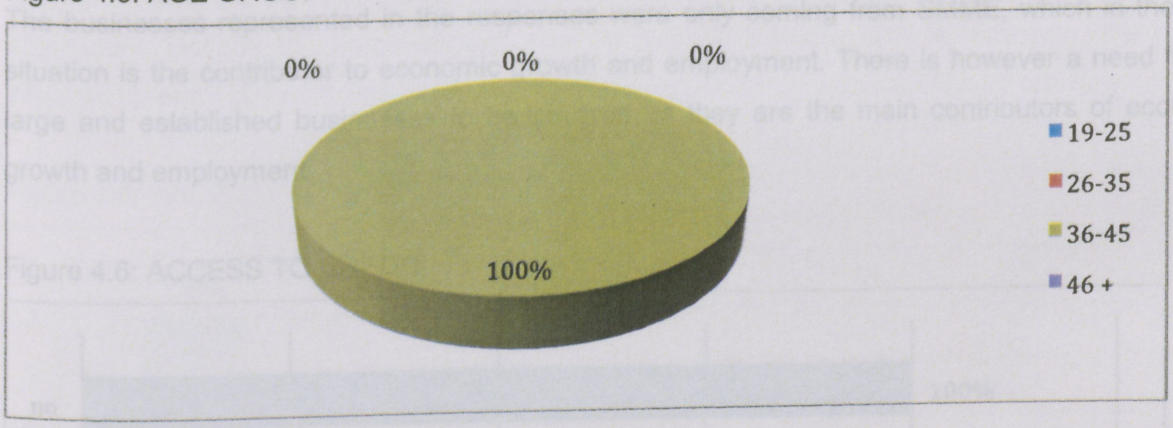
On the travel agents, the gender representation is equal, which is more than the employment equity economic active people. However the sample on this was low. Which when contrasted with the employment equity report is not a true reflection of the situation in South Africa, however the input and the views so raised create a balance in having the opinion of the various people in the community. Despite the small sample size on this stakeholder, this is however the desired situation in terms of Broad Based Black Economic Empowerment codes of good practice.

Figure 4.2: RACE



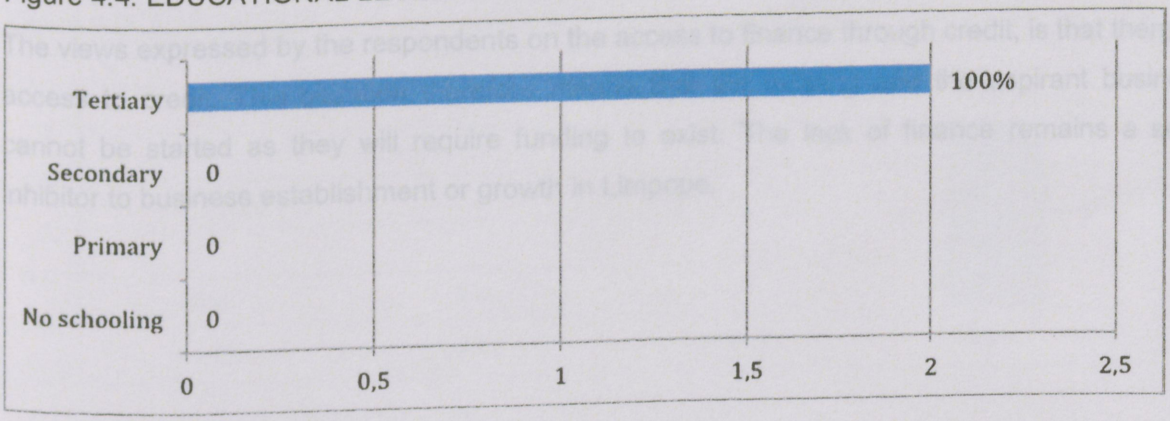
The demographic representation was only Africans and Indians. This creates a balance in terms of the opinions and attitude raised. It should, however be noted that the views of whites and coloured did not feature in this case and therefore not included.

Figure 4.3: AGE GROUP



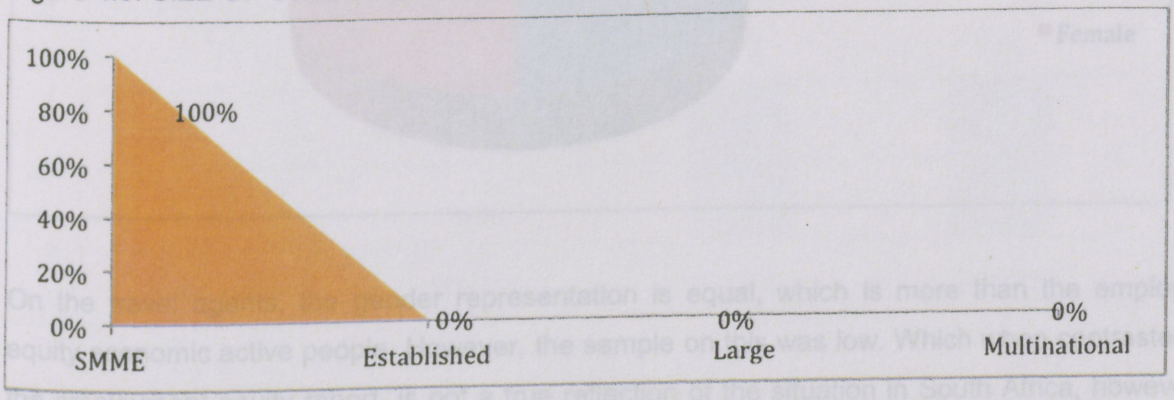
The age group is above that of youth, which is accepted to be at 35. Both the respondents though from African and Indian background they are older. This is not the ideal situation, as the exclusion of youth remains a challenge that need to be addressed.

Figure 4.4: EDUCATIONAL LEVEL



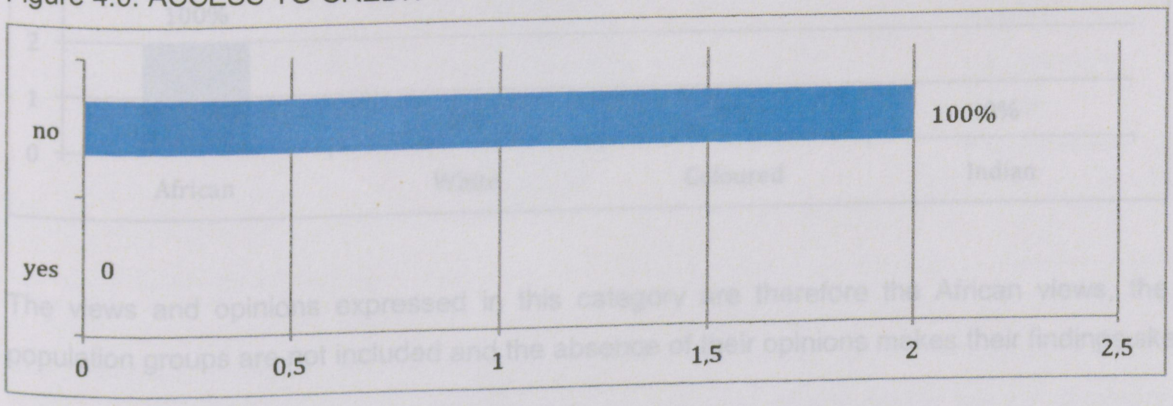
The educational level of the respondents is tertiary level, which therefore create a sound response as their level of understanding is also enhanced based on their educational qualifications. This when contrasted with the South African environment is an exception rather than the norm.

Figure 4.5: SIZE OF ORGANISATION



The businesses represented in the responses were only coming from SMME, which in the ideal situation is the contributor to economic growth and employment. There is however a need for the large and established businesses to be covered as they are the main contributors of economic growth and employment.

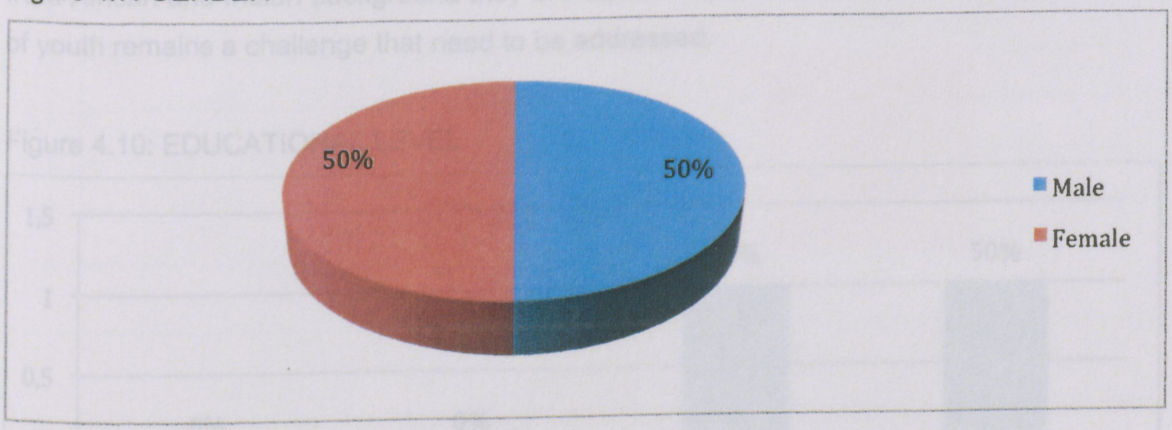
Figure 4.6: ACCESS TO CREDIT



The views expressed by the respondents on the access to finance through credit, is that there is no access to credit. This situation therefore means that the existing and the aspirant businesses cannot be started as they will require funding to exist. The lack of finance remains a serious inhibitor to business establishment or growth in Limpopo.

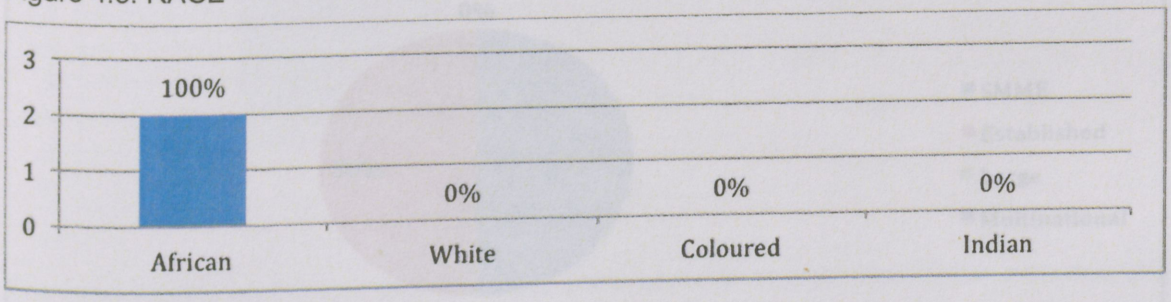
4.3.2 TOUR OPERATORS

Figure 4.7: GENDER



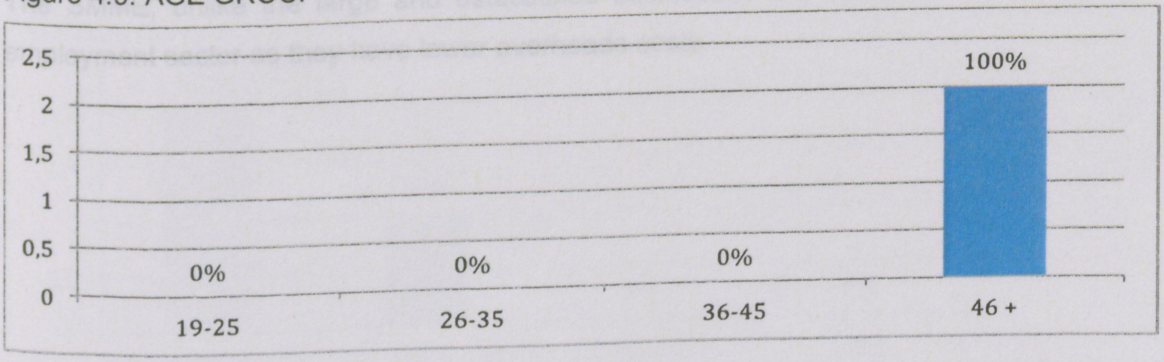
On the travel agents, the gender representation is equal, which is more than the employment equity economic active people. However, the sample on this was low. Which when contrasted with the employment equity report, is not a true reflection of the situation in South Africa, however the input and the views so raised create a balance in having the opinion of the various people in the community. Despite the small sample size on this stakeholder, this is, however, the desired situation in terms of Broad Based Black Economic Empowerment codes of good practice.

Figure 4.8: RACE



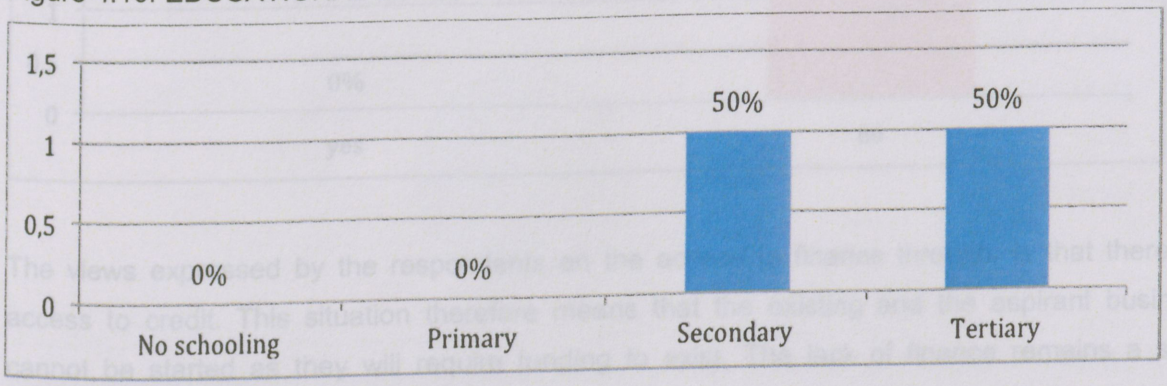
The views and opinions expressed in this category are therefore the African views, the other population groups are not included and the absence of their opinions makes their findings skewed.

