

**THE PROSPECTS OF USING THE TOURISM INDUSTRY TO ADVANCE
COMMUNITY LIVELIHOODS IN MUSINA MUNICIPALITY, LIMPOPO PROVINCE,
SOUTH AFRICA**

BY

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**A Thesis submitted to the School of Environmental Sciences, Department
of Geography and Geo-Information Sciences in fulfillment of the
requirements of the degree Doctor of Philosophy in Geography at the
University of Venda**

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DECLARATION

I, **Azwindini Isaac Ramaano**, student number 9617589, declare that this thesis, "**The Prospects of Using the Tourism Industry to Advance Community Livelihoods in Musina Municipality, Limpopo Province, South Africa,**" for a Doctor of Philosophy degree in Geography at the University of Venda, is my work. It has not been previously submitted, in whole or in part, to any university for this or any other degree. It is thus my work in implementation, and all referenced materials herein are duly acknowledged.

Signature *ramaanoai*

Date: 2023 / 09 / 09

Isaac Azwindini Ramaano

DEDICATION

This study is dedicated to God Almighty for affording me the strength to overcome all the challenges I came across during the entire study.

My mom, H.R. Ramano, also deserves invaluable gratitude and accolades. My sister, Violet Ramaano, and my nephews, Pfano and Munei Ratshilumela, are worth mentioning in their unique ways.

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ABSTRACT

This study sought to examine the nature of tourism activities and their contribution to livelihoods for the local communities' development and sustainability within the study area. The issue of sustainability and tourism has become a widely studied topic in the last few years. However, little research, such as the ones covered in this study, has examined the synergies among the various components of rural tourism. The current study investigated "the prospects of using the tourism industry to advance community livelihoods in Musina Municipality, Limpopo Province, South Africa." It sought to supplement academic knowledge in this area of research. Hence, welfare organisations and local societies within their milieus will benefit from the findings of this study. Sustainable tourism and sustainability were the key concepts that guided the current study.

The specific objectives of the research were the following: to identify and analyse the nature of tourism-integrated demographic activities within Musina Municipality; to evaluate the impact of tourism development activities on the livelihoods and socio-economic status of the local communities; to review the nature of the tourism development policy employed by the Musina Local Municipality; to evaluate the environmental impacts of tourism in Musina Municipality; and to develop a strategy for the incorporation of tourism as a tool for sustainable local community development (SLCD). The study employed a mixed approach, utilising both qualitative and quantitative survey methods. The researcher, therefore, applied a purposive sampling method to select participants. This ensured a representative sample by using sound judgement, as well as saving time and money. The study was also underpinned by the researcher's knowledge of the study area. A questionnaire, interviews, focus group discussions, document reviews, and field observations were used to collect the data

for the study. MS Office and Excel, as well as cross-tabulation analysis, were used to analyse the data. Statistical inferences were made from the central tendency and frequency distribution patterns. Data were also presented on graphs and tables. The 99.5% return rate of the survey questionnaire and captured data demonstrated the presence of actual tourism activities. From the data, 92.4% of the respondents supported unexplored tourism potential in their environs. Indeed, the main findings of the study demonstrated significant tourism potential. To that end, focus group discussions (FGDs) [in each focus group discussion, up to 5 individuals were sampled per village] reported significant tourism potential in the study area. Furthermore, 93.5% of the respondents in the survey questionnaire showed that tourism is bringing few benefits to the local communities. In addition, 96.7% of survey respondents reported a lack of knowledge about the principles of tourism development policy in the study area.

The findings further showed that an overwhelming majority of the respondents in the questionnaire survey were not knowledgeable about the existing development measures. Hence, there was positive environmental potential for tourism, despite the dismal environmental impacts of tourists and locals on tourism and rural land resources within the Musina Municipality and the study area. It is clear from the findings that there is a need for intervention to promote tourism in the communities. This necessitates comprehensive planning of tourism in the study area in general and the entire municipality in particular. The findings also showed that about half (53.5%) of the surveyed respondents believed that there should be cooperation among all stakeholders, namely, local communities, government, and non-governmental organisations, in rural and sustainable tourism to provide an effective strategy through which tourism businesses can improve within their area. The study

findings will provide valuable information on tourism strategies for advancing the communities' livelihoods. The study also provides a significant stimulus for tourism-related endeavours by the National Department of Tourism, the Department of Environmental Affairs, and the Limpopo Department of Economic Development, Environment, and Tourism in advancing the Musina Municipality and the entire Limpopo Province as a preferred tourism destination in South Africa. It was also reported that Musina Municipality is generally rich in natural biodiversity and has abundant tourism potential. To that effect, a lack of tourism development activities could impair the benefits of actual and potential tourism projects in the communities. Hence, there is a need for a more effective strategy, as also reported by the communities.

KEYWORDS: Tourism, socio-economic development, sustainable tourism development, responsible tourism, community-based natural resource management, sustainable livelihoods, rural communities, Musina and sustainability.

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Ramaano, A.I., 2021. Prospects of using tourism industry to advance community livelihoods in Musina municipality, Limpopo, South Africa. *Transactions of the Royal Society of South Africa*, 76(2), pp.201-215.

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LIST OF ACRONYMS AND ABBREVIATIONS

ACA:	Annapurna Conservation Area
AsgiSA:	Accelerated and Shared Growth Initiative for South Africa
ASLF:	African Safari Lodge Foundation
AWF:	African Wildlife Foundation
CAMPFIRE:	Communal Area Management Programme for Indigenous Resources
CARE:	Cooperative for Assistance and Relief Everywhere
CBT:	Community Based Tourism
CBNRM:	Community Based Natural Resources development
CCA:	Conservation Corporation Africa
CLEF:	Community Leaders Educational Fund
CRDP:	Comprehensive Rural Development Plan
CPA:	Certified Public Accountant
CPPP:	Community–public–private partnership
CWC:	Cricket World Cup
DEA:	Department of Environmental Affairs
DEAT:	Department of Environmental Affairs and TOURISM
DFEAT:	Department of Finance, Economic Affairs, Tourism and Environment
DHET:	Department of Higher Education and Training
DT:	Department of Tourism
DTI:	Department of Trade and Industry
ECA:	Environmental Conservation ACT
ECLA:	United Nations Economic Commission for Latin America
ECO ATLAS:	Ecology ATLAS
ECO CHOICE:	Ecology CHOICE

ERM:	Ecology and Resource Management
EMSs:	Environmental Management Systems
FAO:	The Food and Agriculture Organization
FT:	Fair Trade Tourism
Fifa:	International Federation of association football
GT:	Green Tourism
GDP:	Gross Domestic Product
HEMC:	Heritage Environment Management Company
ICSU:	International Council for Science
IDP:	Integrated Development Plan
ISRDs:	Integrated Sustainable Rural Development Strategies
ISSC:	International Social Science Council
IPILRs:	Interim Protection of Informal Land Rights
<i>IRDA:</i>	<i>Integrated Rural Development Programmes</i>
KNP:	Kruger National Park
LDCs:	Less Developed Countries
LED:	Local economic Development
LEDF:	Local Economic Development fund
LIMDEV:	Limpopo Economic Development Enterprise
LLTA:	Land of Legend Tourism Association
LED:	Local Economic Development
LRAD:	Land Reform and Agricultural Development
LRL:	Land Restitution Legislation
LTPB:	Limpopo Tourism and Parks Board
MGR:	Manyeleti Game Reserve

NDT:	National Department of Tourism
NGOs:	Non-Governmental Organisations
NEMA:	National Environmental Management Act
NEMBA:	National Environmental Management Biodiversity Act
NFSD:	National Framework for Sustainable Development
UNEP:	United Nations Environmental Programme
NPDC:	Northern Province Development Corporation
NSDP:	Net State Domestic Product
NSSD:	National Strategy for Sustainable Development
NTSS:	National Tourism Sector Strategy
ODG:	Overseas Development Group
OECD:	Organization for Economic Cooperation and Development
PDIs:	Previously disadvantaged Individuals
PGDS:	Provincial Growth and Development Strategy
PGR:	Private Game Reserve
PRA:	Participatory Rural Appraisal
PSDI:	Phalaborwa Spatial Development Initiative
RFP:	Request for Proposals
SAA:	South African Air ways
SAN:	South African National
SANHP:	South Africa Natural Heritage Programme
SANPT:	South Africa National Parks Trust
SANParks:	South African National Parks
SANSA:	South African National Space Agency
SATSA:	South African Tourism Services Association

SD:	Sustainable Development
SDI:	Spatial Development Initiatives
SLCD:	Sustainable Local Community Development
SMME:	Small Medium and Micro Enterprises
TAC:	Technical Advisory Committee
TFCAs:	Transfrontier Conservation Areas
TIES:	The International Ecotourism Society
TIL:	Trade and Investment Limpopo
UC:	European Commission
UN:	United Nation
UNCED:	United Nations Conference on Environment and Development
UNDP:	United Nation Development Plan
US:	United States
UNP:	United nation development programme
UWH:	UNESCO World Heritage
UNESCO:	United Nations Education, Scientific and Cultural Organisation's
UNWCED:	Nations World Commission on Environment and Development
UNWTO:	United Nations World Tourism Organisation
UK:	United Kingdom
USAID:	United States Agency for International Development
USA:	United States of America
UNESCAP:	United Nations Economic and Social Commission for Asia and Pacific
WCED:	World Commission on Environment and Development
WHO:	World Health Organisation
WTO:	World Trade Organisation

WSSD: World Summit on Sustainable Development

ZAR: Zuid Afrika Rand

CHAPTER ONE: INTRODUCTION

1.1 Introduction

Globally, the tourism industry is one of the largest industries that provides vital opportunities to entrepreneurs, making it a critical centre of growth for modern-day living (White *et al.*, 2006; Brand South Africa, 2012). It is clear that tourism creates employment and enhances the gross domestic product of developing countries (United Nations World Tourism Organisation (UNWTO), 2010). For example, a family can change its home into a lodge or another lodging facility. However, a guest house's standards are a priority in this regard, and they have to be met (Tourism Grading Council of South Africa, 2016). The latter is also the case with some tourism ventures, including guest house accommodation facilities discussed within the study area, especially in Tshipise village, where the original Sagole Spa and accommodation became unexpectedly inefficient and non-beneficial for local communities and potential tourists.