Figure 4.9: AGE GROUP



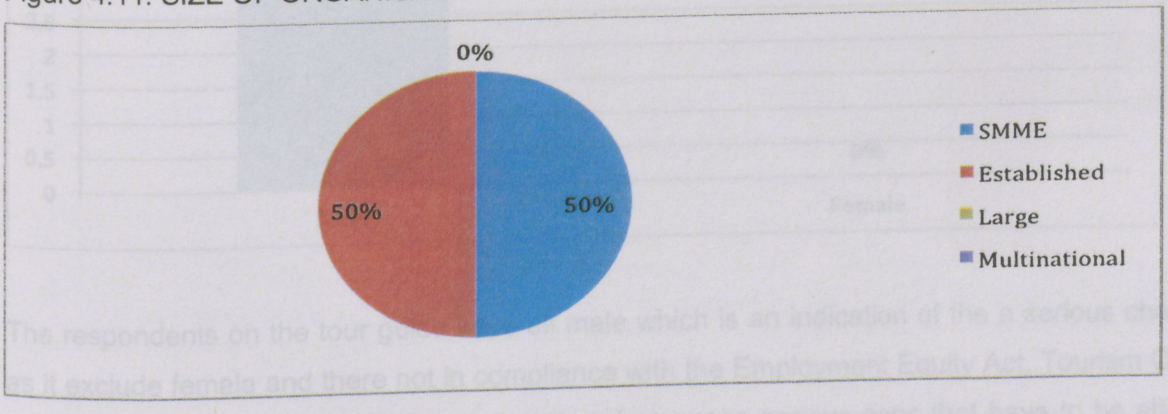
The age group is above that of youth, which is accepted to be at 35. Both the respondents though from African and Indian background they are older. This is not the ideal situation, as the exclusion of youth remains a challenge that need to be addressed.

Figure 4.10: EDUCATIONAL LEVEL



The educational levels cover both tertiary and secondary. It is therefore encouraging that the literacy levels of participants in this category are sound. It evident from the participant that they have proper levels of understanding the business that they are in.

Figure 4.11: SIZE OF ORGANISATION

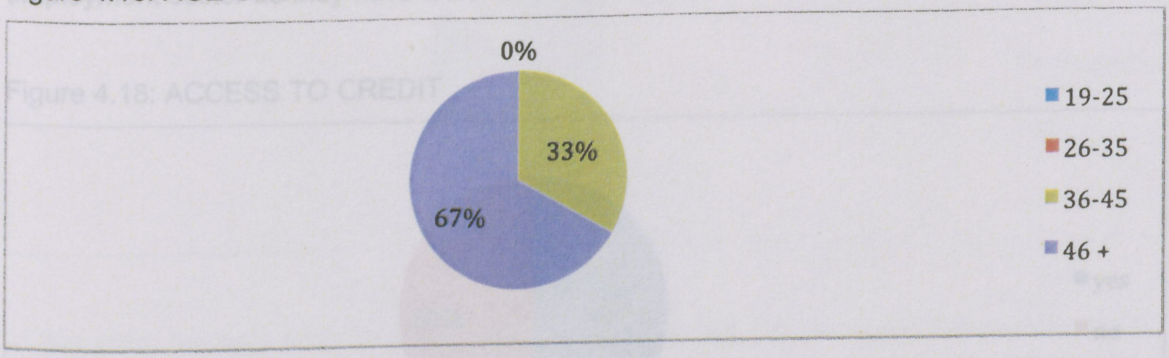


The presence of SMME and established business are critical for the economic growth of the country and job opportunities. In this category the established and SMME are the dominant ones. The SMME, unlike the large and established businesses are economic drivers and the major employment sector as they have lower overheads costs.

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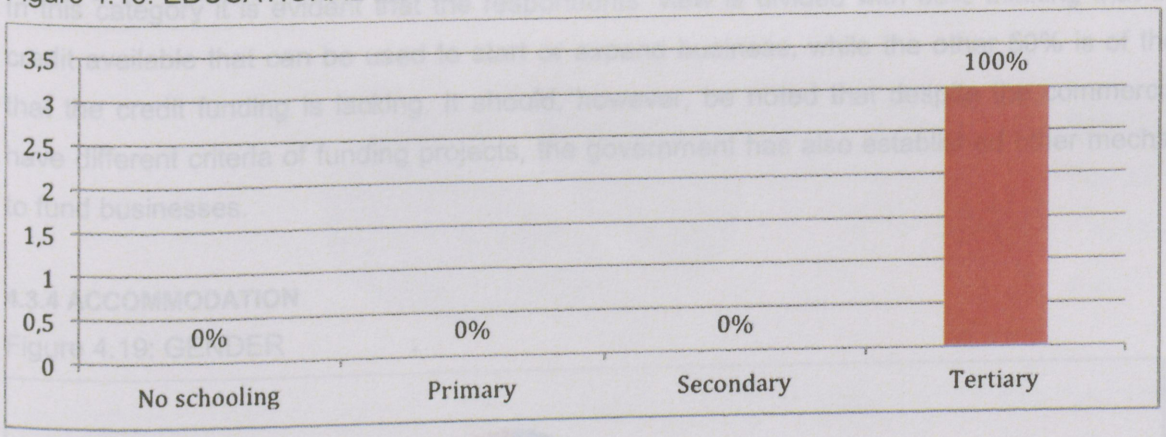
In this category there is a combination of whites and Africans. The opinions and views expressed here are therefore skewed towards the two population groups to the exclusion of the others. Ideally the opinions and views of all population groups should be included.

Figure 4.15: AGE GROUP



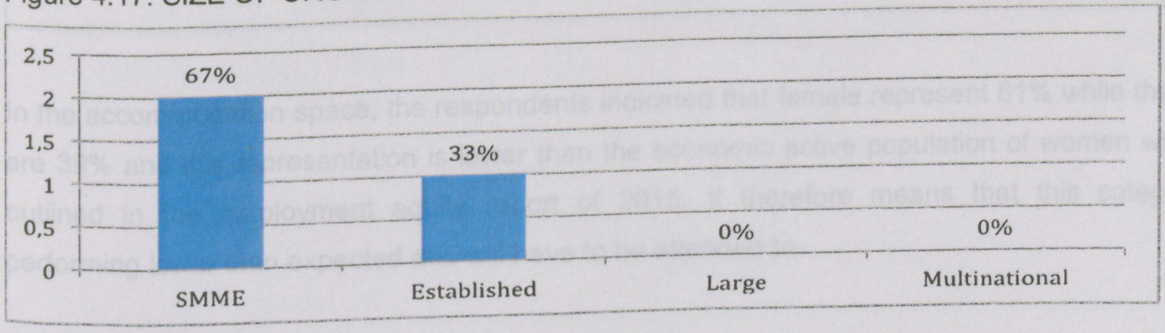
In this category the age groups include respondents from 36 years and above, it however exclude youth which is contrary to the government policy of youth inclusiveness. The absence of youth in the economic activities of the country poses a challenge that need to be addressed.

Figure 4.16: EDUCATIONAL LEVEL



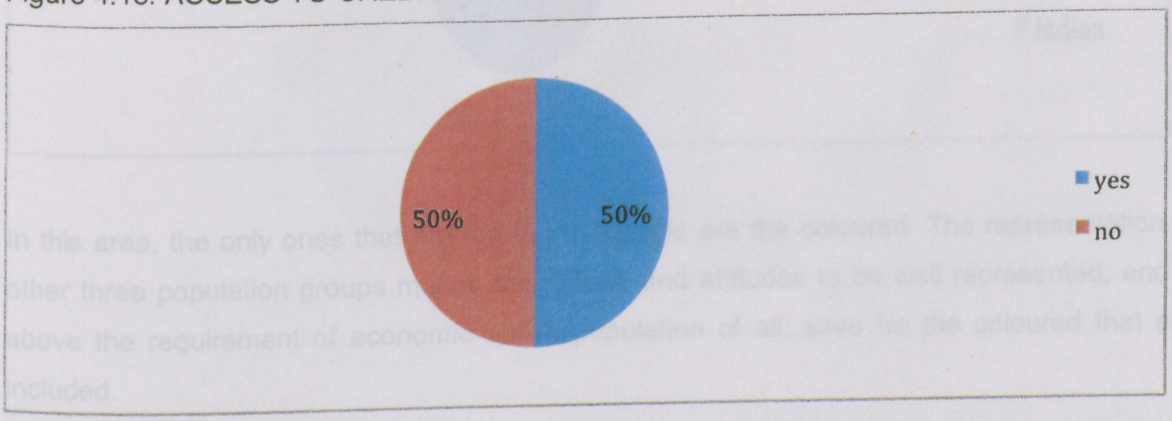
The educational level of the respondents is tertiary level, which therefore create a sound response as their level of understanding is also enhanced based on their educational qualifications. This when contrasted with the South African environment is an exception rather than the norm.

Figure 4.17: SIZE OF ORGANISATION



The presence of SMME and established business is critical for the economic growth of the country and job opportunities. In this category the established and SMME are the dominant ones. The SMME's unlike the large and established businesses are economic drivers and the major employment sector as they have lower overheads costs.

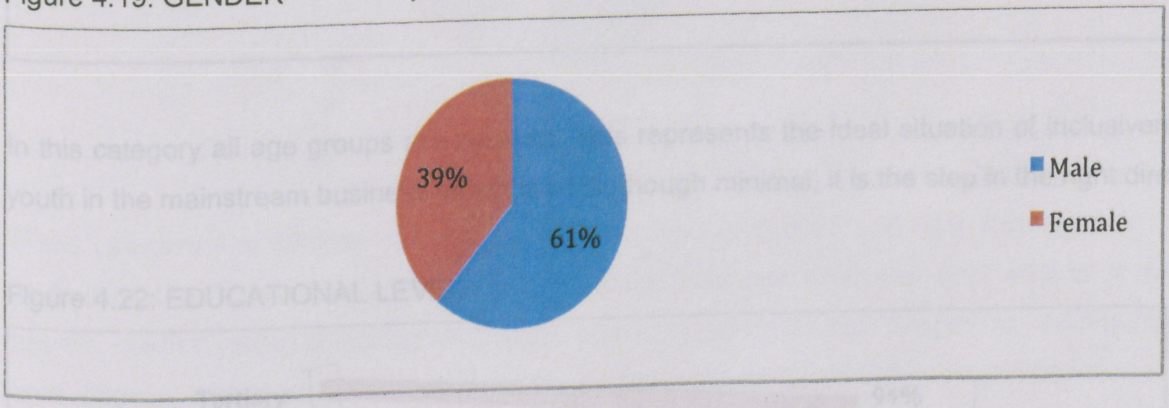
Figure 4.18: ACCESS TO CREDIT



In this category it is evident that the respondents' view is divided with 50% thinking that there is credit available that can be used to start or expand business, while the other 50% is of the view that the credit funding is lacking. It should, however, be noted that despite the commercial that have different criteria of funding projects, the government has also established other mechanisms to fund businesses.

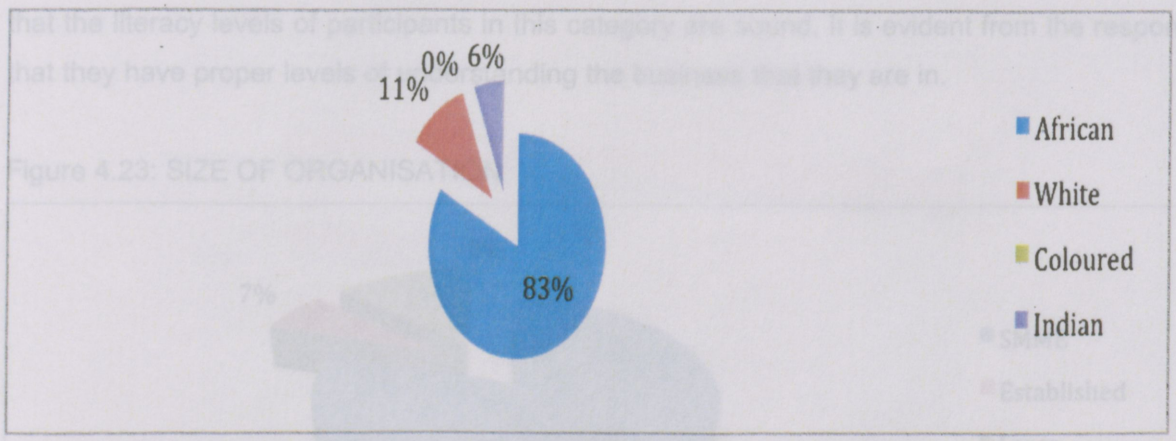
4.3.4 ACCOMMODATION

Figure 4.19: GENDER



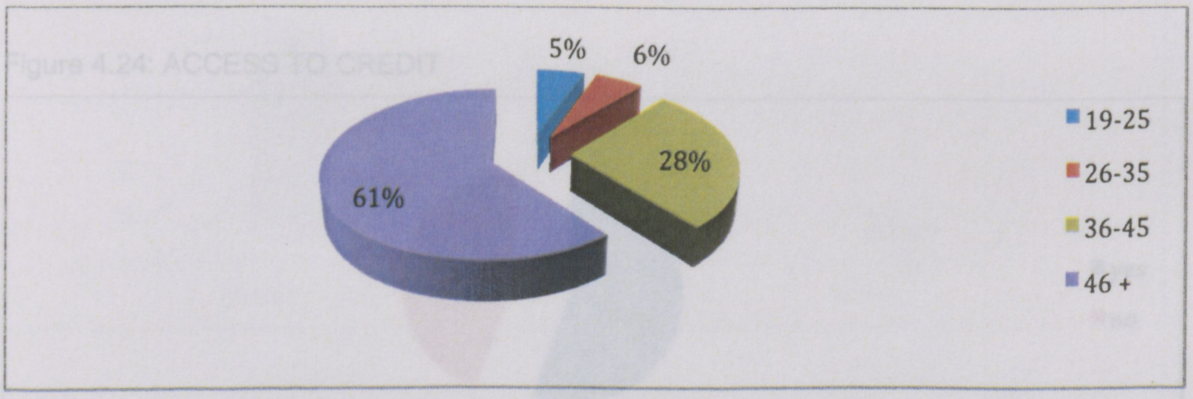
In the accommodation space, the respondents indicated that female represent 61% while the male are 39% and this representation is lower than the economic active population of women which is outlined in the employment equity report of 2015. It therefore means that this category is performing lower than expected and will have to be attended to.