In rural areas, various types of tourism, such as eco-tourism and agricultural tourism, are considered to be the most profitable, even though they operate under stringent profit estimations (Aylward *et al.*, 1996; Stem *et al.*, 2003; Ashley *et al.*, 2007; He *et al.*, 2008; Kirkby *et al.*, 2010). Zhao *et al.* (2011), Liu *et al.* (2014), and Sarfaraz *et al.* (2015) have all demonstrated that many service providers who have explored the various forms of tourism, such as eco-tourism, are likely to have been triggered and influenced by the desirable economic welfare developing from eco-tourism. In the current study, eco-tourism appeared to be the most prevalent form of tourism, alongside adventure and agri-tourism. Thus, tourism is central as a strategy for improving community livelihoods in the study area, Musina Municipality. Meanwhile,

some service providers generally appear to struggle in terms of providing for tourism and eco-tourism activities. This was also found to be the case in the current study, wherein tourism ventures such as Sagole Spa, the Big Tree Nature Reserve, and Nwanedi Resort seemed to be struggling to sustain themselves. Schwarts and Hornyh (2010), as well as Chimucheka and Mandipaka (2015), concluded that service providers are deficient in relevant and necessary market-research expertise, which has a possible outcome of misjudgement in terms of the prospect and expectation of prospective tourism customers.

Generally, in developing countries, such as South Africa, tourism activities, together with other entrepreneurial developments, have been viewed as significant opportunities to solve social problems emanating from a poor economy and lack of jobs, as well as to enhance the economic paradigm of the country (Mahadea and Pillay, 2008; Lekhanya and Visser, 2016; Maziriri and Chinomona, 2016). However, modern tourists are comprehensive and imperative. To that end, some service providers in eco-tourism appear to be deficient in terms of the expertise required to aptly discern the complete eco-tourism activities in the tourism fraternity. This leads to poor returns from such ventures (Lindberg, Hansen, and Eide, 2014; Chimucheka and Mandipaka, 2015). If not properly addressed, this could potentially jeopardise such ventures and lead to their liquidation. This is what happened to tourism ventures and activities such as Sagole Spa in Tshipise village within the study area. However, around the world, eco-tourism areas have commonly been linked to numerous forms of green consumerism and sustainable activities (Sarfaraz *et al.*, 2015). Therefore, sustainable tourism is an industry that seeks low negative impacts on the environment and local culture while providing income, employment, and conservation of local ecosystems. It is tourism that is ecologically and culturally sensitive (Wearing and Neil,

1999). The essence of sustainable tourism is to ensure that development is a significant experience for local people, tourism companies, and tourists themselves. The South African Rural Tourism Strategy ensures that integral tourist attractions, such as the World Heritage Sites, are located within rural areas. However, rural people are not getting the benefits arising from the tourism industry. Among other causes for this are a lack of the necessary empowerment and the limited involvement of local communities (National Department of Tourism, 2012). Rural development can be achieved through self-help initiatives. It can also be achieved through coordinated and integrated broad-based agrarian reform as well as tourism transformation and strategic investment in economic and social infrastructure that benefits entire rural communities and not only those involved in a specific sector (CRDP, 2009). Therefore, the current study focused on the prospects of using the tourism industry to advance community livelihoods in the Musina Municipality.

Many rural settlements have limited access to basic amenities, such as educational services and employment opportunities. This is also true of rural communities in the Musina Municipality (May, 1998; Shackleton *et al.*, 2007). Although South Africa is an upper-middle-income country in terms of per capita logistics, eradicating rural poverty is critical, and the distribution of income is among the most unjustifiable in the world (Kirsten and Rogerson, 2002; Ramaano, 2008). Rural economic improvement is a priority for the provincial and national governments. Thus, the Integrated Sustainable Rural Development Strategy (ISRDS) was initiated to fight poverty and rising unemployment. The major aim of ISRDS was to make rural areas productive and develop entrepreneurship there (South Africa, 2000). However, the rural economy is closely related to land rights and land tenure reform (Kirsten and Rogerson, 2002; Ramaano, 2021a, b). This is because land is an economic treasure at the disposal of

rural people. It is therefore vital to set up the financial and basic regulatory framework relating to their land feasibly and equitably.

Many rural communities, such as the Musina municipal area, are located in dry localities that are rich in biodiversity. Therefore, they have an opportunity to utilise their resources to promote sustainable tourism development projects, uplift their socio-economic status, and conserve their natural resources while promoting sustainability (UNDP, 2000). Admittedly, making extensive use of communal land (for example, for tourism investment) could form an integral part of wealth creation in rural districts such as Musina. Legislation has already been passed for redistributing land and restituting land rights, as well as consolidating the rights of current landowners (Restitution of Land Rights Act 22 of 1994). Given such platforms, the Environment Conservation Act caters for the genuine protection and controlled utilisation of the environment (ECA 73 of 1989, amended by 50 of 2004). Furthermore, South Africa is considered one of the 17 mega-diverse countries (nations that collectively account for 70% of global biodiversity). It thus justifies its general tourism potential (NR Crouch, 2008; Ramaano, 2021b). The National Environmental Management Biodiversity Act provides for the management and protection of the country's biodiversity within the framework established by NEMA (the National Environmental Management Act). NEMA provides for the protection of species and ecosystems in need of protection, promotes sustainable use of indigenous biological resources, equity in bio-prospecting, and a regulatory body on biodiversity in line with the South African Biodiversity Institute (NEMBA 10 of 2004). The Limpopo Government has enacted the Limpopo Environmental Management Act of 2003, which provides for the declaration and management of provincial protected areas (Glazewski, 2005). The land reform programme of the South African government is conventionally described as having

three legs: restitution, tenure reform, and redistribution. While restitution focuses specifically on historical rights on land and tenure reform with types of landholding, redistribution is exclusively aimed at transforming the racial pattern of land ownership (Deininger & May, 2000).

As such, the most prevalent and focused target is to apply the land beneficially through sustainable tourism development and empowered agricultural and forestry activities in marginalised rural areas (Deininger & May, 2000). Indeed, adequate job creation presently remains the most challenging goal. Given such a stark economic predicament, the 1998 Job Summit acknowledged the capability of the tourism sector to reduce unemployment and generate income, thus alleviating poverty in rural areas. The expansion of the tourism industry is one of the crucial sectors promoted by the government to spur livelihood opportunities (Timothy, 1998; DEAT, 2000; 2000a). Therefore, to balance the urban-rural incongruity, there is a need for tourism investment exclusively in rural areas, empowering marginalised and previously disadvantaged individuals (PDIs). The Musina municipality's rural communities require such investments for socio-economic improvement and sustainability (South Africa, 1996; Ramaano, 2021a). However, there has always been some unwillingness by the private sector to invest in tourism in rural South Africa, and this is associated with the complexity and uncertainty regarding land ownership, poor infrastructure support, a lack of a tourism market, and a largely risk-averse financial community (Kirsten and Rogerson, 2002). In 1972, in Stockholm, there was an urgent need to respond to the problem of environmental deterioration. Consequently, more than ten years later, at the United Nations Conference on Environment and Development in Rio de Janeiro, it was agreed that the protection of the environment and social and economic development are fundamental to sustainable development, based on the Rio

Principles. To achieve such development, the global programme entitled Agenda 21 as well as the Rio Declaration on Environment and Development were adopted, to which designated commitments were made.

The Rio Conference was a significant milestone that set a new agenda for sustainable development. Subsequently, the World Summit on Sustainable Development (WSSD) or ONG Earth Summit 2002 took place in Johannesburg, South Africa, from August 26 to September 4, 2002. The United Nations convened it to discuss sustainable development. WSSD gathered several leaders from business and non-governmental organisations 10 years after the first Earth Report of the International Conference on Financing for Development in Monterrey, Mexico, from March 18–22, 2002 (United Nations, 2002). Hence, generally, sustainable tourism is seen in the light of sustainable development visions and is also linked to the study area in the current study. A combination of sustainable tourism, responsible tourism, community-based natural resource management (CBNRM), and a sustainable development approach was significant.

The White Paper on the Development and Promotion of Tourism in South Africa not only reflects on the tourism sector as a national priority but also maintains that tourism should be developed in a manner that will lead to the betterment of quality life for every South African (South Africa, 1996; Ramaano, 2008). Three broad transformation objectives for the tourism industry are highlighted in various policy position papers of the government and the private sector (DEAT, 2000). These include the following:

- (a) The need for increased ownership of tourism businesses by previously disadvantaged individuals

(b) Elevating effective and direct participation by previously disadvantaged people (PDIs) in the management of tourism establishments

(c) Affording PDIs increases business prospects linked to the tourism industry.

These objectives are relevant to achieving sustainability and improving the livelihoods of the Musina Municipality's communities. Tourism is considered a central economic sector in South Africa. Most importantly, many policy objectives stem from the objective of facilitating the tourism sector's contribution to the economy. The central components of the national tourism strategy look at the economic transformation of the sector and more specifically at the envisaged ability of the industry to have a direct positive, immense, and durable impact on the lives of poor people (Barkin, 1996; Kirsten and Rogerson, 2002). In light of these policy objectives, it was necessary to evaluate the prospects of using the tourism industry to advance community livelihoods in Musina Municipality. Furthermore, the tourism industry is an active industry that consists of assorted forms, ranging from eco-tourism, adventure tourism, religious tourism, sports tourism, ethnic tourism, food tourism, and geo-tourism, amongst others.

Tourism forms such as eco-tourism in rural areas have become a research niche of interest to scholars; the same could be said about the significance of these forms in the current research. Indeed, eco-tourism in rural regions is another form of sustainable tourism that enhances visitors' and hosts' awareness of environmental conservation principles by reducing visitor effects and promoting the enlightenment of tourists while providing economic benefits for the locals (Yogi, 2010; Poupineau and Pouzadoux, 2013; Rogerson and Visser, 2004; Falk *et al.*, 2012; Ramaano, 2021a). Therefore, the specified strategy has the potential to use the tourism industry to advance livelihoods in the study area. Hunt and Stronza (2009), Arachchi, Yajid, and

Khatibi (2015), and Alexakis (2016) have argued that eco-tourism has become the fastest-expanding area in the international tourism market. This notable development, according to Epler-Wood (2010), consists of 5% to 10% of world travel commercialization. Resulaj, Kadiu, Risillia, and Jaupi (2012) observed the increase in eco-tourism as a requirement for tourism initiatives. Eco-tourism seeks to curb social, economic, and environmental aspects of tourism developments. One of the aims and specific objectives of the current research is to develop a strategy for the incorporation of tourism as a tool for sustainable local community development (SLCD); hence, tourism forms such as adventure tourism, agritourism, and eco-tourism, amongst others, are crucial aspects of the current research. Furthermore, Slabbert and Du Plessis (2013) and Penney (2014) contend that the increase in eco-tourism is due to world awareness of the need to preserve and protect the natural environment. Furthermore, advancement in mobility, leisure activities, time, and education within and from potential travellers are elements linked integrally to eco-tourism increment (Slabbert and Du Plessis, 2013). Even so, other studies by Eagles and Higgins (1998), as well as Lu and Stepchenkova (2012), showed that European countries are the central markets for eco-tourism travel. Koch (1997) and Resulaj *et al.* (2012) also observed that Third World countries are increasingly banking on eco-tourism to strengthen their economies. Worldwide, organisations that concentrate on sustainable tourism and eco-tourism activities have increased in recent decades. For example, the National Geographic Expeditions originated in the United States and offer eco-expeditions for adventurous tourists. The expeditions support responsible exploration and help in providing data for research obligations (National Geographic Expeditions, 2015). In Limpopo Province, there are tour operators such as Baobab Travel, which was originally established in the United Kingdom. It is presently working in South

Africa, offering responsible and sustainable eco-tourism packages (Baobab Travel, 2015).

The latter could prove to be significant for tourism ventures and activities in Musina Municipality, such as the Big Tree Nature Reserve (Baobab Tree Appraisal), where inefficient grading in conservancy and tourism activities seems to prevent its preservation against abuse by visitors. According to Rogerson (2002), Wynberg (2002), and Briedenhann and Wickens (2004), rural tourism in South Africa is seen as a way to combat poverty and expand job opportunities in rural provinces and the communities' integrated livelihood systems. The cited qualities of rural tourism have different implications for the reality of sustainability, sustainable tourism, environmental ethics, and livelihood prospects in the study area.

1.2 Problem Statement

Different researchers have examined the various but analogous perspectives on tourism, for example, adventure tourism (Beard, 2003), community tourism planning (George, 2004), ethnic tourism application (Yang, 2008), community-based tourism ventures (Sebele, 2010), rural tourism (Patino, 2011), and communities benefiting from tourism projects (Tshipala *et al.*, 2012). Despite the above, there is still a dearth of research on tourism and the sustainability of community livelihoods, especially in the far northern part of Limpopo Province, South Africa. Musina Municipality is situated within the Vhembe District in Limpopo Province. Like many other rural municipalities, it is poverty-stricken. Poverty manifests itself through the meagre implementation of a variety of services. To that end, employment opportunities, education, health care, energy, sanitation, clean water, and other basic amenities (Musina Local Municipality, IDP, 2008, 2009, and 2016) are vital but problematic issues that need focal attention. There are a number of signs that the municipality's infrastructure and service delivery

are sub-par and manifest its impoverished status. They vary from protests against construction projects to water shortages. The latter serves as a glaring example in Musina Town and the areas surrounding it. Kayamandi (2007) has stated that the majority of the groundwater in Limpopo Province is used for irrigation (60%), followed by rural communities (25%), the mining industry (7%) and livestock (2%), along with basic needs. Furthermore, Limpopo Province is considered to have the worst water quality in the nation due to its severely damaged water supply, especially in areas with steep slopes, little rainfall, and high temperatures. According to the Census of Commercial Agriculture (2002), Limpopo had one of the lowest livestock production rates in the nation, with a contribution to farming revenue of only 6.4% (Kayamandi, 2007; Musina Municipality, 2011). Large rural areas, where cattle are mostly kept for subsistence farming, may be to blame for this. Despite this, agriculture and tourism remain important activities for Musina Municipality. This study sought to highlight the significance of sustainable tourism and sustainability as catalysts for the synergy of agricultural, rural, and tourism resources. Matters of water, particularly rural water management, correlate well with agriculture and tourism, as water is a valuable asset for both entities and local livelihoods. In rural areas, efforts and education in sustainability education, through sustainable tourism, enhanced ecotourism management, and agritourism benefits, can spur the income and livelihoods of communities. The study's gist was to capacitate the locals around these problems, among other livelihood and sustainability issues in the study area, through tourism assets and prospects. With these in mind, the municipality boasts some of the most beautiful tourism adventures in Africa. These include Tshipise Forever Resort and Tshipise Sagole Spa, both featuring "hot springs." Furthermore, the Big Tree in Madifha Zwigodini, in the Manenzhe area, is one of the biggest trees in Africa and the

world. It is a potential tourist asset (Musina Local Municipality, IDP, 2008, 2009). The problem is that the Musina Municipality seems to be doing little to tap into this tourism venture and achieve sustainability within the municipality. Thus, in most cases, tourism projects within rural districts are run in a haphazard way, with rural denizens not tapping much of the accrued benefits. This could be verified through a comparison of tourism entities and ventures in rural areas and those situated on the periphery of municipalities. The latter are slightly better in terms of infrastructural outlook. As such, it is necessary to investigate ways around the potential development of a strategy to use tourism as a tool for sustainable local community development (SLCD) in evaluating "the prospects of using the tourism industry to advance community livelihoods in Musina Municipality."

1.3 Main objective of the Research

The main objective of this study was to evaluate the prospects of using the tourism industry to advance community livelihoods in Musina Municipality, Limpopo Province, South Africa.

1.4 Specific objectives of the Research

- (i) To identify and analyse the nature of tourism-integrated demographic activities within Musina Municipality;
- (ii) To evaluate the impact of tourism development activities on the livelihoods and socio-economic status of the local communities,
- (iii) To review the nature of the tourism development policy employed by the Musina Local Municipality (that is, the adherence level);
- (iv) To evaluate the environmental impacts of tourism in Musina Municipality,

- (v) Develop a strategy for the incorporation of tourism as a tool for sustainable local community development (SLCD).

1.5 Research Questions

- (i) What is the nature of tourism-integrated demographic activities within Musina Municipality?
- (ii) How do tourism facilities and activities impact the livelihoods and socio-economic status of the local communities?
- (iii) To what extent does the Musina Local Municipality adhere to the government's tourism development policy for the fulfilment of sustainable tourism imperatives?
- (iv) How do tourism activities contribute to environmental sustainability in the research area?
- (v) What strategies (or models) can we develop to use tourism as a tool for sustainable local community development (SLCD)? (That is, what strategies can be used to ensure that tourism contributes to sustainable local community development?)

1.6 Description of the Study Area

This presents the physical features, including topographical characteristics and climatic checks, in the Musina Municipality. It also describes the vegetation cover and land use conditions in the Musina Municipality.

1.6.1 Location of the Study Area

Musina Municipality is a subdivision of the Vhembe District Municipality. It is located in the far north-eastern part of the Limpopo Province, bordering Zimbabwe in the north and Mozambique in the east through the Kruger National Park. The municipality is

situated around Musina town, adjacent to Thulamela Municipality on the far north. It is located between 22° 25' 00" and 22° 50' 00" E lines of latitude and between 30° 20' 15" and 31° 01' 22" S lines of longitude. Figure 1.1 below shows the overall distribution of tourism attractions in Limpopo Province. Figure 1.1 below shows the overall distribution of tourism attractions in Limpopo Province. It is the manifest epitome of abounding tourism resources within the spectacular biodiversity of Limpopo Province. Hence, Figure 1.2 shows the location map (Musina Municipality, 2019). Hence, Figure 1.2 shows the Musina Municipality's location within the Vhembe District Municipality (Musina Municipality, 2019). To this end, it is evident that the Vhembe district municipality embodies Musina, Makhado, Thulamela, and the newly formed municipality per their respective hectors and kilometres squares.



Figure 1.1: Limpopo's Attractions Map

Source: www.sa-venues.com, 2018.

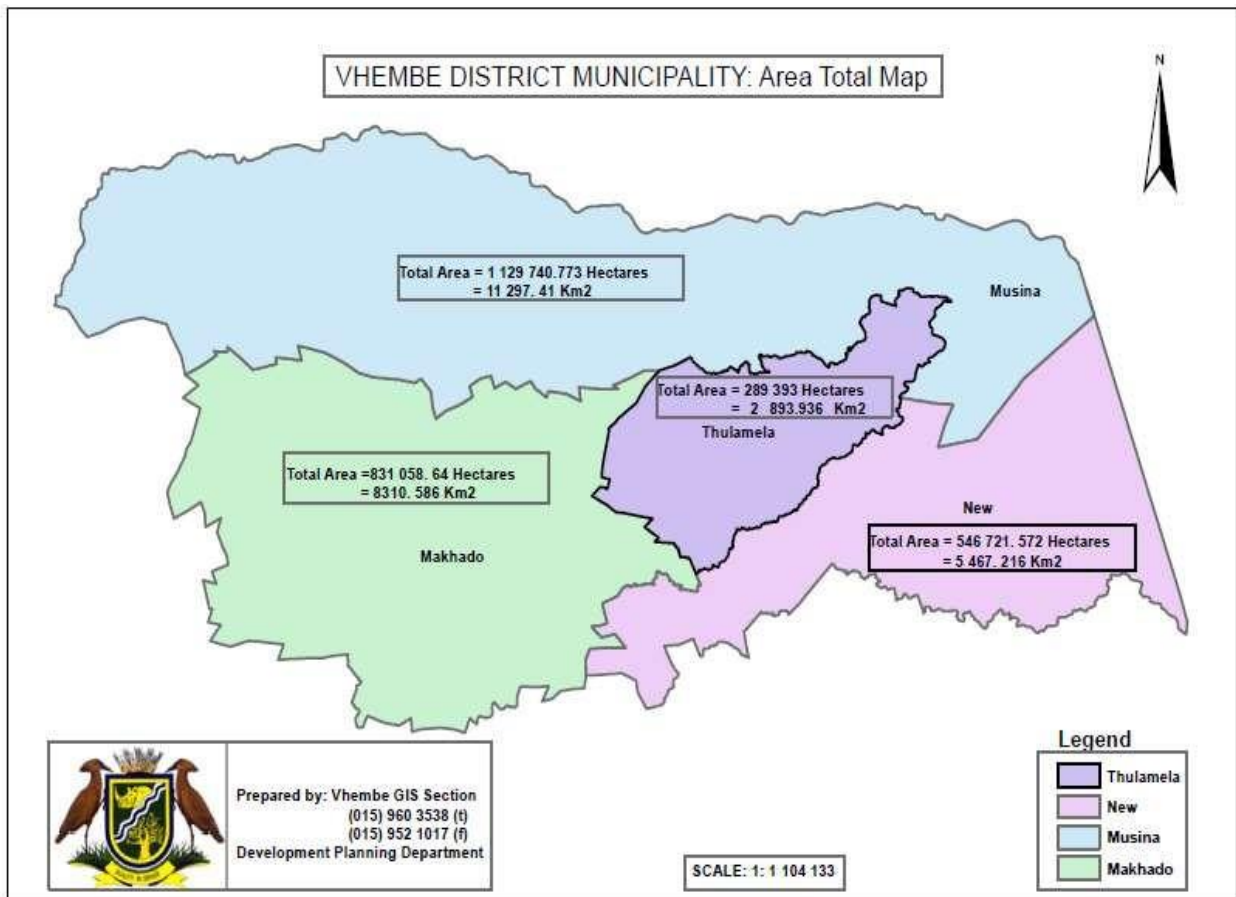


Figure 1.2: Location of the study area
2019.