Figure 4.20: RACE



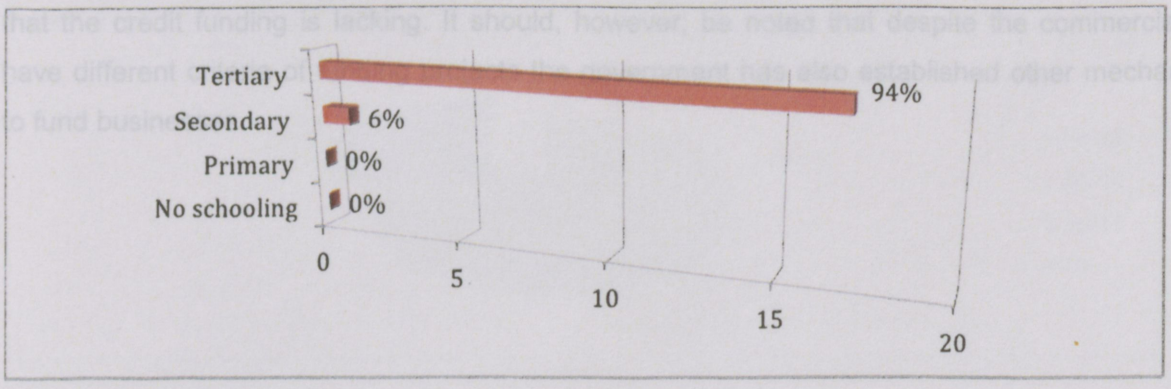
In this area, the only ones that are not in the sample are the coloured. The representation of the other three population groups makes their views and attitudes to be well represented, and being above the requirement of economic active population of all, save for the coloured that are not included.

Figure 4.21: AGE GROUP



In this category all age groups are covered. This represents the ideal situation of inclusiveness of youth in the mainstream business which is 11%, though minimal, it is the step in the right direction.

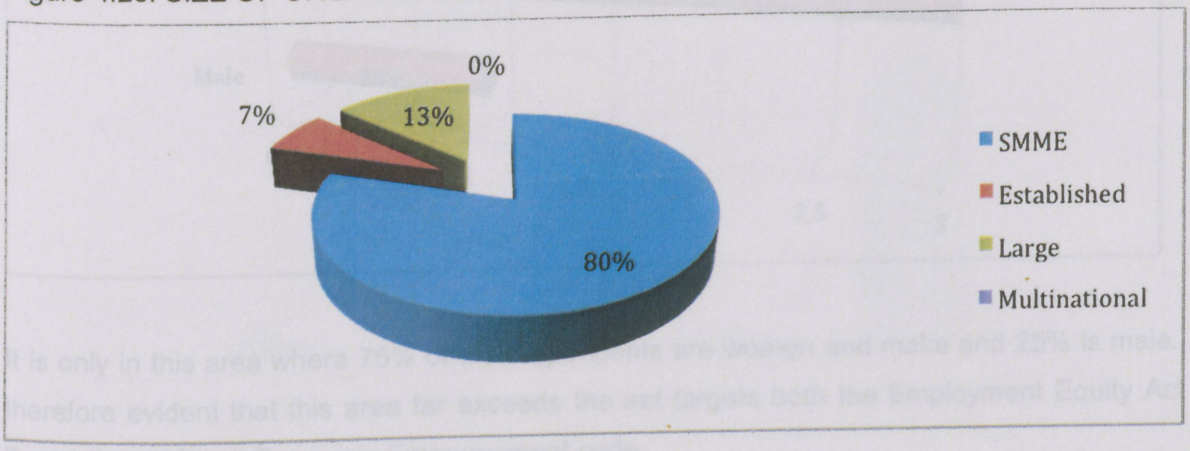
Figure 4.22: EDUCATIONAL LEVEL



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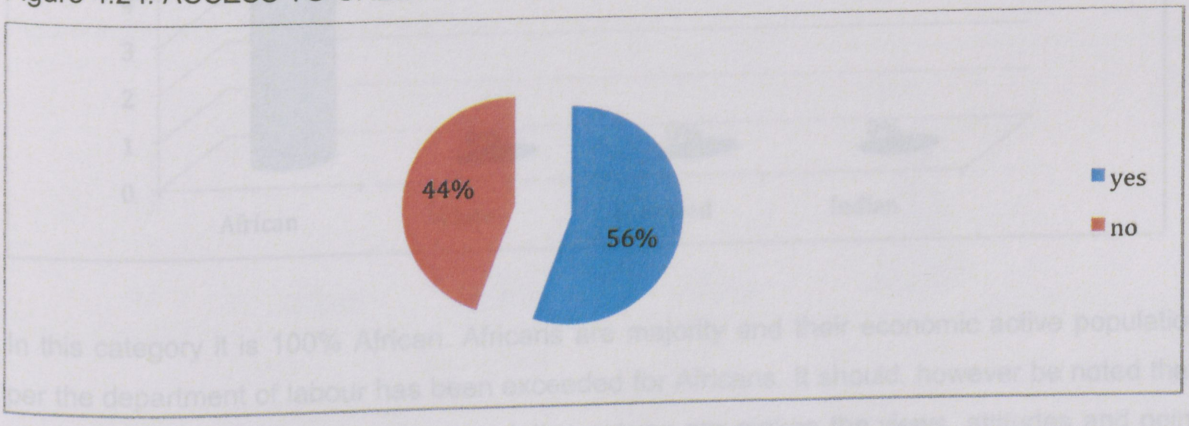
The educational levels cover both tertiary and secondary. It is therefore encouraging respondents that the literacy levels of participants in this category are sound. It is evident from the respondents that they have proper levels of understanding the business that they are in.

Figure 4.23: SIZE OF ORGANISATION



In this category the main three business categories are covered that is SMME, established and large. This therefore is critical for the economic growth.

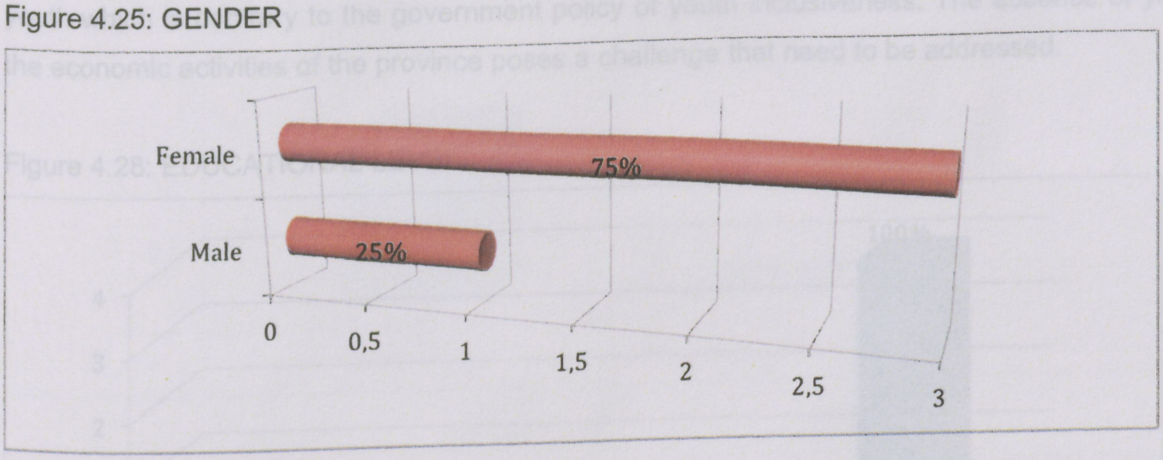
Figure 4.24: ACCESS TO CREDIT



In this category it is evident that the respondents view is divided with 56% thinking that there is credit available that can be used to start or expand business, while the other 44% is of the view that the credit funding is lacking. It should, however, be noted that despite the commercial that have different criteria of funding projects the government has also established other mechanisms to fund businesses.

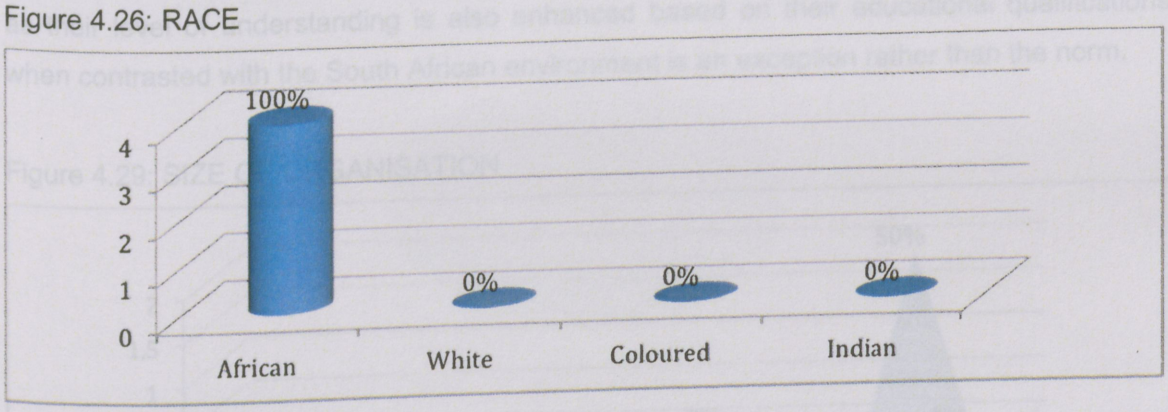
4.3.5 LIMPOPO TOURISM AGENCY

Figure 4.25: GENDER



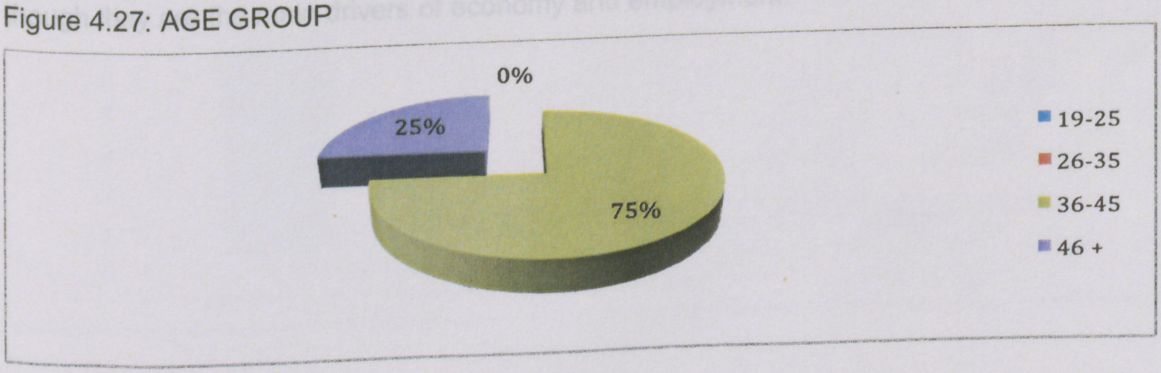
It is only in this area where 75% of the respondents are women and make and 25% is male. It is therefore evident that this area far exceeds the set targets both the Employment Equity Act and Broad-Based Black Economic Empowerment code.

Figure 4.26: RACE



In this category it is 100% African. Africans are majority and their economic active population as per the department of labour has been exceeded for Africans. It should, however be noted that the absence of the views of the other population groups are makes the views, attitudes and opinions skewed.