Source: Musina Municipality,

Figure 1.2 shows that Musina Municipality occupies 289 393 hectares and 2893 936 kilometres. Makhado Municipality occupies 831 058.64 hectares and 8310.586 kilometres. Thus, the Thulamela Municipality is smaller. Musina, therefore, has great tourism potential.

1.6.2 Physical Characteristics of the Study Area

Davis (1995) indicated that the physical characteristics of an area are significant in ascertaining its potential. They also show the area's strengths and weaknesses. The actual view shows that the Musina municipal area is comparatively flat, with gentle hilly slopes in other segments of the place (Musina Municipality, 2019). The study confirmed that the topographic characteristics of the municipal area can promote

endowment biodiversity and sustainable tourism initiatives. Some of the areas are semi-arid, as some portions in the far north are arid areas linked by some mountain ranges. The slope angle in the catchments is roughly 25° to 30° . There are also flat land areas covering a large area. The gradient slopes associated with the induction of the rate of erosion and runoff are believed to be between 5° and 7° within the area. Erosion and runoff contribute to biodiversity loss, which decreases sustainable tourism potential to some extent, though not significantly (Davis, 1995).

1.6.3 Climatic conditions of the Musina Municipal Area

Some studies, such as Anderson's (2003), contend that there is an apparent connection between the area's physical characteristics and its climatic condition. One of the primary reasons is that the vegetation cover of a particular area is defined by the climatic conditions of that area. Hence, the study area has a semi-tropical climate and receives comparatively lower rainfall. Therefore, from the analytic study, it can also be deduced that the Vhembe climate is typically subtropical, with mild, moist winters and wet, warm summers, characterised by a lowveld climate (arid and semi-arid) (Poto and Mashela, 2008). The area experiences an annual rainfall of approximately 500 mm per year, of which about 87.1% falls between October and March. The rainfall pattern is largely influenced by the orographic rain effect of the Drakensberg Mountains, which join the Soutpansberg perpendicularly; hence, it decreases from the east to the west of the district. The annual temperature ranges from a minimum of 10°C during winter to a maximum of 40°C . The area also experiences frequent droughts, particularly in many parts of the study area, Musina Local Municipalities, which is predominantly semi-arid. Musina has a dry climate, with the majority of the land receiving annual rains of between 300 and 400 mm (Musina Municipality, 2017). Generally, Musina is characterised by a desert climate. There is

low rainfall throughout the year in the municipality. Musina Municipality is characterised by the BWh Köppen-Geiger climate classification. The average annual temperature in Musina is 22.8 °C. Precipitation averages 368 mm. Precipitation is the lowest in August, with an average of 2 mm. The most precipitation falls in January, with a moderate amount of 78 mm (Musina Municipality, 2017).

1.6.3.1 Temperature

The study demonstrated that the overall temperature in the Musina municipal area is fairly fixed and high across the summer of each year. The mean minimum temperature of the area is 16.1 °C, and the maximum mean temperature is 32 °C. (<https://en.climate-data.org>). Temperatures range from a high average of 21 °C in the upper catchments to a really high average of 25 °C in the Kruger National Park (KNP). Frost seldom happens within these regions. On the northern boundary of the Musina municipality, it is apparent that somewhat higher mean annual temperatures are experienced as opposed to the interior of the municipality (Kayamandi, 2017; www.agis.agric.za).

1.6.3.2 Rainfall

The analytical and actual studies show that most of the dry places receive depleted rain in general. The Musina municipal area's average rainfall is only 464, 1 mm per annum (Davis 1995; Natural Resource Atlas, 2006, www.agis.agric.za). The municipality receives summer rainfall between October and March, and rainfall takes the form of either soft rain or heavy thunderstorms. Table 3.3 below shows that November, January, and February receive the highest rainfall. The general annual rainfall for the municipality ranges from 200 to 600 mm. The area with the most advanced rate of evaporation is Musina Town and its nearby areas, with the annual evaporation surpassing 2,700 mm, as shown in the table below (Musina Municipality,

2019). Thus, there is a dire need for water in the surrounding communities, and the communities in the study area experience the same problem. It is the area that accounts for the most groundwater usage through irrigation, rural communities, the mining sector, and livestock (Musina Municipality, 2019). An estimated two hundred farms have launched irrigation systems sourced from the rivers that flow through the province and through inter-basin transfer. Therefore, the Musina Municipality is mostly arid and generally apt for tourism activities as compared to other areas of Limpopo.

1.6.3.3 Wind

The ERM shows that the mean direction of the persisting winds within the municipality is from the east and, to a lesser extent, the southeast (ERM, 1997). Most farmers in the area get their water from wind energy facilities, such as windmill pumps. The highest intensity happens from July to September. The western winds are usually attached to thunderstorms, which on some occasions interrupt the consistency of the solar panels, which are one source of energy, particularly for lighting and other elementary consumption in the Musina area (ERM, 1997; Ramaano, 2021a).

1.6.4 Geology and soil

Analytical and actual research show that the study area is qualified by diverse characteristics of soil and rocks in dissimilar parts. However, the major soil type is loam. Different soil profiles are linked to certain constraints, such as the occurrence of swelling clays and the potential for soil erosion. Furthermore, the fundamental parent rock is limestone. It shows itself largely in the so-called Zebra ore as veins and lenticular layers at positions near the surface, where it casts magnesium-rich duricrust. Some divisions of the study area are branded by quartzite rocks (Davis, 1995). The geologic processes of folding and volcanicity have resulted in hills and mountains, which heighten the landscape's beauty and tourism potential. The main segments of

the municipality dwell around areas that are bound to mineral deposits, comprising Baberton and Beaufort, including the local occurrence of Drakensberg deposits. Furthermore, the Musina Municipality is also dominated by the Gneiss rock (DEAT, Environmental Potential Atlas, 2001; Kayamandi, 2007; Musina Municipality, 2005, 2006, 2019). According to the Vhembe District Municipality's SDF (2006) and IDP (2005/2006), there are generally prevailing minerals in Musina Municipality, ranging from dolomite (limestone), copper (Musina heritage), and the abandoned Tshikondeni mine. The long distances to the markets disadvantage and limit the production, consumption, and transfer of wealth in these fields. Nonetheless, Tshikondeni Mine was never part of the Musina Municipality in terms of boundary demarcations. The geological and mining characteristics of the area are significant assets of the tourism industry through geo-tourism and heritage tourism, amongst other tourism interests (Musina Municipality, 2005, 2006, 2019; Ramaano, 2021a). Folovhodwe and Zwigodini, which were the sampled villages, have a history of white stone mining in the form of "Calina mine" and the recent "Ven mag" in Folovhodwe (Musina Municipality, 2019; Ramaano, 2021a, b). Besides the Tshikondeni mine, no other coalfield has ever been utilised efficiently and to its full potential. Among the contributory factors for the latter are the long distances to the markets. However, this project has since been discontinued (Kayamandi, 2007; Musina Municipality, 2005, 2006, 2019; Ramaano, 2021a, b). Hills, rocks, and mountains are natural resources with geo-tourism and other tourism interests such as adventure and eco-tourism. Thus, the Musina Municipality is an ideal area for tourism. The "Dambale" Bushmen rock paintings also add to the geological wonders described earlier in this section. Dambale is situated next to Tshipise village, which is home to Sagole Spa and "Hot Springs." Apart from the fountain and the spa, the Tshipise village boasts some

beautiful rocks that are of interest to tourists as well as the University of Venda geology students, who visit there regularly; hence, it is a potential tourist attraction. A tourism strategy within this area can therefore tap into the comprehensive and integrated value of diverse tourism potential to advance tourism undertakings.

The Musina Municipality is dominated by red soils with a high base condition. The western segments of the municipality have areas with shallow soils and show attributes of minimal development on hard or weathering rock. Land capability uses soil capacities to group soils into various classes with various climatic elements. These classes further separate areas of land into either arable or non-arable. Erodibility entails the erosion risk of soils and comprises three sub-criteria: slope, gradient, and water erodibility index. A combination of these permits soil sorts to be categorised into eight classes (Musina Municipality, 2019). Based on these classes, one can decide on the potential of land regarding its fertility and its ability to support certain activities, such as arable farming activities. The latter would therefore relevantly help to determine other practises, such as wilderness or tourism development initiatives (Ramaano, 2021a, b, c).

1.6.5 Vegetation cover

The current study revealed that the Vhembe area, including Musina, had a multiplicity of biological diversity in flora and fauna. This can be attributed to its biogeographical location and myriad topographies. The district falls within the greater Savanna Biome, commonly known as the Bushveld, with some small pockets of grassland and forest biomes. These and other factors have assembled a unique miscellany of ecological niches, which are in turn inhabited by a wide variety of plant and animal species. The area incorporates mountain fynbos, sacred forests, and centuries-old "Baobab Trees." There are also large, comprehensive areas within Musina that are conservation areas.

These retain the Kruger National Park (Pafuri and Punda Maria Gates in Mutale); hence, Musina Municipality is also associated with Musina and Nwanedi Nature Reserves, including Makuya Park, which is also part of the Kruger National Park (Musina Municipality, 2017). The joint vegetation cover in Musina is of the Dry Northern Mixed Savanna Bushveld type. The bushveld covers most of the uplands. The lowlands incorporate grasses, shrubs, and trees. Regarding plant diversity, some of the species are disappearing because of deforestation, bush fires, fuelwood collection, and tree cutting. There is also thatch grass, livestock grazing, and bush burning, which leaves some areas almost devoid. The general vegetation species noticed in the area include tall grass types such as buffalo grass ("*buchloe dactyloides*") and woody deciduous species such as *acacia tortillis*.

The dominant tree types within the area are Mopani "*colophospermum*" and Marula "*schlerecayaberia*." The latter is used for traditional wine. Baobab trees (*Adonsia digitata*) are also among the dominant trees in the area, and the Madifha "Big" tree adds to such prevalence. The comparatively dry nature of the area makes it susceptible to gully and sheet erosion during the rainy season. It is essential to note that bush burning and tree cutting damage vegetation cover. This, therefore, warrants the adoption of sustainable tourism development and CBNRM activities as an environmental management mechanism to facilitate both environmental conservation and economic development for the local people, thereby achieving sustainability within the study area (Ramaano, 2021b).

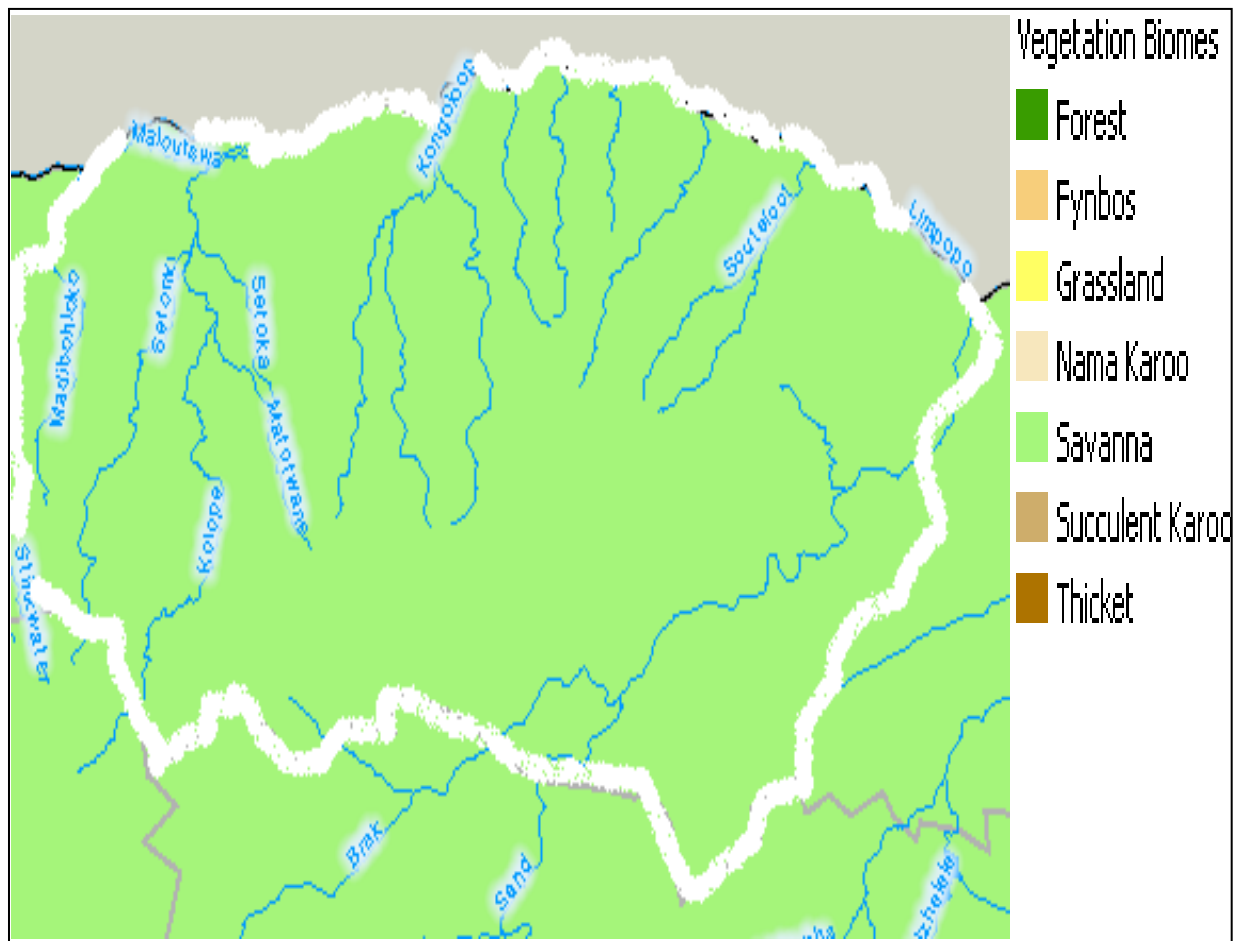


Figure 1. 3: Vegetation Biomes in Musina Municipality Source: AGIS Orientation Atlas, 2007.

Figure 1.3 depicts the current vegetation layout in Musina Municipality; it is evident that the natural vegetation in Musina Municipality comprises mostly of the Savannah Biome, which consists of mixed lowveld bushveld that looms over the area. The Savannah vegetation is commonly employed for cattle grazing or game farming. The climate and soil structure do not sustain natural forests in Musina Municipality, as apparently shown in Figure 1.7. As a result, the "forest" sector does not quite feature as a corporation or economic activity within the Musina municipal area (Musina Municipality, 2019).

1.7 Justification of the study

The issues of environmental degradation and poor livelihoods, paralleled with the prospects of tourism development resources, stimulated the researcher to consider the rationale for conducting the current study. Deriving from the actual topic and title of the study, the examination seeks to place in totality the potential position of proper ecotourism exercises and responsible tourism as an effective path to sustainability in rural localities, in this case Musina Municipality. Furthermore, rural production, ecotourism, and farming exercises detected in the study area during the pilot study, as well as environmental degradation, pose a conceivable hazard to natural resource governance. The aforementioned aggravates the possibilities for climate change effects and poor subsistence, among other unfavourable consequences. However, the rich biodiversity of the study area provides platforms for sustainable rural tourism enterprises and addresses pertinent concerns. Thus, the study is premised on the need for sustainable development, as spelled out by the United Nations and supported by both the Stockholm Convention 1972, the Rio Convention (agenda 21), 1992, the South Africa Summit on Sustainable Development 2002, the Millennium Development Goals, and Agenda 2030 and Sustainable Development Goals. To that effect, the study is among the first to sensitise the local communities of Musina Municipality about the essence and ideals of sustainable tourism as a tool to spur their livelihoods. The study will also benefit the Musina Municipality's Tourist Information Centre and the Department of Environmental Affairs (and Tourism), among other stakeholders, by providing information for tourism development activities. The study also serves to raise public awareness about the benefits and opportunities of tourism development activities for socio-economic development and sustainability. The study will also contribute to community development and management skills in tourism for the local

communities, managers, agencies, and other stakeholders, as supported by the 1996 South African White Paper on Tourism and the Vision 2030 National Development Plan. Further, the study presents a unique contribution to the body of knowledge by assisting communities in the study area to develop a tourism strategy that will help improve their livelihoods while encouraging sustainability endeavours. It was, therefore, important to investigate the prospects of using the tourism industry to advance community livelihoods in Musina Municipality and, hence, shed some light on the endorsement of a potential strategy for incorporating tourism into sustainable community development. As a result, this study only focused on tourism resources and development in selected areas within the boundaries of the Musina Municipality.

1.8 Definition of key terms

Tourist: A person travelling to and staying in a place away from their usual environment for more than one night but less than a year for leisure, business and other purposes (Lumsdon, 1997:6).

Tourism: Tourism refers to all activities of visitors including both overnight and same-day visitors (WTO and UN, 1994:5).

Rural tourism: Rural tourism can be defined as the 'country experience', which encompasses a wide range of attractions and activities that take place in agricultural or non-urban areas (Keyser, 2002:332).

Sustainable tourism development: Sustainable tourism development implies that resources for tourism are conserved and often enhanced for both present and future use and enjoyment by residents and visitors both in a manner that is acceptable to the society and culture of the tourism destination (Keyser, 2002:333).

Eco-tourism: Eco-tourism is a responsible journey to natural areas that conserves the environment and sustains the well-being of local people (Wood, 2002:9).

Community-based natural resource management (CBNRM): Entails community-based, local people (the community) coming together to decide how best to protect and use the natural resources on their communal land (DEAT, 2003:11).

Responsible Tourism: It is a tourism management strategy embracing planning, management, product development and marketing to bring about responsible positive economic, social, cultural, and environmental impacts (RESPONSIBLE TOURISM HANDBOOK, 2003:1).

Sustainability: This means in general terms that resources should be used and managed by the current generation without compromising the needs of the future generation (NUTEK, 2008: 25).

1.9 Organisation of the Thesis

Chapter 1

This chapter presents a brief introduction and background of the research problem, wherein issues regarding the availability and usage of tourism development activities in sustainability are introduced. It also describes the problems of impoverishment in the Musina Municipality and other rural areas. Furthermore, the chapter outlines the general aim of the research, research objectives, research questions, the delimitation of the research, the significance of the research, and the operational definitions of key terms. Finally, the chapter describes the study area's physical characteristics and climatic conditions.

Chapter 2

This chapter summarises the literature review, with an emphasis on tourism development and sustainability. It focuses on the status and contribution of tourism from a global, African, South African, and regional perspective. Finally, it relates the issues to the Musina Municipality's tourism development status.

Chapter 3

This chapter presents the theoretical background and conceptualises the study. Thus, the chapter provides an appraisal of the tourism resource potential of the area and the implications for the study.

Chapter 4

This chapter presents the research methodology. Firstly, it presents the rationale for adopting the research methods used for collecting data, and then it presents the data collected and describes the sampling procedures used. Finally, it outlines the data analysis techniques used in the study.