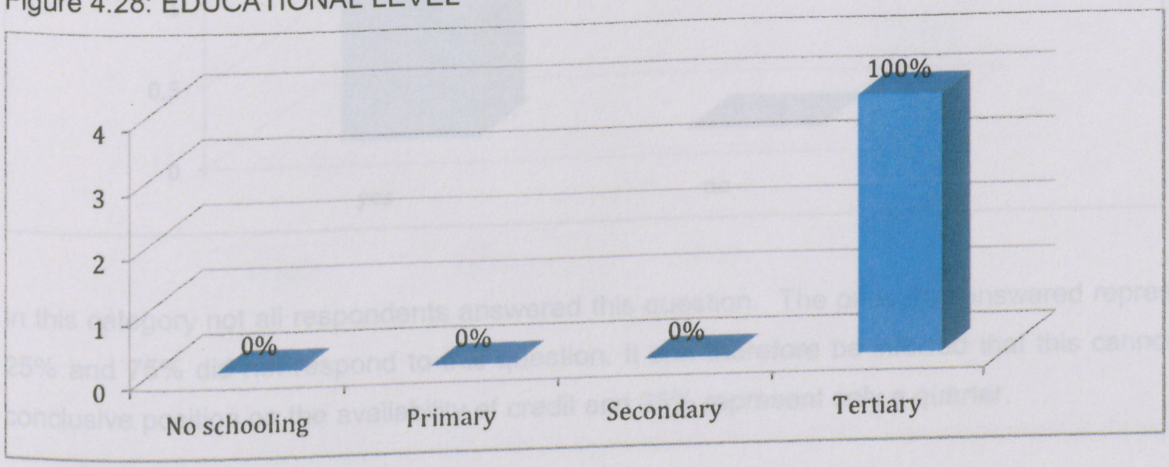
Figure 4.27: AGE GROUP



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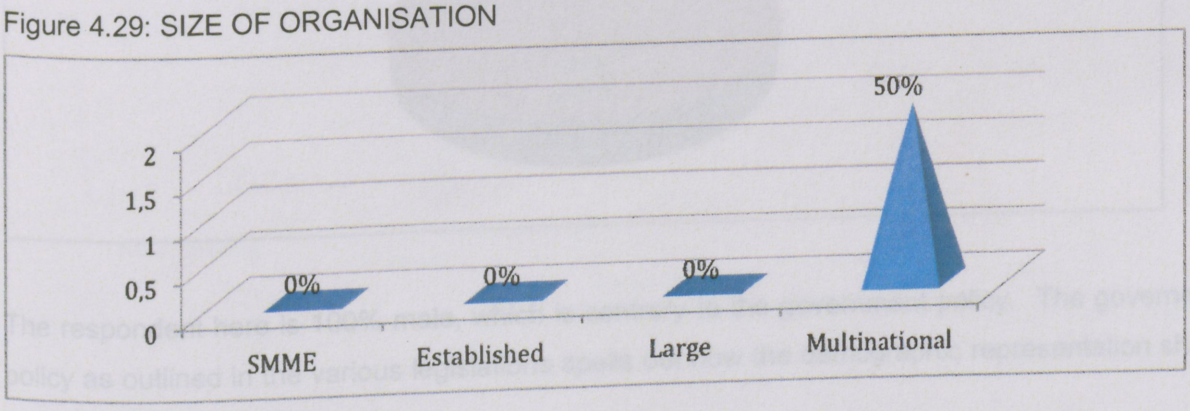
In this category the age groups include respondents from 36 years and above, it however exclude youth which is contrary to the government policy of youth inclusiveness. The absence of youth in the economic activities of the province poses a challenge that need to be addressed.

Figure 4.28: EDUCATIONAL LEVEL



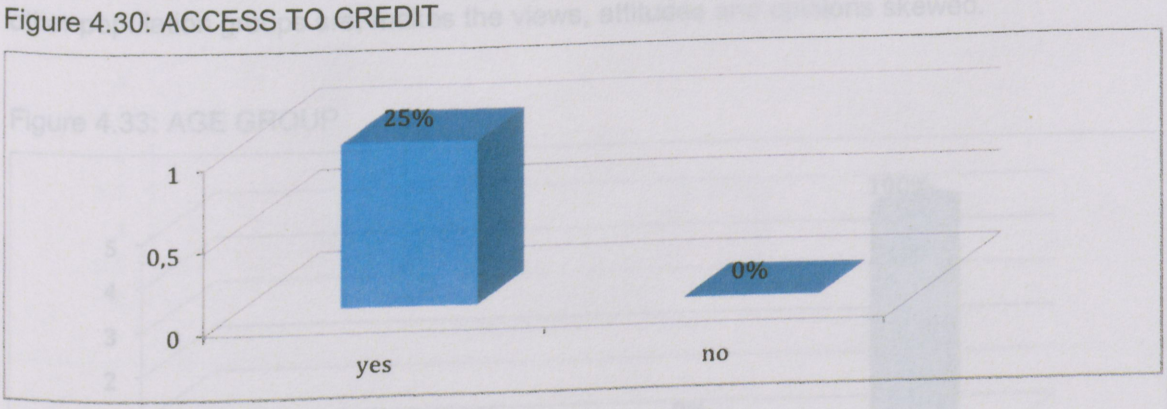
The educational level of the respondents is tertiary level, which therefore create a sound response as their level of understanding is also enhanced based on their educational qualifications. This when contrasted with the South African environment is an exception rather than the norm.

Figure 4.29: SIZE OF ORGANISATION



The respondents in this case was only 50% and only referred to multinational, however the critical sectors of the economy that include SMME, established and large businesses were not cited though they are the main drivers of economy and employment.

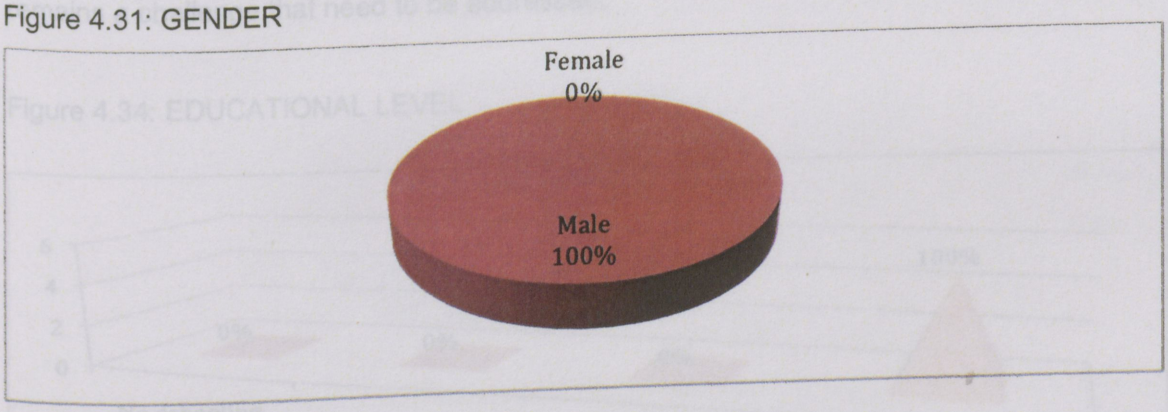
Figure 4.30: ACCESS TO CREDIT



In this category not all respondents answered this question. The ones that answered represented 25% and 75% did not respond to this question. It can therefore be inferred that this cannot be a conclusive position on the availability of credit and 25% represent only a quarter.

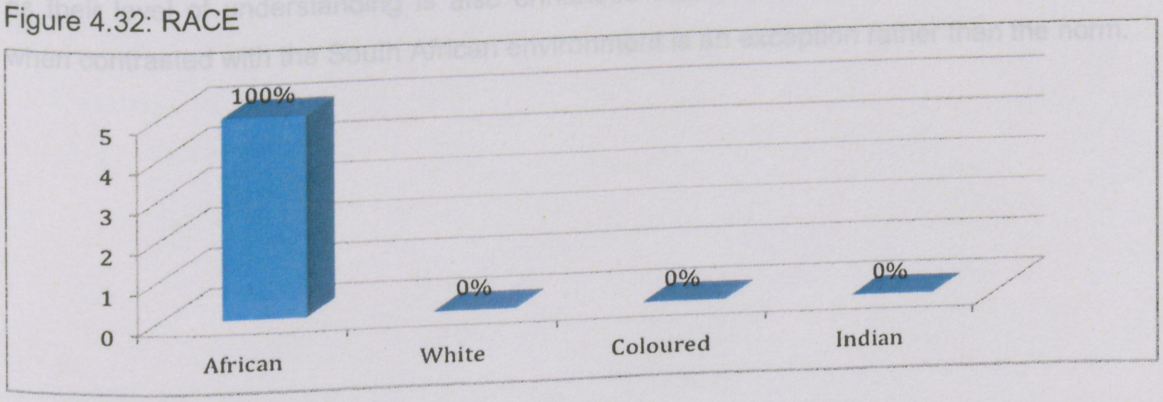
4.3.6 LOCAL TOURISM STRUCTURES (COMMUNITIES)

Figure 4.31: GENDER



The respondent here is 100% male, which is contrary to the government policy. The government policy as outlined in the various legislations spells out how the demographic representation should be.

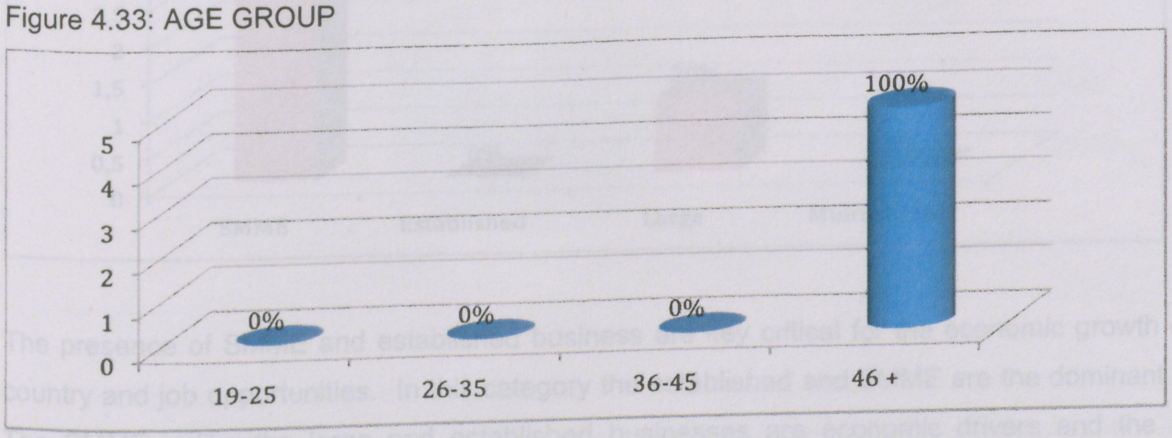
Figure 4.32: RACE



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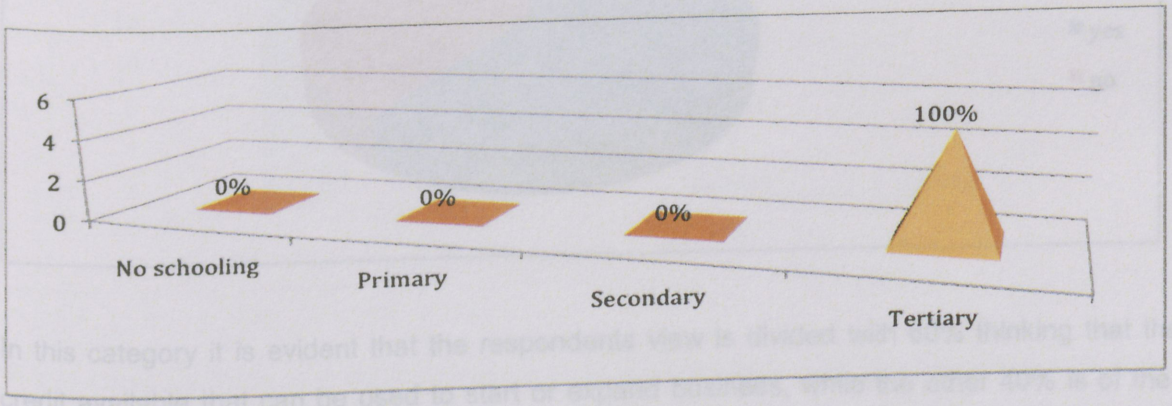
In this category it is 100% African. It should however be noted that the absence of the views of the other population groups are, makes the views, attitudes and opinions skewed.

Figure 4.33: AGE GROUP



The age group is above that of youth, which is accepted to be at 35. The respondents though from African and Indian background are older. This is not the ideal situation, as the exclusion of youth remains a challenge that need to be addressed.

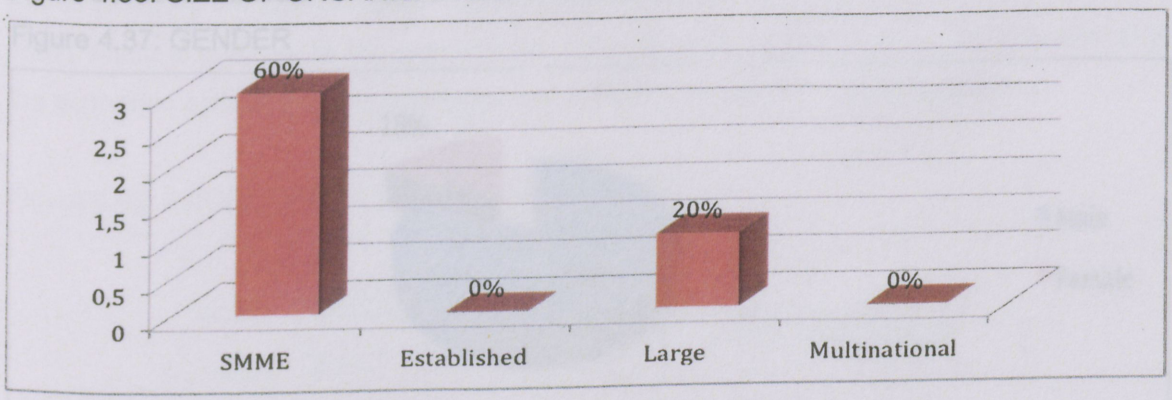
Figure 4.34: EDUCATIONAL LEVEL



The educational level of the respondents is tertiary level, which therefore create a sound response as their level of understanding is also enhanced based on their educational qualifications. This when contrasted with the South African environment is an exception rather than the norm.

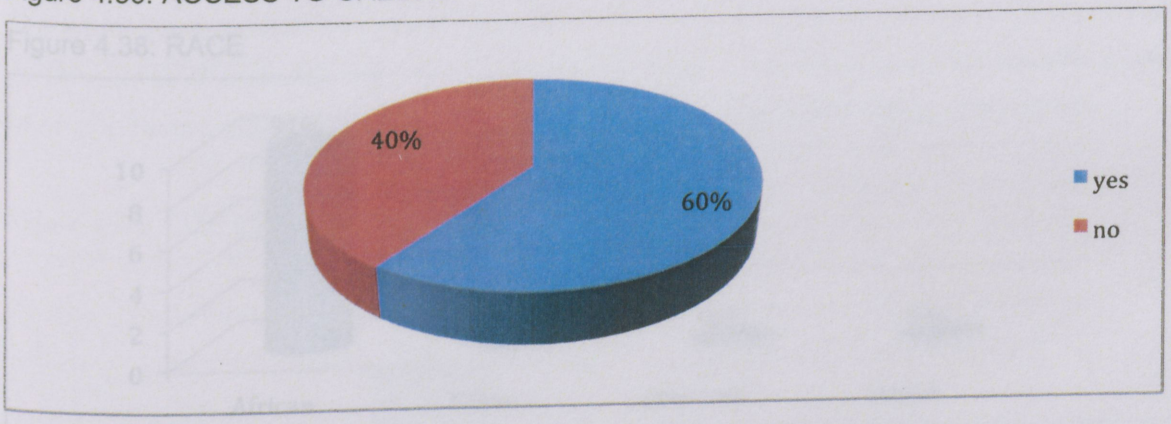
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Figure 4.35: SIZE OF ORGANISATION



The presence of SMME and established business are key critical for the economic growth of the country and job opportunities. In this category the established and SMME are the dominant ones. The SMME unlike the large and established businesses are economic drivers and the major employment sector as they have lower overheads costs.