Chapter 5

This chapter focuses on the nature of tourism development and demographic activities by looking at the demographic and socio-economic profiles and their implications for tourism in the study area. Thus, chapter five dealt with the interpretation of objective one of the study. [*Published in Tourism Planning & Development, DHET-accredited journal; <https://doi.org/10.1080/21568316.2022.2115124>. [Relates to the International Hospitality Review (IHR) journal; <https://doi.org/10.1108/IHR-03-2021-0019>].*]

Chapter 6

This chapter presents Study Objective 2 and the impacts of tourism development activities on the livelihoods of the communities in the study area. Chapter six also presents an analysis and interpretation of Study Objective 2. *[An article that summarises the whole study, highlighting the essence of this chapter, was published in The Transaction of the Royal Society of South Africa, DHET-accredited journal; <https://doi.org/10.1080/0035919X.2021.1912847>].*

Chapter 7

This chapter contains data analysis and interpretation, focusing on the nature of tourism development policy in the study area and the cross-tabulations of interview responses from the sampled tourism ventures and entities, with their demographic profiles and tourism responses in the study area. Therefore, chapter seven specifically deals with the analysis and interpretation of Study Objective 3. *[An article that summarises the study and the characteristics of this chapter, along with the integrity of chapter 8 on tourism policy and environmental impacts, was published in Tourism Critiques: Practice and Theory (TRC), DHET-accredited journal; <https://doi.org/10.1108/TRC-12-2020-0021>].*

Chapter 8

This chapter presents data analysis and interpretation, focusing on the environmental impact of tourism in the study area. It therefore also looks at issues of sustainable and responsible tourism, knowledge, and application. Therefore, chapter eight specifically deals with the analysis and interpretation of Study Objective 4. *[An Article that implicitly focuses on the essence of this chapter was published in the Rajagiri Management Journal (RAMJ), DHET-accredited; <https://doi.org/10.1108/RAMJ-02-2021-0015>].*

Chapter 9

This chapter outlines data analysis and interpretation, focusing on the specific review covering Musina Municipality's development issues, particularly tourism initiatives, routes, and strategies. Therefore, chapter nine specifically deals with the analysis and interpretation of Study Objective 5. [*Published in the Management of Environmental Quality Journal, DHET-accredited; <https://doi.org/10.1108/MEQ-11-2021-0257>. [Relates to Economic and Administrative Sciences (JEAS); <https://doi.org/10.1108/JEAS-02-2021-0034>].*

Chapter 10

This chapter presents a comprehensive summary of the whole research, emphasising the key findings, conclusions, and specific recommendations in line with the objectives of the study. [*The recommendations of the study, along with the significance of diverse geographical information systems, such as Quantum GIS (QGIS), participatory GIS (PGIS) and remote sensing in sustainable tourism, community-based natural resource management (CBNRM), were published in Technological Sustainability Journal (TECHS); <https://doi.org/10.1108/TECHS-08-2021-0001>. [Relates to Local Development and Society (RLDS); <https://doi.org/10.1080/26883597.2021.2011610>].*

1.10. Conclusion

The chapter introduces the study. Among others, it spells out the problem statement, justification, and research objectives of the study. It outlines the essence of sustainable tourism studies for rural communities and study areas. To this end, it was also justifiable to consider both the topographical and climate conditions of the study area within the chapter. The next chapter reviews the relevant literature for the study.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter reviews the literature for current research. It pays special attention to the status and contribution of tourism from a South African, regional, African, and global perspective. It then relates the matters to the Musina Municipality's tourism development status. The chapter also presents a variety of relevant and related frameworks that are significant to the current research. Tourism is often viewed as a universal development entity with monumental infrastructure. Furthermore, tourism is significant for local communities, owing to its extreme influence on society, politics, and culture, but especially for economic development. Thus, it is an offshoot of the global economy. The World Tourism Organisation (WTO) data show that in 2007, tourism brought in 904 million tourists who spent 855 billion US dollars. The latter was accomplished while supporting a global system with approximately 100 million employees in the modern leisure industry. From the beginning, tourism has been polarised. This is because it brings out many horizons, wandering from the complete approval of its possibility for enriching self-realisation mixed with recreation to the belief that it induces damage through the systematic dumping of amusement and evitable environmental demolition (Gyr, 2010).

2.2 The Paradigm of Tourism in Geography

Geographers are broadly concerned with the link between people and their environment from a space-in-time perspective. Geographers would look at the approach through which the rural surroundings are conceived as a tourism material for development. Robinson (1990), in his account of rural tourism, mentions two resources in the field: natural resources and economic resources. Natural resources

refer to resources such as the landscape, soil, water bodies, climate, fauna, and flora, as well as other ecological factors relating to rural areas. The economic environment lies in the entire set of economic actions that happen between man and the environment. Robinson (1990) contends that this link has two sides: the supply side, in which the environment renders the services through the endeavours of the community, and the demand side, in which tourists' requirements must be met by the community. The demand side talks about the tourist purchasing the services from the community, which responds by trading the service or product acquired from the environment. This constitutes the supply side. According to Hall and Page (1999), the idea of resources should not solely be studied and understood as physical contents but also as operations.

Tourist geographers are a sub-community of the geographic community within the broader community of academics, intellectuals, and scientists, which is itself a subset of the diverse society (Johnston, 1991). Since the 1920s and the early theory of *Fremdenverkehr*, a now disused term for tourism in the German-speaking world, there has been an ever-elaboration of tourism studies. This afforded many fields the space to approach tourism, or at least aspects of it, from their special academic perspective. To date, a tourism study entails a multi-disciplinary packet of academic approaches in the sense of an undisguised "trans discipline," which can be used in assorted applications. However, tourism studies do not exist as an incorporated field of study. Thus, in tourism, there are infinite empirical explanations, case studies, approaches, theories, and perspectives in individual disciplines, including economics, geography, psychology, architecture, ecology, sociology, political science, and medicine (Gyr, 2010).

Initially, the fields of business studies and economics dominated the study of tourism. Tourism was grounded in an institutional approach; general accounts, analyses from the cultural sciences, and historical surveys came conspicuously late. Admittedly, cultural and social history, as well as historical anthropology, have been pioneering questions bordering on tourism for some time. However, such approaches are regarded as being different from those used by economists and social scientists. Currently, it is unacceptable to brush off the historical prerequisites and development of travelling habits and holidaying styles if one wants to understand the nature of tourism today. The preceding is not only related to concepts and ideas but also to the specific brain waves that the various disciplines aspire to provide. Presenting historical research on tourism within the context of the discipline of history is not the same as writing a history of tourism (or parts of it) (Gyr, 2010). The rapid growth of tourism was a result of the development of faster, more reliable transportation and progress in communication technology, such as radio and television. Countries began to record the number of tourists entering their space and the money they spent. Furthermore, many countries have developed a common definition of "tourist" and "tourism."

Tourism has been defined in many ways by various peoples. 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 not associated with the exercise of an activity remunerated from within the place visited. Tourism has also been defined as an industry advancing sightseeing by people with money. It is often seen by the host community as an economic necessity (UNDP and EC, 2000). Tourism is a service-based industry made up of both tangible and intangible elements. The tangible components include income from transport, foods

and beverages, tours, souvenirs, and accommodation, while the intangible elements include education, culture, leisure, solitude, adventure, or simply escape and relaxation. Tourism is qualitatively dissimilar from the other socio-economic domains within the cultural sector. This is because it cannot be readily assorted as a sector in the traditional sense, as assessed by either special markets or industrial turnouts. Thus, tourism is better understood as a demand-driven, consumer-defined activity. Tourism has been described as a source of income for a state, country, or business founded on people's travel habits, patterns, or purchases (UNDP and EC, 2000). Tourism is the main business in many countries. Tourism can therefore be described as the act of travel for recreation and the provision of services for this act (UNDP and EC, 2000). A tourist is someone who travels at least fifty miles from home, as defined by the World Tourism Organisation (a United Nations body). Eco-tourism is a segment of tourism that constitutes responsible travel to natural areas that conserve the environment and sustain the well-being of local people (Kusler, 1992; Keyser, 2002). South Africa and many other African countries welcome thousands of tourists travelling from places such as Europe, the USA, and Australia. These tourists contribute substantial revenue to the receiving countries, thus forcing these countries to conserve natural resources and acquire appropriate tourism infrastructure (Kusler, 1992; Keyser, 2002). The idea of linking tourism and conservation motivated the present researcher to conduct the current study on "using the tourism industry in the improvement of communities' livelihoods in Musina Municipality, Limpopo Province, South Africa."

2.3 The African and Global perspectives of tourism

Tourism is the world's largest industry and one of the most significant peacetime factors moving people around the world. It is both an expression and a medium of

globalisation; it has profound significance in multiple realms of human life: economic, environmental, material, social, and cultural. Hence, it is an ideal lens through which to explore the core themes in contemporary social anthropology. These include locality, identity, and alterity; political economy; development; heritage; representation; imagination; commodification; and the global circulation of people, objects, ideas, and images (Bruner, 2010; Fourie and Santana-Gallego, 2011; Lew, 2014; Christie *et al.*, 2014). A World Bank report titled "Tourism in Africa: Harnessing Tourism for Improved Growth and Livelihoods" concluded that African countries can compete with the other tourist-rich regions of the world if they effectively plan for the integration of tourism into their economies (Nelson, 2012; Washington, 2013). Countries around the world have been gaining from tourism as international arrivals have grown (Hall, Scott and Gössling, 2013). To close the gap, the report called on African governments and the private sector to collaborate to deal with obstacles such as land access and visa regulation to expand tourism opportunities, transform business climates, and energise job creation, especially for women and youth. "Africa's mountains, savannahs, and rivers, as well as cultural events such as music, dance, and festivals, are far above the natural assets found in other regions," says Iain Christie, one of the report's co-authors. "With these natural attributes, tourism can play a crucial role in development." However, to do so, it must be integrated into each country's economy and government structure and be seen as welfare by everyone, from the president to the ministers to the general population. "Tourism in Africa" is the first World Bank report to have an inclusive probe on tourism throughout Sub-Saharan Africa (SSA) and to urge practical, evidence-based measures to unleash the sector's economic and development power across the continent. It shows how Botswana, Cape Verde, Namibia, South Africa, and Tanzania, amongst other countries, had great potential for tourism expansion and

argues that many SSA countries were on the verge of tourism success (Washington, 2013; Christie *et al.*, 2014). The Musina Municipality in Limpopo Province bears testimony to the previously mentioned tourism potential; local communities can bank on the design and adoption of a potentially effective tourism strategy. Accordingly, South Africa owns eight UNESCO world heritage sites. These are: iSimangaliso Wetland Park, Robben Island, Cradle of Humankind, uKhahlamba Drakensberg Park, Mapungubwe Cultural Landscape, Cape Floral Kingdom, Vredefort Dome, and Richtersveld Cultural and Botanical Landscape. The Mapungubwe Cultural Landscape is within the jurisdiction of Musina Municipality (Ramaano, 2022c, d).

2.3.1 A powerful development route

Tourism is one of the largest and fastest-growing sectors of the world economy, and tourism in Africa is crucial for economic development, according to a report by Washington (2013). For example, the number of tourists arriving in SSA has grown by more than 300% since 1990, with 2012 marking a high of 33.8 million tourists who visited the region. The income generated from tourism has also increased: receipts from hotels, tourist sites, and other attractions in 2012 amounted to over US\$36 billion and directly contributed just over 2.8% to the region's GDP, according to the report. This boost in tourism has been going on just as economic growth is bursting across the African continent. Around the 2008 and 2009 years, real GDP had risen to an average of 4.9%, faster than the 3% global average. Owing to the latter's economic good health in SSA countries, global hotel chains were braced to spend hundreds of millions of dollars in Africa over the years to conform to rising demand for both international tourists and the continent's own fast-growing middle class, the report notes (Washington, 2013; Jamal and Dredge, 2014). This account of tourism prospects in Musina municipality is consistent with the assertion that agroecotourism

is a combination of ecotourism and agritourism, requiring visitors to engage in sustainable farming while learning about regional foods and the environment. Through the earnings received by the inhabitants of Musina municipality, tourism can play a development function in the study region (Kuo, Chen, and Huang, 2006).