Figure 4.36: ACCESS TO CREDIT

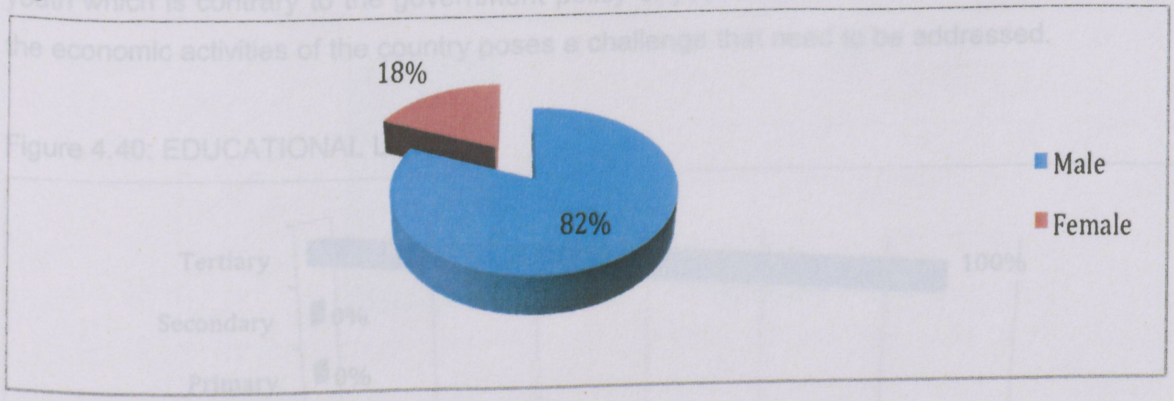


In this category it is evident that the respondents view is divided with 60% thinking that there is credit available that can be used to start or expand business, while the other 40% is of the view that the credit funding is lacking. It should however be noted that despite the commercial that have different criteria of funding projects the government has also established other mechanisms to fund businesses.

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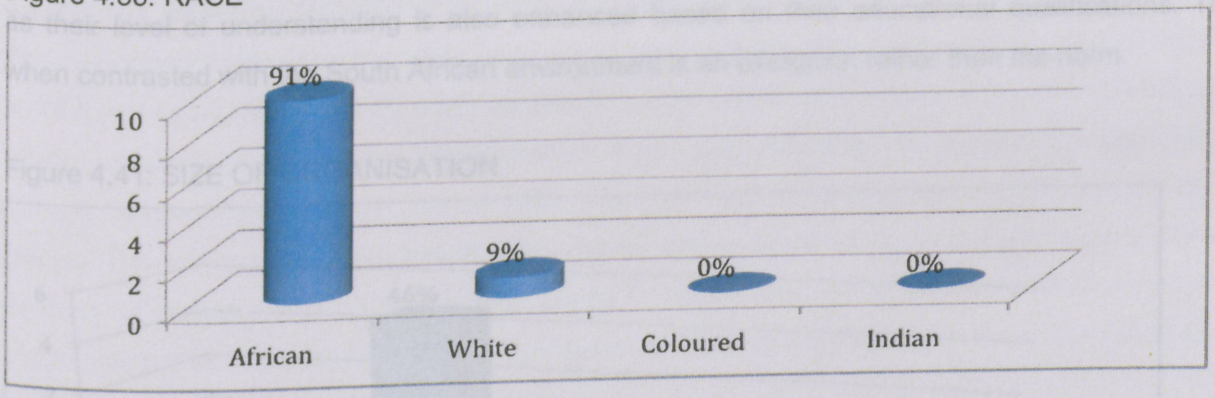
4.3.7 TOURISM MANAGERS – LOCAL AND PROVINCIAL

Figure 4.37: GENDER



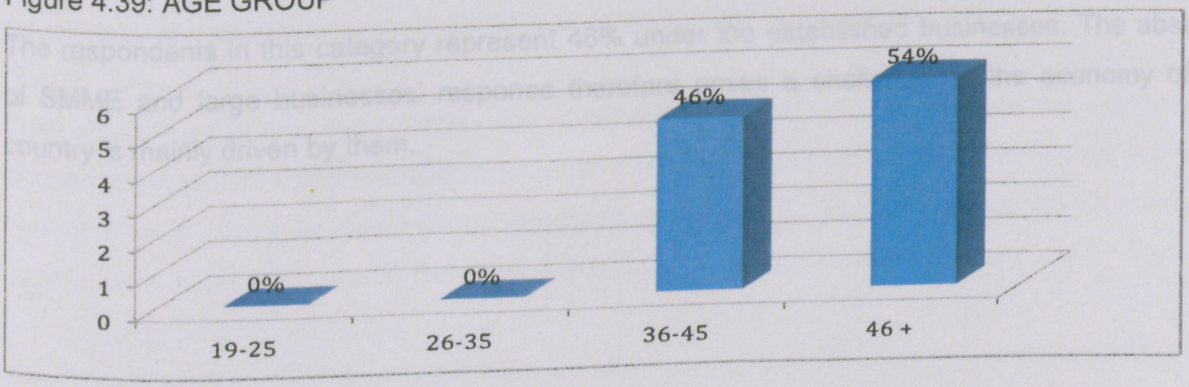
In the accommodation space the respondents indicated that male represent 18% while the women are 82% and this representation is lower than the economic active population of men which is outlined in the employment equity report of 2015. It therefore means that his category is performing lower than expected and will have to be attended to in the affected category.

Figure 4.38: RACE



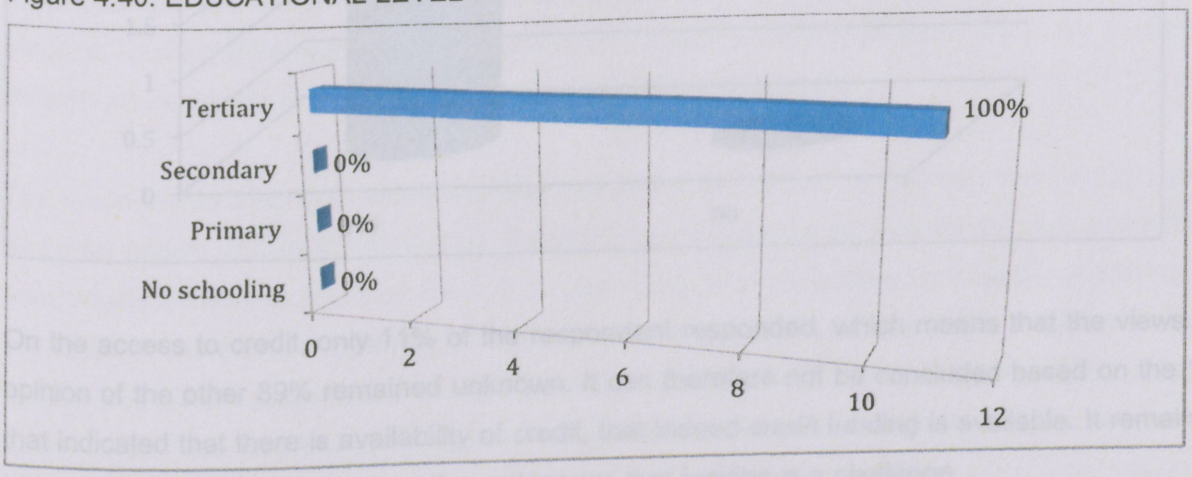
In this category there is a combination of white and Africans. The opinions and views expressed here are therefore skewed towards the two population groups to the exclusion of the others. Ideally the opinions and views of all population groups should be included.

Figure 4.39: AGE GROUP



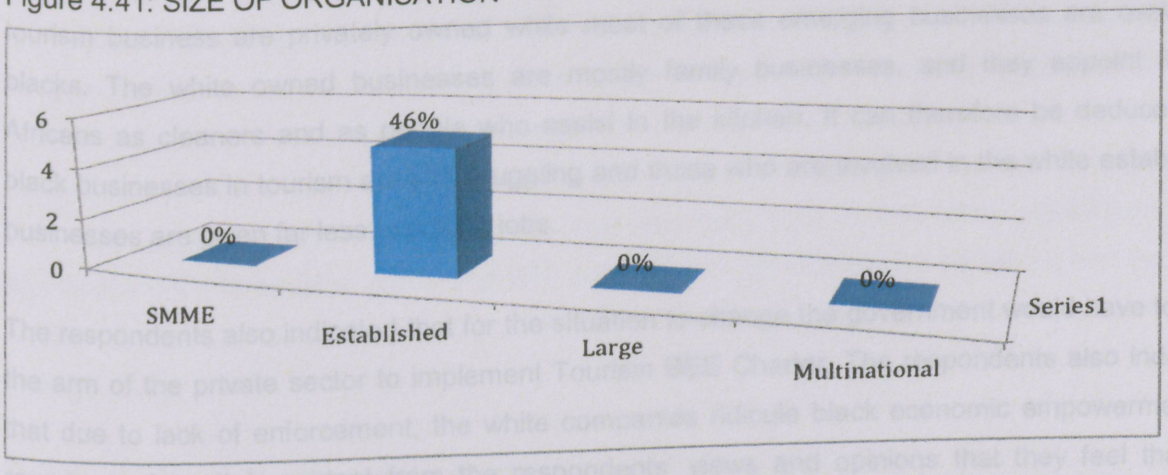
In this category the age groups include respondents from 36 years and above, it however exclude youth which is contrary to the government policy of youth inclusiveness. The absence of youth in the economic activities of the country poses a challenge that need to be addressed.

Figure 4.40: EDUCATIONAL LEVEL



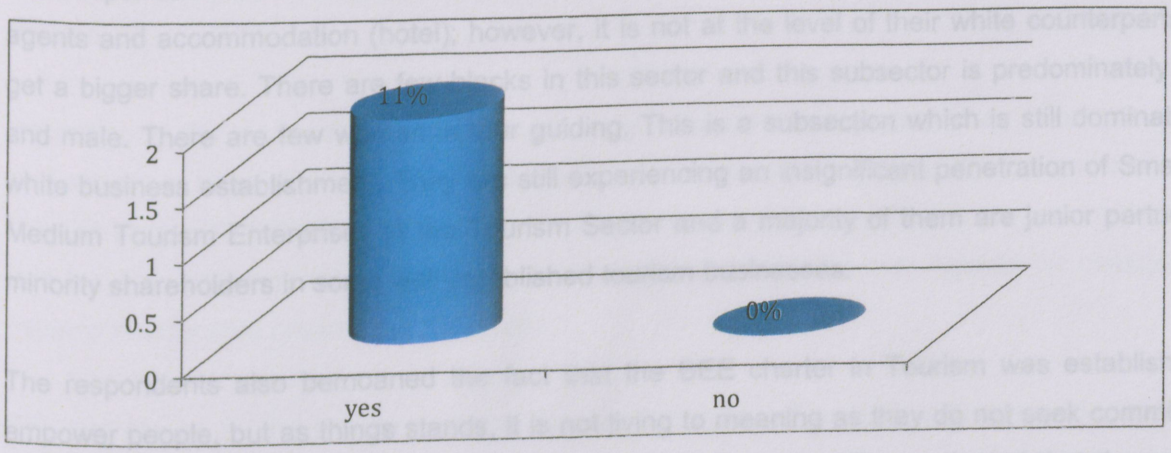
The educational level of the respondents is tertiary level, which therefore create a sound response as their level of understanding is also enhanced based on their educational qualifications. This when contrasted with the South African environment is an exception rather than the norm.

Figure 4.41: SIZE OF ORGANISATION



The respondents in this category represent 46% under the established businesses. The absence of SMME and large businesses' response therefore poses a challenge as the economy of the country is mainly driven by them.

Figure 4.42: ACCESS TO CREDIT



On the access to credit, only 11% of the respondent responded, which means that the views and opinion of the other 89% remained unknown. It can therefore not be concluded based on the 11% that indicated that there is availability of credit, that indeed credit funding is available. It remains to be seen, as was indicated in the other categories that funding is a challenge.

4.4 POLICY REVIEW, ASSESSMENT AND IMPLEMENTATION

The respondents indicated that white established travel agents are not interested in partnering with small travel agencies owned by black people and these white owned companies do not make use of their services to make travel arrangements. It was also indicated that most of the established tourism business are privately owned while most of these emerging businesses are owned by blacks. The white owned businesses are mostly family businesses, and they appoint female Africans as cleaners and as people who assist in the kitchen. It can therefore be deduced that black businesses in tourism are still struggling and those who are involved in the white established businesses are given far less exposing jobs.

The respondents also indicated that for the situation to change the government would have to twist the arm of the private sector to implement Tourism BEE Charter. The respondents also indicated that due to lack of enforcement, the white companies ridicule black economic empowerment as reverse racism. It is evident from the respondents' views and opinions that they feel that the government is not doing enough in terms of enforcement of transformation laws.

They also indicated that even in the case of established travel agents, they are not interested in partnering with small travel agencies owned by blacks while white owned companies do not make use of their services to make travel arrangements. It is evident that there is resistance to transformation and they support their own rather than the broader tourism sector.

The respondents also indicated that they receive tourists who are referred by established travel agents and accommodation (hotel); however, it is not at the level of their white counterparts who get a bigger share. There are few blacks in this sector and this subsector is predominately white and male. There are few women in tour guiding. This is a subsection which is still dominated by white business establishment. They are still experiencing an insignificant penetration of Small and Medium Tourism Enterprises in the Tourism Sector and a majority of them are junior partners or minority shareholders in some well-established tourism businesses.

The respondents also bemoaned the fact that the BEE charter in Tourism was established to empower people, but as things stands, it is not living to meaning as they do not seek commitment from private sectors in terms of Black Economic Empowerment. They indicated that they do not see much of the things happening in terms of empowering blacks in the Tourism Industry despite the fact that private sector stand to benefit more if tourism thrives; there are few people involved in tourism BEE. The very few private sector investors who invest in community tourism tend to do it for themselves, for their profitability and not involve communities. They have little interest in empowering the emerging and /or fellow aspirant blacks in the sector, indicative of untransformed nature/character of the sector and in the result dormant contribution of the sector to economies of scale.

Tourism has not experienced a robust growth for local economy or economies of the most municipalities in Limpopo/Sekhukhune. Receipts from tourism industry contribute unquantifiable if not zero percent to GDP in Fetakgomo. There is buy in of tourism BEE charter targets by the white tourism entrepreneurs at a conceptual level and not at a practical level. Tourism in Limpopo is still dominated by whites, and the limited small black tourism businesses are not necessarily getting that much expected support and training from provincial government, while established travel agents are not interested in partnering with small travel agencies owned by blacks and the white owned companies do not make use of black owned businesses for services like travel arrangements.

4.4.1 EMPOWERMENT OF WOMEN AND YOUTH

The respondents indicated that there are very few travel agencies owned by woman and youth except where woman are employees. Most of the people employed in these kinds of business are youth and woman. The industry employs mostly women and the youth as cleaners, as people who prepare meals and to some extent as receptionists. Woman and youth find it difficult to enter the tourism industry despite the fact that students and out-of-school youth are exposed to entrepreneurship in their communities. There are few women and youth tour operators. They lack access to credit to participate as tour operators. It can therefore be deduced that there is a need

for financial support structure to be established to deal with the challenges of lack of access to finance.

According to the respondents, there are no tangible government programmes to empower youth and women in travel agency sector. The strategies are available but the utilisation are minimal and this can be due to lack of understanding of rules set for the business. There is a need of improving and focusing programmes to the youth and women. Limpopo Tourism Agency for instance, has initiated learner ship programme for youth.

The role played by the private sector in the empowerment of women is limited to the previously advantaged women, who are mainly white, because they were and are still integral part of the white establishment. There is sporadic and uncoordinated approach in the manner in which matter of empowering youth are being handled despite policies and legislation that have been put in place. Although at policy and legislative level the democratic government has done enough in creating a conducive environment for the empowerment of youth and women in economic empowerment initiatives, very little has trickled down to the intended beneficiaries.

4.4.2 LEVEL OF GOVERNMENT SUPPORT

The respondents indicated that they are registered in government departments' data bases, but they are hardly required to render services. The government strategies to support this business sector are available but they are not effectively utilised. There is lack of clear guidelines on the implementation of Tourism BEE Charter and monitoring by all spheres of government. Government must twist the arm of the private sector to implement Tourism BEE charter.

According to the respondents, Limpopo Tourism Agency and Economic Development Environment and Tourism Department have many programmes which are aimed at black economic empowerment. Nonetheless, the sector is still dominated by white people. The respondents also argue that tourism sector in South Africa is still the preserve of the previously advantaged minority, white establishment. The few operators from the previously disadvantaged background are not being meaningfully supported. The respondents also indicated that government has created an incentive structure to encourage compliance with B-BBEE requirements to entrench transformation; however, there is poor monitoring from government on the scorecard. Hence, governments' role in transforming the tourism sector is slower than it is stipulated in Tourism BEE Charter.

The respondents indicated that they often secure financial assistance from LIBSA to develop tourism facilities, but raised a concern that the government support needs 50% own contribution which cannot be provided by many HDI or PDI. Some respondents indicated that the government

support policies are worse than those provided by apartheid government. It can, however, be deduced from such opinion that it is possible that due to frustration the respondents make unfounded comparison as there was never black economic empowerment during the apartheid years.

4.4.3 COMMUNITY INVOLVEMENT IN TOURISM SECTOR

The respondents indicated that development is about the people, and they should not be left behind. Communities are organised through the structures of traditional leaders, civic structures and ward committees. Strike a balance between serving the needs and wants of the tourists versus the needs and wants of the local residents.

The respondents are of the view that they should be part of management of natural resources in their areas; because sustainable development will be difficult unless communities are fully involved in projects found in their areas. It is evident from the views of the respondents that communities want be involved in the design and implementation of development activities.

Citizenry participation in tourism project is still very little. Community structures should become integral part of Integrated Development Plan (IDP) and Local Economic Development (LED) initiatives or processes. The respondents indicated that they are not aware of any community which has been consulted when tourism projects are initiated except for the superficial consultation on completed projects, and communities are dumped with voluminous documents written in technical English language which people cannot understand and/ or have sufficient time to peruse. In some instances, communities are sometimes involved in some processes of drafting working documents to be used in tourism industry through LTA. For instance, regarding the issue of Rhino poaching war, the government and partners have been involving communities in drafting some programmes that will assist fighting the national crisis of rhino poaching.

The respondents indicated that government must involve communities from conceptualisation to implementation of the tourism projects. However, the respondents also noted, government is embarking on public education and awareness campaigns to make communities aware of opportunities in tourism. Various capacity-building and training programmes are initiated to make community become increasingly involved in tourism projects. The respondents' view is that policy implementation in the tourism industry follow top down approach.

4.4.4 BARRIERS TO TOURISM DEVELOPMENT IN LIMPOPO

Barriers that are there in the tourism development in Limpopo are that government official want to do things themselves without consulting and involving community members. Most of the game farms are still owned by the minority (Whites). Poverty is also a barrier as black people do not have

land. Black economic empowerment is law but not adhered to. Big hotel groups are not willing to invest in Limpopo. Their investment is concentrated in Gauteng, KZN and Western Cape.

The respondents cited lack of access to credit, financial institution not willing to finance emerging enterprises. Slow pace of black, youth and women empowerment as key barriers to tourism development in Limpopo Province. They have also cited cross border co-operation between South Africa and SADC countries is difficult because of the licencing procedures. Less black participation: low skills in African communities; and partial implementation of Tourism BEE Charter. According to the respondents, the industry is very disjointed.

Another factor cited by respondents, regards poor road infrastructure and lack of well-coordinated marketing strategy. For instance, many black communities in Limpopo are not close to the main road infrastructure network and this challenge places a big impediment in tourism development. The issue of not involving local people need to be looked at and addressed. If this can be dealt with, the tourism industry could become as one of the industries that brings more revenue in the province. The most key barrier is training of the existing tourism stakeholders, business planning capabilities and project funding. Barriers that are there in tourism development in Limpopo, among others, are the lack of clear role of the stakeholders in terms of the consultations and their communications, and barriers of not involving people. Thus, if this can be addressed, the tourism development can flourish in many areas in Limpopo Province.

There is a perception that tourism is when you travel far away from home. The respondents indicated that this should be dispelled as tourism should start from home. Limpopo residents should be encouraged to tour their own places of interest before going out. The respondents also noted that Limpopo Province is low on the ladder when it comes to attracting business tourists. Lack of knowledge and information perception that tourism industry is white; embedded culture of fear to risk. Lack of funding opportunities for emerging small businesses: and unwillingness to assist new comers to the industry was also mentioned as key barriers.

It can therefore be deduced from the views of the respondents above that there is a higher expectation that there should be linkages between the policy framework and the practice in the tourism sector. It is evident that the views raised are indicative of the gap that exists in these areas.

4.4.5 KEY FACTORS THAT CAN IMPROVE TOURISM SECTOR

The views and opinion of respondents are that the government as the biggest consumer of services must procure services of emerging travel agents. Targeted empowerment programmes for women, youth and blacks in travel agency. Empower community as opposed to individuals empowerment programmes, develop conference facilities, and Limpopo should build on its

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competitive advantage on the wildlife; improve cross border operations by removing bottlenecks, government must strictly monitor the implementation of tourism BEE charter.

The views and opinions of respondents are that attract more business tourist who have spending power compared to leisure tourists; and integrate people from previous disadvantaged background to participate in the industry. Collection and collating of tourism statistics in the province must be enhanced, and also ensure that community association are fulfilled.

The views and opinion of respondents are that government should take steps to de-racialise tourism industry. And rural communities should be assisted to access opportunities. Limpopo government should draw a lesson from Johannesburg, Durban and Cape Town, which attract business tourist through international convention centres. Government must develop training programmes to improve the emerging tourism sector entrepreneurs, business planning capabilities and sufficient funding to enable the emerging stakeholders to penetrate the tourism sector. Involvement of local people in industry, and educating local people on how tourism can improve their lives is critical.

The industry is still dominated by whites, though there are programmes in place to address these issues. Limited community awareness reduced commitment to tourism infrastructure; language and lack of domestic tourism are the barriers to growth of tourism development in Limpopo, and lack of vision. Misuse of funds, no efficient security or policing, and lack of proper planning by those in strategic positions are key challenges.

4.4.6 ADDRESSING UNEMPLOYMENT AND POVERTY

The views and opinions of respondents are that government and private sector should support youth and women initiatives and develop schemes, which will assist blacks to become successful tour operators. Roll out more education and training programmes for these two sectors. Encourage communities to start their own business (SMME) so that they are able to generate some income. The revenue generated by the industry reduces dependence on government and facilitate the employment of more people and reduce poverty. Giving preference to local citizens when employing; procuring local products; promote community-based tourism; promote youth and women entrepreneurship; and empower more blacks to participate in tourism industry are key ingredients in addressing unemployment and poverty.

The views and opinions of respondents are that the domestication of the tourism sector to local and rural areas would unlock opportunities that would create employment and reduce poverty. The tourism sector has a potential to create quality and sustainable employment and economic empowerment if government can inject the requisite resources to increase participation by the

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previously marginalised communities and business enterprises in the tourism sector. By coming up with more projects during the harvesting seasons of different resources that are in the province such as Mopani worms; amarulas; and fishing amongst others. If tourism can identify the key needs of rural communities it can be able to address the issues of unemployment and poverty. This can be addressed by the agencies by processing the resources that they have and sell them to the tourists.

The views and opinions of respondents are that the government and agencies should work in collaboration with the further education and training colleges so that the graduates are given opportunities in the industry. Government should be involved in training and placing more students in tourism and hospitality related industries and encourage and provide scholarships and bursaries to students doing tourism related fields.

4.4.7 CONCLUSION

This chapter presented and analysed the findings provided by respondents who are in the tourism sector. A fair number of respondents are from the SMME sector. Respondents are concerned about poor state of infrastructure, limited institutional support, inadequate marketing of the province and slow transformation of the tourism sector. The ensuing concluding chapter makes recommendations on how to address issues identified in this chapter.

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CHAPTER 5

FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

The Chapter presents findings of the study. The chapter also presents conclusions and recommendations. The recommendations of the study focus on how tourism industry can improve the socio-economic conditions of the people of Limpopo Province.

5.2 THE PURPOSE AND METHOD OF STUDY

The purpose of this research project was to analyze tourism's contribution to the Limpopo province's economic growth and development. Data was collected by means of a survey whereby questionnaire was handed to tourism stakeholders in Limpopo. The researcher appointed research assistants to facilitate the collection of data.

The questionnaire consisted of three sections. The first section comprised of questions that are related to biographical profile of the respondents. The second section consisted of questions on assessment of tourism policy implementation. The third section dealt with policy review.

5.3 RESEARCH FINDINGS

5.3.1 YOUTH DEVELOPMENT

Respondents raised the challenge of youth unemployment. The high level of youth unemployment is as a result of the poor performing economy. According to Hartley (2015:4) 30.4 percent of youth are unemployed in Limpopo province and at national level of 19.7 million youth of working age, only 6.2 million were employed. Respondents indicated that there are few youth involved in the tourism sector. Participation of the youth in the tourism sector has not reached the desired level.

5.3.2 COMMUNITY INVOLVEMENT IN TOURISM INDUSTRY

Majority of the respondents raised the issue of minimal participation of communities in initiating, planning and implementation of tourism projects. Respondents indicated that development is about the people, and they should not be left behind. Telfer (2002:72) argues that understanding the relationship between both tourists and tourism development with the host communities is important as it relates to sustainable development. Where communities are not involved in the tourism projects, the result will be instability.

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5.3.3 LIMITED CONFERENCE AND EXHIBITION INFRASTRUTURE

Respondents identified the problem of limited conference and exhibition infrastructure in Limpopo. Limpopo province and Polokwane city in particular is lagging behind, when it comes to attracting business tourists. Business tourists usually visit an area to attend conferences, meetings and exhibitions.

Business tourism has strong growth potential in revenue generation. Business tourists are known to spend on average more than their leisure counterparts and frequently crossover into leisure travel (South Africa Tourism, 2007:50). Respondents are concerned that Johannesburg, Durban and Cape Town attract a big fraction of business tourists as compared to Polokwane. The limiting factor is simply that, suitable conference facilities are few and far between given the standards desired to effectively host big conferences.

5.3.4 SLOW PACE OF TRANSFORMATION IN TOURISM INDUSTRY

The study has found that stakeholders are concerned with the implementation of the Tourism Black Economic Empowerment Charter. Little by way of black ownership has been achieved in the tourism industry. Respondents strongly believe that top management in the large hotel groups continue to be predominantly drawn from the white population. When commenting on the issue of economic transformation at the ANC anniversary rally in Rustenburg, President Zuma said "sadly the private sector lags. Many boardrooms and many top management positions remain white-male dominated" (Lefifi, 2016:16). The challenges of historically excluded groups have not been properly addressed.