2.3.2 Current constraints and challenges

Currently, the further development of tourism in SSA faces significant challenges. Matters such as land ownership and availability, as well as how land rights are applied, remain important for business and tourism development (Nelson, 2012). Other difficulties, such as access to finance for investors, taxes on tourism investments, low levels of tourism skills among Africa's population, a lack of security and safety, high crime, and bureaucratic processes, are also present in varying degrees in SSA countries. The report provided steps to overcome each of these obstacles (Washington, 2013; Novelli, 2015). Among other factors affecting rural tourism development, ownership of land and lack of a tourism market that the study area can fall victim to, environmental degradation, and climate change issues are further obstacles to tourism development, including in rural areas such as Musina municipality. The study area should therefore integrate issues of responsible tourism, sustainable tourism, and environmental efforts to gain revenue to counter the effects of climate change and other challenges to rural livelihoods.

2.3.3 Creating a route for growth

To understand which SSA destinations have been the highest performers and why, the report presented a typology of destinations that ranked the 48 SSA countries by degree of tourism development, ranging from pre-emergent (those countries recovering from or engaged in civil war) to consolidating (countries with relatively

mature tourism sectors), and provided recommendations appropriate for countries at each stage of tourism development (Christie *et al.*, 2014). The respective report illustrated how countries that are scaling up tourism need to invest in promotion and marketing, take steps to improve their image, and furnish incentives to investors, while those working to heighten their success need to diversify their tourism offerings, address seasonality, and handle growth strategically (Gnych *et al.*, 2020). In light of this, ecotourism and agrotourism are the main elements that influence rural tourism, especially in developing countries. These elements can benefit the citizens of the Musina municipality (Catalino and Lizardo, 2004; Mustika *et al.*, 2013; Ramaano, 2023a, b). These are the primary factors affecting the growth of rural tourism; their environmentally friendly practises may help to alleviate the negative effects of rural development on the environment. Any activity or technique with an agricultural foundation that brings visitors to ranches or farmers is referred to as "agrotourism" (Clarke, 1999; Wright and Annes, 2016). According to the International Ecotourism Society (2015) and Keyser (2002), ecotourism is "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education."

2.3.4 Learning and benchmarking successfully

A report by Washington (2013) presented 24 tourism case studies from a wide range of destinations, dating from the mid-1970s to the mid-2000s. Each case study was chosen to illustrate a specific challenge or success and the consequences of certain planning decisions. The cases depicted good practise and lessons learned from countries that advanced tourism as a source of growth and poverty alleviation while continuing to be a gateway to sustainability. They included large projects based on broad-scale land development (such as Turkey's South Antalya) or citywide

programmes (such as Cancún or Dubai), cases that focus on specific activities (nature conservation projects in Namibia and mountaineering in Kenya), and smaller cases that were typically individual islands, resorts, or activities (such as Nihiwatu, Indonesia, or Jungle Bay, Dominica). When sustainably managed, tourism fuels economic transformation, accelerating reform, activating infrastructure improvement, and empowering women and minorities throughout Africa (Washington, 2013; Christie *et al.*, 2014). In consonance with the aforesaid, the community of Musina municipality can learn from other case studies and achieve community success from tourism commodities.

2.4 Implications of rural tourism on climate change and integrated livelihoods

Ecotourism is a form of rural tourism that involves natural resource-based recreation and ties to climate change in diverse ways, including its potential immediate impacts through environmental degradation, vehicle trails, and pollution from tourism and the locals (Mandić and McCool, 2023). Likewise, greenhouse gas (GHG) emissions stem from variable land use activities and forest livelihood exercises and are notable contributors to climate change (Jiang and Green, 2017). Analogous to the current pandemic's threat of coronavirus disease (COVID-19), climate change influence has always had the potential to harm global tourism, the hospitality industry, and the sustainable development of communities, and rural communities are not immune to its effects (Yiwei *et al.*, 2022). According to Rogerson and Rogerson (2021), the global outbreak of COVID-19 has ruined prospects for South Africa's tourist industry. As a result, the country's government has been developing efforts for a recovery plan. As in other countries, local tourism is a critical priority. To this end, numerous rural neighbourhoods in Southern Africa and Africa comprehensively occupy low-income precincts; Musina Municipality is no different. Such regions are abundant with natural

biodiversity and tourism initiatives. Thus, this study will automatically sensitise the communities about the latent role of sustainable, integrated rural development approaches in farming communities abutting protected areas in the study area.

Thus, in assessing the "prospects of using tourism to advance the livelihoods of the community," the synergies of alternative and responsible tourism initiatives are paramount in combating environmentally undesirable consequences. These include land and environmental degradation, leading to climate change, and ruining sustainability endeavours, which is due to both unsustainable tourist behaviour and local communities' careless behaviour due to a lack of knowledge on sustainability or responsible tourism rationales or utter negligence. Hence, the essence of a tourism-oriented rural livelihood strategy is reliant on sustainable ecotourism management and agrotourism knowledge, and endeavouring to adapt to climate change dilemmas is vital in the study area (Ramaano, 2023a, b). It thus corresponds with the theoretical framework, model, and gist of this study.

2.4.1 Rural establishments and tourism

Van Harssel (1994) describes tourism as an enterprise that attracts visitors and meets their expectations and demands. Tourism, therefore, predicates the trend of moving and concerns an industry that has developed to cater for such an activity. Tourism also denotes the potentiality of individuals to run away from their general surroundings and environment to other ventured areas. Tourism is supposed to revitalise and rejuvenate us from the full-time and frequent work-a-day universe. According to the Department of Environmental Affairs and Tourism (1996), tourism is all travel for whatever reason that results in one or more nights being spent away from home. Tourism is the activity of people travelling to and staying in places outside their common environment for not more than one continuous year for leisure, business, or

any other purpose. The usual environment of a person is made up of a certain area around his or her place of residence as well as all other places he or she often visits (Smith, 1989). According to Lewis (1998) and Liu (2006), the advancement and growth of tourism are a remedy for the ills and struggles of rural people. Many rural communities have relied on tourism endeavours to enhance their socio-economic development (Villanueva-Ivaro and Mondéjar-Jiménez, 2017). The misery and misfortune of rural people are diverse and include ongoing poverty, a lack of job opportunities, and a total lack of infrastructural support. Furthermore, there is a lack of government assistance, a lack of income, and natural disasters (Liu and Wall, 2006). Because of this, many rural communities have turned to tourism as a silver bullet for their impoverished states. The reason for this is to create a source of revenue, employment, and income. As such, the current research is premised on the assumption that tourism can be used as a socio-economic development strategy in Musina Municipality and its communities. Even though tourism cannot easily solve rural difficulties all at once, it remains a worthwhile strategy and solution.

There ought to be a thorough investigation of the state of development within the study area. Many communities have stumbled in the process owing to a shortage of necessary developmental expertise (Lewis, 1998; Holden, 2013; Meyer and Meyer, 2015). This could be attributed to circumstances within the study area, where places with good tourism potential fail to reach their potential due to a lack of tourism development skills. The current study is premised on the assumption that this situation can be changed by adopting a comprehensive tourism development strategy. This will lead to economic development for the local communities. Jesus and Franco (2016) assessed the development process through the advancement of tourism in rural

communities. They concluded that, owing to their familiarity with tourism, rural community leaders compete to create and promote it. However, without the necessary expertise in tourism development, development cannot be achieved. If such leaders do not become skilled, they cannot adequately manage tourism in their community. Rural communities are invariably looking for growth opportunities, and a reliable area is tourism. Tourism is a practical form of development owing to its economic feasibility. Furthermore, it is comparatively fair and is an effective strategy for the economic advancement of the community. Lewis (1998), Jesus, and Franco (2016) believe that leadership and civilians in rural areas can restore their pride by embarking on development initiatives. The above suggests that community members can employ local wealth and initiate community organisations to establish tourism in their surroundings. Hence, Ramukumba (2012) investigated local economic development in the Eden District Municipality, Western Cape Province. The study focused on emerging entrepreneurs in the tourism industry and appraised the need for diverse tourism entrepreneurship development for the locals. In addition, Snyman (2017) scrutinised the role of private sector ecotourism in local socio-economic development in Southern Africa. Also, Gumede and Nzama (2019) evaluated the potential of ecotourism as a mechanism for local economic development in the Oribi Gorge Nature Reserve, KwaZulu-Natal, South Africa. Tourism is an entity that a rural community can undertake with the aid of outside assistance. This is because it does not always have to rely on out-of-state enterprises or stakeholders. Renowned researchers have found that economic growth within rural communities has begun to show some resilience. These researchers also demonstrated that tourism development often starts when an individual or organisation agrees that there are resources in the surroundings that could be appealing to tourists. Such resources could be natural resources and/or

human resources, which can be used for the benefit of the local people and for tourism (Scheyvens, 2002; Ndlovu and Rogerson, 2003; Mitchell and Ashley, 2010).

Thus, in the study area, researchers could use the indigenous resources and biodiversity in the area to create new tourist attractions, for example, by domesticating indigenous species for food and other uses. Examples of such species are the marula and baobab trees. The second point entails establishing organisations to maintain materials and secure funding. The third point entails developing a base and promoting the product. However, Lewis (1998) advises that there could be some complications, such as fewer civilians being interested in participating in tourism ventures. Therefore, there should be adequate and compelling information on the use of rural tourism in community development. This is the focus of ecotourism. All areas that are not considered urban areas are non-urban, including peri-urban areas; hence, rural areas cover small settlements, rural villages, commercial farms, and other areas located away from towns and cities (Harris, 1991; Lane, 1994; Berman, 2001, 2002). Reid, Fuller, and Haywood (1995) and Edensor (2020) maintained that rural tourism is recognisable and varied by its catering of cultural and traditional (authentic or unauthentic) rural settings into the allure and appeal that bears its integrity. The Musina Municipality could use its cultural dances and performances, such as Tshikona and Tshigombela dances, to lure tourists.