5.3.5 MINIMAL SUPPORT OF SMALL MICRO AND MEDIUM ENTERPRISES (SMME'S)

The respondents pointed out that there is a limited support of SMME's in tourism by both government and the private sector. Access to finance remains the main hurdle for the SMME's meaningful participation in the tourism sector. Tourism industry continues to be dominated by a few large hotel groups. According to Rogerson (2005:140) the largest chains of hotels are Protea, Tsogo Sun, Sun International, Three cities and City lodge. Respondents perceive these monopolies as hindrance of entry into the mainstream of hospitality subsector by SMME's.

5.3.6 CROSS-BORDER CO-OPERATION ON TOURISM PROMOTION

The study attempted to find out how respondents feel about the promotion of tourism between Limpopo province and SADC (Southern African Development Community) countries. Respondents highly value and recognize the importance of Limpopo province through Limpopo Tourism Agency (LTA) and municipal entities to work closely with their counterparts in Botswana, Zimbabwe and Mozambique. '

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Limpopo province shares borders with Botswana, Zimbabwe and Mozambique. Its proximity to all these SADC countries, makes Limpopo province the perfect springboard for exploring the riches of the region Africa.

5.4 RECOMMENDATIONS

5.4.1 YOUTH DEVELOPMENT

The Reconstruction Development Programme (RDP) recognizes the status of the youth in the economy. Research highlights a need for a strategy to ameliorate their situation. Programmes on youth should not just be seen as a job creation measures, but as youth development and capacity building. Youth development more generally must focus on education and training, job creation and enabling the youth to realize their full potential and participate in the mainstream of tourism industry.

Youth should be engaged in the building of thriving communities, by harnessing the energy, skills and resources of youth through active engagement. The youth need to ready themselves to take advantage of the opportunities that the National Development Plan, Vision 2030 provides, in the creation of self-employment through small business initiatives. Youth should also engage in skills acquisition through involvement in community based tourism projects, cooperatives and establishments of consortia to buy shares in established tourism enterprises or restructured state assets with assistance from state owned enterprise like Limpopo Economic Development Agency (LEDA).

Government programmes offer opportunities for the youth to engage in small-scale tourism businesses. It is through initiatives and creativity that the youth can contribute in large measure in the creation of wealth in the communities, thus stimulating economic activity in the province. Moreover, the restructuring of the state assets aims to achieve getting public corporations to promote economic empowerment projects by supporting SMME's, youth should be encouraged to be actively involved in projects that affect them.

Research found that critical issues that need to be incorporated in a project ought to be debated and discussed with affected youth. A development programme for youth must be designed in such a way that it meets the needs of the youth, otherwise youth will decline to participate if they see little advantage to do so. According to Memoire (1996:2) many social and economic development programmes targeting the youth tend to be based on experiences imported from elsewhere, with no account taken on the needs of the youth and the environment in which they are situated. For a youth programme to yield positive outcome it should be based on concrete and accurate data of a given locality where the youth come from.

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There is a need for a skills development programme, which includes strategies to develop and improve the skills of youth in tourism business. Mkandawire (1996:18) argues that a youth programme must provide for training in business and vocational skills to increase the employability of youth. This could be done by enhancing youth productivity through well planned and co-ordinated self-employment projects and co-operatives in tourism business.

Youth in rural schools receive little useful tourism or hospitality education. There is a great need to establish an effective tourism education and youth development programme in public school system to provide a practical approach to learning. This will stimulate entrepreneurial spirit within youth, advance self-reliance and help increase the productivity of small-scale tourism enterprises.

5.4.2.COMMUNITY INVOLVEMENT IN TOURISM INDUSTRY

Communities are critical in the development of tourism. The development of a successful tourism requires an active involvement of communities in planning and managing the projects. Community empowerment through SMME development is something that tourism can offer to many disadvantaged communities. According to Maluleke (1998:3) community empowerment means local communities participating in a meaningful and substantial way in the many social and economic benefits offered by the tourism industry.

If communities are meaningfully empowered through creation of quality jobs, rural-urban migration can be arrested. Government has to encourage the location of tourism facilities into rural areas to provide nearby employment and reduce the migration to urban areas. In the event that rural people do not have access to options to alleviate poverty they tend to migrate to urban environments and compound the existing problems. Strike a balance which takes into account the rural-urban linkages.

It is important that government and private sector take cognisance of the importance of popular participation of communities. This is necessary to ensure acceptance and eventual success of the identified projects. People must be put at the centre of development. If past apartheid mistakes are to be avoided, where views of the people were ignored or suppressed, then the participation and involvement of communities in decision-making with regard to the tourism projects should be ensured.

Public support for the planning process and plan is also important. For projects to succeed, government or private sector should obtain broad involvement of tourism interests in the community (Stynes and O'Halloran, 1987:5). Visser and Rogerson (2004:2005) endorse this opinion and states: "pro-poor outcomes of nature tourism projects are strongly linked to a greater

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degree of community ownership and participation in decision-making rather than in projects dominated by the private sector."

The objective of public participation is to improve the quality of life and creating business opportunities for the communities. This also involves infrastructure development, income generation and employment opportunities for the community. Broad public participation in decision-making is central to achieving sustainable development.

Sustainable development is that process of social economic growth that meets the needs of present generation without compromising the ability of future generations to meet their needs (Spenceley, 2008:2). Government should assist communities to identify tourism projects rooted in the principle of sustainable development. Furthermore, government should find ways through which communities can become actively involved in the planning process. Keregero, Rugalema and Mtengais (1992:25) suggest that local people must be involved in identifying and operating a project because they have immense knowledge in relation to their environment and have clear preferences in relation to their needs and aspirations.

The participation of communities in tourism projects should centre around broadening economic empowerment. Communities should be empowered to assume control and to take advantage of the natural and cultural resources at their disposal. It also focuses on creation of opportunities in the tourism business for entrepreneurs from previously disadvantaged communities. The objective is to improve the geographic distribution of economic activities within the province. Sustainable development should be key in developing community-based tourism.

Tourism development can come at a cost to the physical environment in terms of destruction of natural resources. Specifically addressing the minimization of negative impacts of tourism, Binns and Nel (2002:237) found that in Kenya's Maasai Mava National Park and Ngorongoro conservation area in Tanzania, the heavy demand for firewood for use in lodges and camps has severely depleted the small riverine forests.

The support for local enterprises is critical to host communities. Targeted procurement of goods from local SMME's would ensure that direct commercial benefits accrue primarily to those enterprises. It will also ensure capacity building and transfer of skills, which are important to supporting the previously disadvantaged.

5.4.3 DEVELOP CONFERENCE AND EXHIBITION INFRASTRUCTURE

Research revealed that business tourism locally, regionally and internationally, offers many opportunities in the area of revenue generation and job creation. Business tourism stimulates

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leisure tourism. According to Mabuyakhulu (2015:3) 20-40 percent of conference delegates that have a stimulating overall experience of the destination in which it is hosted return as leisure tourists and very often with families and friends. The pre and post conference tours provide a boost to the tourism industry. Likewise, Motale (2015:8) found out that business delegates to South Africa have returned to the country on recreational visits.

Convention centres are capable of generating enormous income much higher than the revenue generated in the centre itself. Durban International Convention Centre, for an example, makes a significant impact to the economy of Durban, KwaZulu Natal and South Africa in general. It contributes R3.12 billion to South Africa's Gross Domestic Product (GDP), R2.86 billion to KwaZulu Natal's GDP and creates 7773 direct and indirect jobs (Durban ICC, 2015).

Durban ICC has transformed Durban and KZN into South Africa's premier meetings, incentives, conventions and exhibitions destination. As Newman (2015:22) observes, South Africa's exhibition, conference and event industry is fast becoming one of the country's most important industry sector. The Limpopo provincial government and Polokwane Municipality should consider establishing a convention centre of an international standard.

The establishment of an international convention centre would allow Polokwane to position itself as a meetings destination and play an important role in Limpopo's future business tourism growth, such a development will be a catalyst to stimulate the local economy. This finding supports Binns and Nel's (2002:237) view that the creation of a convention centre is a hallmark of a tourism-driven development in areas seeking to restructure their economies.

Business tourism has strong growth potential in revenue generation. Business tourists are known to spend on average three times more than their leisure counterparts and frequently crossover into leisure travel (South African Tourism, 2007:5).

5.4.4 COOPERATION BETWEEN LIMPOPO PROVINCE AND SADC STATES

South Africa is part of a region; in which there is a significant degree of economic integration. As Davies (1996:3) points out, South Africa should act together with its partners to promote growth and development throughout Southern Africa. Solidarity and co-operation are imperative for the SADC economies if they seriously want to sustain development. These countries' economies, by joint endeavours to maximize their different resources to expertise, capital or markets, would be able to address their separate and differing needs more effectively, thereby widening their development options. Regional integration has become indispensable for sustained economic growth. SADC economies coming together offers them a strategic means for pursuing relatively autonomous paths to development suited to the needs and aspirations of their people.

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Regional economic co-operation can provide important new opportunities for development based on relevance of respective development experience, know-how and skills and on availability of complementary natural resources. Collaboration in tourism will enable the SADC region to be marketed as a package. This should be done in an effort to create cross-border packages and to investigate possible co-operative marketing ventures. Regional co-operation in tourism has shown success in Latin America and the Caribbean.

In studying the issue of international tourism, Oyewole (2009:101) found that in communicating with source markets, a strategy of joint regional promotional campaigns benefited countries of Latin America and the Caribbean (LAC) region not only in cost sharing but also in more effective courage of the international markets. There is no way of avoiding integration of physical, institutional and social infrastructure in the SADC region. SADC region should learn from the Latin America and Caribbean case study that integrating tourism structures, the region will reap economies of large scale and avoid duplication of scarce resource utilisation.

Cooperation in tourism should lead to the creation of a platform to enhance communications, co-ordination and co-operation amongst tourism marketing bodies in the region. Co-operation will remove barriers for free movement of tourists. It will help to eliminate constraints in visa requirements. This will ease border formalities and ensure that the passage of tourists through the border is swift and hassle free. Cooperation in tourism will boost the economies of Mozambique, Botswana, Zimbabwe, South Africa in general and Limpopo in particular.

5.4.5 SUPPORT TO SMME'S IN TOURISM

There are number of tourism SMME's in Limpopo which are struggling to survive as a result of lack of funding or capacity. Venter, Urban and Rwigema (2011:224) define Small Medium and Micro Enterprises (SMME) as separate and distinct business entities, including co-operative enterprises and non-governmental organisations, managed by one owner or more which, including its branches or subsidiaries, if any, are predominantly carried on in any sector or subsector of the economy.

In a less developed economy, like that of Limpopo Province, research found that the SMME sector can be an important outlet which allows for the possible absorption of rampant structural unemployment. It is acknowledged that tourism is an economic sector of major importance in contribution to job creation. As Visser and Rogerson (2004:203) affirm, the discovery of tourism's potential as an economic driver was based on several features including the employment-intensive nature of tourism, accommodation of SMME development, and its ability to stimulate linkages with the production sectors, like agriculture.

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The employment potential of SMME is said to be higher in relative to that of large industries. This is basically because the manpower requirements of most of these SMME's are for semi-skilled people with little educational requirements. By promoting SMME's in tourism industry, Limpopo is not only enhancing the competitiveness of the economy, but also be generating additional employment for the poor who constitute a substantial proportion of the population.

It is important that SMME's are prepared through the support system to ensure that they are able to effectively utilize the financial support from institutions like Limpopo Economic Development Agency (LEDA) and Tourism Enterprise Programme (TEP). TEP is a public-private partnership between the Department of Tourism and the Business Trust. TEP facilitates the growth and development of SMME's in the tourism economy, resulting in income generating opportunities and job creation (Department of Environmental Affairs and Tourism, 2006:10). According to research findings, majority of SMME's have not received funding from the above-mentioned programmes.

It is important to effectively equip the SMME sector with the requisite skills to manage and run their finances successfully. By promoting tourism entrepreneurship and facilitating local economic development initiatives, will generate income and improve the standard of living of the beneficiaries. There is a great need to train SMME's in tourism to improve their capacities and help them to acquire knowledge and technical skills.

Government should do more to assist SMME's and co-operatives to access capital. According to the Department of Environmental Affairs and Tourism's White paper (1996:32), unavailability of finance on favourable terms, is a major problem limiting tourism development. Department of Trade and Industry pointed out that enterprises frequently criticize the unwillingness of leaders to advance relatively small loans, on a swift basis, without requiring security, lengthy documentation and sophisticated financial records.

A great deal has been said of the limited access of finance by SMME's. Therefore, government and big business should mobilise financing for the tourism sector with specific purpose such as development of local entrepreneurs, development of small to medium scale tourism enterprises, technical development and establishment of new projects.

5.4.6 FAST-TRACK IMPLEMENTATION OF BROAD BASED BLACK ECONOMIC EMPOWERMENT

Research findings point out that black people; Africans in particular are still small players in the tourism industry. Economic power rests with the white minority. The question of increasing the participation of the mass of the people in the production and consumption of the social product must be prioritised. This means economic empowerment of the masses of the people. Key to

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Broad-Based Black Economic Empowerment (BBBEE) is the empowerment of all black people including women, workers, youth, people with disabilities and people living in rural areas (Department of Environmental Affairs and Tourism, 1996:1).

Black Economic Empowerment is an integrated and coherent socio-economic process that directly contributes to the economic transformation of South Africa. It brings about significant increases in the number of black people that own, manage and control the country's economy. As Hirsch (2005:8) puts it, the new democracy will not be sustainable without really significant success in the field of BEE.

The broad-based process of empowerment seeks to accelerate the deracialization of the tourism sector and fast track the entry of historically marginalized people. The government should use the Tourism BEE charter the unequal ownership structure in tourism through a programme of transformation for the development of small black owned tourism enterprises.

The involvement of black persons, women and the disabled in operational, professional and executive decision-making is a critical aspect of economic transformation. Enterprises are required to comply with the provisions of the Tourism BEE charter to bring about an equitable representation of the previously disadvantaged at all levels of the business involved in tourism over a period of time. Tourism entities should be monitored to comply with equity requirement.

Procurement is one amongst other mechanisms to empower the historically disadvantaged. Preferential procurement directed at priority enterprises, ensures capacity building and transfer of skills which are important to supporting the previously disadvantaged.

The deracialization and democratisation of the tourism industry is one of the key tasks of the democratic state. This task should not be understood in the narrow sense of black economic empowerment whose only and ultimate goal is only the creation of a black elite. This task should be aimed at maximising the number of ordinary communities who increase the share of participation not only in creating improved material conditions, but also in determining the depth, direction and pace of economic transformation.

The state should have unrestrained role in the transformation of the economy. Without the intervention of the state to facilitate economic transformation, big business would stall the process.

5.4.7 FUTURE RESEARCH

Research plays an important role in the growth of the economy. Limpopo Province has made little progress in developing a genuine capability of productive research to achieve rapid growth in

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tourism. This stagnation can be attributed to a number of factors, including the lack of efficient mechanisms for disseminating the research results to stakeholders.

Regular research is required in order to measure the health of the tourism industry within the province to monitor the ever-changing needs of tourists.

5.5 CONCLUSION

Tourism is a dynamic and a powerful agent for change. Tourism is a major social and economic activity in Limpopo. However, tourism is not the only solution to the economic performance of the province and will not necessarily deliver benefits to the same extent in every locality. In Limpopo tourism has been identified with mining and agriculture as the key economic pillars.

The industry is important for the creation of employment, presenting opportunities for self-employment, contributing to rural and urban development and foreign exchange earnings. A diversified and developed tourism industry is a solid and sustainable foundation of socio-economic advancement. The appropriate development of the tourism industry could significantly contribute to the economic growth and development.



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ANNEXURE A

LETTER REQUESTING PERMISSION FROM THE SCHOOL HIGHER DEGREE COMMITTEE (SHDC) TO CONDUCT THE STUDY

To: School of Higher Degree Committee (SHDC)

RE:APPLICATION FOR PERMISSION TO CONDUCT THE RESAERCH

The above matter refers:

I, Mkhacani Joseph Maswanganyi, request permission to conduct research. I am a student at the University of Venda and have registered for Masters of Arts (Development studies) degree.

The topic of the study is: Tourism's contribution to the Limpopo Province's economic growth and development: A Critical analysis. The purpose of the study is to investigate how tourism sector can help to resolve the triple challenges of poverty, unemployment, and inequality in Limpopo. I intend getting opinions of tourism stakeholders in Limpopo. The study will make a contribution to the existing body of knowledge on the role of tourism in economic growth and development.

Mr Maswanganyi M-J-Researcher (0836797474)

Professor RR Molapo – Supervisor (0726782392)

Professor MA Masoga- Co-Supervisor (0837580321)

Yours Sincerely

Maswanganyi M.J

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ANNEXURE B

LETTER REQUESTING PERMISSION FROM THE UNIVERSITY HIGHER DEGREES COMMITTEE (UHDC) TO CONDUCT THE STUDY

To: University of Venda Higher Degree Committee (UHDC)

RE:APPLICATION FOR PERMISSION TO CONDUCT THE RESAERCH

The above matter refers:

I, Mkhacani Joseph Maswanganyi, request permission to conduct research. I am a student at the University of Venda and have registered for Masters of Arts (Development studies) degree.

The topic of the study is: Tourism's contribution to the Limpopo Province's economic growth and development: A Critical analysis. The purpose of the study is to investigate how tourism sector can help to resolve the triple challenges of poverty, unemployment, and inequality in Limpopo. I intend getting opinions of tourism stakeholders in Limpopo. The study will make a contribution to the existing body of knowledge on the role of tourism in economic growth and development.

Mr Maswanganyi M-J-Researcher (0836797474)

Professor RR Molapo – Supervisor (0726782392)

Professor MA Masoga- Co-Supervisor (0837580321)

Yours Sincerely

Maswanganyi M.J

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ANNEXURE C

LETTER REQUESTING PERMISSION FROM THE UNIVERSITY OF VENDA ETHICS COMMITTEE TO CONDUCT THE STUDY

To: University of Venda Ethics Committee

RE:APPLICATION FOR PERMISSION TO CONDUCT THE RESAERCH

The above matter refers:

I, Mkhacani Joseph Maswanganyi, request permission to conduct research. I am a student at the University of Venda and have registered for Masters of Arts (Development studies) degree.

The topic of the study is: Tourism's contribution to the Limpopo Province's economic growth and development: A Critical analysis. The purpose of the study is to investigate how tourism sector can help to resolve the triple challenges of poverty, unemployment, and inequality in Limpopo. I intend getting opinions of tourism stakeholders in Limpopo. The study will make a contribution to the existing body of knowledge on the role of tourism in economic growth and development.

Mr Maswanganyi M-J-Researcher (0836797474)

Professor RR Molapo – Supervisor (0726782392)

Professor MA Masoga- Co-Supervisor (0837580321)

Yours Sincerely

Maswanganyi M.J

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ANNEXURE D

QUESTIONNAIRE

QUESTIONNAIRE FOR TOURISM STAKEHOLDERS IN LIMPOPO PROVINCE

Dear Respondent

My name is Mkhacani Joseph Maswanganyi, a Masters degree student at the University of Venda. I am conducting research focusing on the role of tourism in economic development and growth in Limpopo Province. You are requested to participate in this study by responding to the following questions. However, your participation is voluntary. You are assured of confidentiality and your identity will not be revealed to anyone other than the researcher. You will not be harmed in any way for your participation in this study. The information obtained from you will be solely used for academic purposes.

TITLE OF RESEARCH: TOURISM'S CONTRIBUTION TO THE LIMPOPO PROVINCE'S ECONOMIC GROWTH AND DEVELOPMENT: A CRITICAL ANALYSIS.

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The questionnaire has three sections.

SECTION 1: BIOGRAPHICAL PROFILE

PLEASE ANSWER BY PLACING A CROSS (X) WHERE APPROPRIATE.

1.1 Gender

1.	Male	
2.	Female	

1.2 Race

1.	African	
2.	White	
3.	Coloured	
4.	Indian	

1.3 Age

1.	19 – 25	
2.	26 – 35	
3.	36 – 45	
4.	46 or older	

1.4 In which district do you stay?

1.	Capricorn	
2.	Mopani	
3.	Sekhukhune	
4.	Vhembe	
5.	Waterberg	

1.5 What is your highest standard of education achieved?

1.	No schooling	
2.	Primary	
3.	Secondary	
4.	Tertiary	

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1.6 What is your occupation?

_____

_____

1.7 Which institution do you represent?

1.	Provincial Government	
2.	Local Government	
3.	Limpopo Tourism Agency (Parastatal)	
4.	Travel Agency	
5.	Tour Guide	
6.	Tour Operator	
7.	Accommodation	
8.	Community	
9.	NGO	

1.8 How long have you worked in the institution?

1.	0 – 2 Years	
2.	3 – 5 Years	
3.	6 – 10 years	
4.	More than 10 years	

SECTION 2: ASSESSMENT OF POLICY IMPLEMENTATION.

NOT RELEVANT TO ALL STAKEHOLDERS.

2.1 How is your organization classified in terms of size?

1.	SMME	
2.	Established	
3.	Large	
4.	Multinational	

2.2 Indicate the level of private sector role in supporting

Black Economic Empowerment (BEE) in tourism.

1.	High	
2.	Medium	
3.	Low	
4.	Not Sure	

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Support your view: _____

_____

_____

_____

2.3 Indicate the level of private sector role in empowering women and youths in tourism industry.

1.	High	
2.	Medium	
3.	Low	
4	Not sure	

Support your view: _____

_____

_____

_____

2.4 Indicate the level of government's support on Black Economic Empowerment in tourism industry.

1.	High	
2.	Medium	
3.	Low	
4.	Not sure	

Support your view: _____

_____

_____

_____

2.5 Indicate the level of government's role in economic empowerment of Women and youths.

1.	High	
2.	Medium	
3.	Low	

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4.	Not sure	

Support your view: _____

_____

_____

_____

2.6 Have you ever been assisted by government in your enterprise?

1.	Yes	
2.	No	

If yes, explain how:

_____

_____

_____

_____

2.7 Have you received any form of training?

1.	Yes	
2.	No	

If yes, which training? _____

2.8 Do you have access to credit?

1.	Yes	
2.	No	

If yes from which source?

1.	Private sector	
2.	Government / Public sector	
3	NGO	
4.	Others – specify	

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SECTION 3: POLICY REVIEW

3.1 How are communities involved in tourism project planning and implementation?

3.2 What in your opinion are the barriers to tourism development in Limpopo Province ?

3.3 What are the three critical things that can improve tourism sector?

3.4 How can tourism address the challenges of unemployment and poverty?

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3.5 If there is anything you would like to share about tourism development in Limpopo, please make a contribution.

_____

_____

_____

_____

_____

I thank you for completing the questionnaire.

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ANNEXURE E

University of Venda

P/Bag x 5050

Thohoyandou

0950

05 August 2015

Chief Executive Officer

Limpopo Tourism Agency

Southern Gateway Ext.4

N1 Main road

Polokwane

0700

REQUEST FOR PERMISION TO CONDUCT RESEARCH

The above matter refers:-

I, Mkhacani Joseph Maswnagnayi, request a permission to conduct research. I am presently doing a Master's Degree (Development Studies) at the University of Venda and engaged in a research study topic:- Tourism's contribution to the Limpopo province's economic growth and development: A critical analysis.

The respondents will include the Limpopo Tourism Agency's officials and board members. In this regard I am requesting permission to engage respondents in your institution.

Should there be issues that warrant clarity, I am willing to address them.

Mr Maswanganyi: M.J Researcher (0836797474)

Professor Molapo R.R- Supervisor (0726782392)

Professor Masoga A- Co-Supervisor (0837580321)

Yours Sincerely

Maswanganyi M.J

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University of Venda

ANNEXURE F

University of Venda

P/Bag x 5050

Thohoyandou

0950

05 August 2015

Municipal Manager

Vhembe District Municipality

P/Bag x 5006

Thohoyandou

0950

REQUEST FOR PERMISION TO CONDUCT RESEARCH

The above matter refers:-

I, Mkhacani Joseph Maswnagnayi, request a permission to conduct research I am presently doing a master Degree (Development Studies) at the University of Venda an engaged in a research study topic:- Tourism's contribution to the Limpopo province's economic growth and development: A critical analysis.

The respondents will include the municipalities officials responsible for tourism or Local Economic Development (LED) in this regard I am requesting permission to engage officials in your institution.

Should there be issues that warrant clarity, I am willing to address them.

Mr Maswanganyi: M.J Researcher (0836797474)

Professor Molapo R.R- Supervisor (0726782392)

Professor Masoga A- Co-Supervisor (0837580321)

Yours Sincerely

Maswanganyi M.J

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ANNEXURE G

University of Venda

P/Bag x 5050

Thohoyandou

0950

05 August 2015

Head of Department

Department of Economic Development

Environment and Tourism

20 Hans Van Rensburg street

Polokwane

0700

RE: REQUEST CONDUCT RESEARCH IN THE DEPARTMENT

The above matte reefers:-

I am a member of Parliament in Cape Town and currently a Master's degree student at the University of Venda. I intend to obtain information with regard to area of study. My research topic is:- Tourism's contribution to the Limpopo province's economic growth and development: A critical analysis.

The respondents will include the Department's officials responsible for Tourism Directorate.

In this regard I am requesting permission to engage respondents in the Department.

I hereby enclose the questionnaire, research proposal and the letter from the University for reference.

Should there be issues that you want to clarify, I am more than willing to address them.

Mr Maswanganyi M.J - Researcher (0836797474)

Professor Molapo RR – Supervisor (0726782392)

Professor Masoga A – Co-Supervisor (0837580321)

Yours Sincerely

Maswanganyi M.J

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ANNEXURE H

UNIVERSITY OF VENDA
A quality driven, financially sustainable, comprehensive University

School of Human and Social Sciences

Department of Development Studies

Tourism's contribution to the Limpopo Province's economic growth and development

Research Conducted by:

Mr M.J Maswanganyi (15018461)

Cell: 0836797474

Dear Participant

You are invited to participate in an academiic research study conducted by Mkhacani Joseph Maswanganyi, Masters student at the University of Venda.

The purpose of the study is to analyse the role of the tourism industry in growing and developing the economy of Limpopo Province.

Please note the following:

- This is an anonymous study survey as your name will not appear on the questionnaire. The answers you give will be treated as strictly confidential as you cannot be identified in person based on the answers you give.
- Your participation in this study is very important to us. You may, however, choose not to participate and you may also stop participating at any given time without any negative consequences.
- Please answer the questions in the attached questionnaire as completely and honestly as possible. This should not take more than 30 minutes of your time.
- The results of the study will be used for academic purposes only and may be published in an academic journal.

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- Please contact my supervisor (Prof. R.R Molapo at 072 678 2392 or Rmolapo@univen.ac.za) if you have any questions or comments regarding the study.

Please sign the form to indicate that:

- You have read and understand the information provided above.
- You give your consent to participate in the study on a voluntary basis.

_____ _____

Participant's Signature Date

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University of Venda

TO WHOM IT MAY CONCERN

This is to certify that Mr Joseph Maswanganyi is a registered student of the University of Venda. The candidate is busy with his Masters research on some aspects of the tourism industry in the Limpopo Province.

This is an appropriate and interesting topic for this field of study. We request assistance in providing the necessary information whenever necessary.

Should there be further questions regarding the above, I can be contacted at Rmolapo@univen.ac.za or 072 6782392

Yours truly

Professor RR Molapo

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