According to Shaw and Williams (1994), as well as Reichel *et al.* (2000), rural areas have a long and integral segment of tourism and leisure within the developed world. Rural areas are perceived as escapes from the stress of modern urban and industrial life. This is because rural areas are remote and quiet, ideal for recreation, and understood as undomesticated wilderness, which can soothe and heal the human

spirit. The remote areas comprise valleys, rivers, caves, vegetation, and mountain peaks in rural surroundings. Examples of these are the Dambale, Makavhini, and Domboni Caves in the study area in the Musina Municipality. Shaw and Williams (1994) remind us that rural tourism entails picnics, wildlife viewing drives, outings, and sightseeing. Examples of these are the Tshaluwi Rural Campsite in the sampled village of Folovhodwe, as well as wildlife viewing within the adjacent Nwanedi and Musina Nature Reserves. Strolls, visiting the untroubled countryside, and visiting historical and agricultural areas are additional trends in rural surroundings (Sharpley, 2002; Roget and González, 2006). Rural recreation is aligned with the countryside, as assorted settings offer areas for various forms of leisure activities (Shaw and Williams, 1994). The Musina Municipality has an abundance of natural biodiversity and rural tourism potential, such as agritourism and cultural tourism resources that could benefit the local communities' livelihoods if the appropriate parameters and strategies are in place (Ramaano, 2020a, b, d).

2.4.2 Local economic development (LED) and tourism

Local economic development (LED) is defined as a process in which partnerships are created between local governments, the private sector, and community-based groups to maintain actual resources for employment creation, including the triggering of local economies (Helmsing, 2001; Rogerson, 2006; Ramukumba *et al.*, 2012). Visser (2003) and Rogerson (2006) contend that tourism may entail one of the prospering anchoring drives of economic advancement in South Africa. One of the core strategies is tourism, which could assume a more developmental obligation, particularly because of the slow realisation of community development (Visser, 2005).

Binns and Nel (2002) and Meyer and Meyer (2015) also believe that tourism has become widely recognised by local authorities in South Africa as a strategy through

which community and economic development can be accomplished, providing profit for the local people. The study area has an abundance of indigenous resources that need a local economic development strategy in conjunction with tourism welfare to empower the livelihoods of the communities (Ramaano, 2021a). According to the present researcher, such settings and circumstances are actualized by having the government as a core carrier for rendering economic alterations and minimising poverty (Rogerson, 2006). Since 1999, there has been an increase in government intervention in a variety of local tourism-based enterprises and ventures, especially those focusing on job creation and poverty reduction in South Africa. The Local Economic Development Fund (LEDF), a first step, is aimed at providing funding to rural areas to advance bottom-up community economic development, including the encouragement of entrepreneurship. Through LED, many rural tourism initiatives have been financed. Therefore, tourism has been linked to the improvement of the local economy in many rural areas. There have been many successful studies, such as those concerning the Manyeleti Game Reserve and the Makuleke communities, as will be shown later in the current study. The Musina local communities can draw their motivation for tourism development and the local economy from such ventures (Kirsten and Rogerson, 2002). Another example is the ambitious LED project in Utrecht, Kwazulu-Natal, where the venture is within a game park to establish a vast tourism destination (Binns and Nel 2002).

Rogerson (2000) considers tourism to be an integral local economic development mechanism in South Africa. Furthermore, he views it as a keystone for boosting local economies. As far as South Africa is concerned, a diverse range of localities are presently looking for the anchors of development through tourism ventures, often as

an active segment of their local economic advancement initiatives. Such endeavours appear to have community or pro-poor aims and targets. In the determination of his study, Rogerson (2002) listed the gains of tourism establishment and development through LED. The study found that there is significant potential for the betterment of local people through tourism in the remote areas of South Africa. The same is true of the study area for Musina Municipality. In many rural areas of South Africa, tourism is now considered an integral aspect of local economic development initiatives. In a past national study of South African indigenous authorities, tourism publicity was considered one of the most desirable LED strategies in many rural areas. The goals of tourism as a major sphere for LED have been recorded in South African studies in rural areas (Binns and Nel, 2003). An example of a tourism-oriented local economic development (LED) initiative in South Africa is the small coastal resort of Still Bay. It is on the south coast of the Western Cape Province of South Africa. This small village of 4000 civilians has experienced swift development owing to initiatives in tourism development. The support of the local people, local government, and external development agencies has provided the main resources for these enterprises. Decent living conditions and employment creation were the central targets of this initiative. As Still Bay lacked adequate resources to tackle its challenges, it was believed that their only hope was to adopt a reliable economic resource base; hence, tourism was identified as a lifesaver and an income creator (Lunga, 2009). Local participants and the community believed "the entire future of the village was in tourism" (Binns and Nel, 2002; Scheyvens, 2002; Holden, 2013).

The Musina Municipality has some abandoned mines that could also be used for heritage tourism and community-based tourism development. Examples of such places are the Folovhodwe whitestone mine and the Tshikondeni coal mine. Ndlovu

and Rogerson (2003) contend that community-based tourism is a growing industry that is changing the rural settings of South Africa. Regarding local economic development (LED) ventures, there are many small towns and rural settings that are getting an assortment of national government initiatives. A fundamental aspect of tourism-steered local economic development in South Africa is that it involves a large number (as compared to their urban competitors) of enterprises in community-led projects. Community-oriented tourism is also becoming a common mode for promoting rural development in South Africa (Hill *et al.*, 2006; Rogerson, 2007). Ndlovu and Rogerson (2003) also observe that in South Africa, community-based tourism dictates that a large number of individuals from the indigenous community should play a role in rendering services to tourists. Furthermore, local economic growth, through community-based enterprises, focuses on the vitality of handing over profits to the local community members who are engaged in them. Rogerson (2006) found that, at the local level, the execution of the aims and goals of LED development in poverty reduction has been steered widely towards reinforcing the material ground of poor communities and extending their potential. The focus of such a sustainable dimension is to ensure that there is collaboration with low-financial-gain communities and their organisations. The focus is on linking beneficial development with their organisations. One of the six developmental LED strategies that must be promoted is community-oriented economic development (Rogerson, 2006; Meyer and Meyer, 2015).

2.4.3 Regional economic growth and tourism

Cleverdon (2002) assesses the execution and performance of tourism in the Southern African Development Community (SADC). The 1990s witnessed a significant improvement in inbound tourism to South Africa in intra-regional as well as interregional linked markets. The rate and standard of advancement in tourism that

other SADC countries require are unhealthier economic situations from which to learn from South Africa (Cleverdon, 2002; Jennings, 2012; Mungure, 2016). Tourism has long been associated with bringing regional economic development to various countries; hence, SADC countries belong to one of three WTO regions: Botswana, Swaziland, Lesotho, Namibia, and South Africa are in Southern Africa; Malawi, Mauritius, the Seychelles, Zimbabwe, Tanzania, and Zambia are grouped and classified in the eastern Africa sub-region; and Angola and the Democratic Republic of the Congo constitute central Africa (Cleverdon, 2002; Miller, 2004; Draper and Halleson, 2007). Ferreira (2003) approaches tourism amendments from a complex Southern African viewpoint and believes that tourism promotes self-sustaining growth through integrative reliance and mutuality among communities.

The present researcher believes that, although the SADC countries embrace sustainable utilisation of natural resources, the regional economy places some stumbling blocks to such initiatives owing to poverty and inequality. From a tourism viewpoint, the economic divide among countries is going away. The whole of southern Africa is perceived as a tourist destination. Westerners have been promoting tourism as an economic development strategy for Africans for many years. The researcher maintains that people do not tour and visit Africa to capture the cities, factories, and farms; rather, they tour these places to view the buffaloes and elephants. One of the advantages of having trans-frontier parks within the SADC region is that they heighten economic benefits through tourism and push closer junctions between local communities, whose cultures and traditional land segments have been disunited by borders (Ferreira, 2003; Links, 2008). Despite the increasing zest for regional collaboration through SADC, Southern Africa is becoming a significant target for cross-border regional exploitation of tourism initiatives in South Africa. Rogerson (2003)

referred to the origins of Spatial Development Initiatives (SDI) programmes that were introduced as a mechanism to promote tourism investment-led development and initiatives in numerous spatial areas in Southern Africa.

It is argued that the regional SDI programme's purpose is to help African countries become more attractive to investors and more accessible to global markets. Eco-tourism is an available generator of tourism in rural areas. Koch, de Beer, and Elliffe (1998), as well as Rogerson (2002), provided a conceptual framework for supporting local capacitating measures in the tourism-oriented SDI. Regarding mechanisms grounded on communal land, there is a choice for communities: to be trendsetters and have full responsibility for the advancement of all services and facilities normally linked with tourism development. In such a model, the local community would be responsible for directing the fundamental base, facilities, and services, including accountability for environmental direction (the state would remain responsible for the regulatory model) and small, medium, and microenterprise (SMME) development and support. Such a projected choice is a significant mechanism for the community. Limpopo Province as a region, with the support of the Vhembe District and Musina Municipality, amongst other districts and municipalities, stands a chance of exploiting its tourism resources while enhancing sustainability endeavours. The latter is an opportunity for the study area to rope in a significant tourism strategy for a common goal, thus advancing the communities' livelihoods.

2.4.4 Tradition, culture and tourism

Kaplan (2000) observed that a significant segment of rural tourism is concerned with learning about others' traditions and cultures, as well as their trends in life. Traditional and cultural tourism, which is directly linked to the traditional beliefs of rural communities, is steadily increasing as tourists increasingly venture to engage with

other cultures and enhance their personal expertise. Increasingly, therefore, it was realised that culture is an integral entity that communities own and that can be promoted in a way that offers employment and attracts investment. Pearce and Moscardo's (2000) consider traditional and cultural tourism as having the power to rectify the past and its history, revive arts and skills, foster creativity, and make communities advance economically. Lubbe (2003) maintained that Africa has an abundant diversity of traditions and cultures. There are also an assortment of groups and nations, each with its own intriguing traditions, customs, and ways of life. Furthermore, in South Africa, there is a diversity of cultures: there are indigenous people from the east and west and people from the rest of Africa. Lubbe (2003) demonstrated the numerous research agendas on how South Africans can present the unique traditional and cultural characteristics of the country to tourists and provide a better definition of rural tourism, which encompasses cultural heritage.

McIntosh, Goeldner, and Ritchie (2001) described traditional and cultural tourism as being concerned with entire aspects of travel, where tourists are educated about each other's ways of life. This ranges from sites, which are grouped into the following groups: traditionalistic living styles, prehistoric and contemporary festivals, remembrances, and entertainment. Weaver and Oppermann (2000), as well as George and Reid (2005), assert that the portrayal and exhibition of tradition and culture make them traditional-cultural aspects. These aspects entail arts and crafts, historic ruins, dancing, architecture, festivals, dress, cuisine, language, and religion (Smith, 2015). It is also imperative that communities are supported to genuinely mould the structures and manage their cultures and traditions so that they perpetually remain an integral part of their heritage. The same could be said for rural communities within the study area in Musina municipality. In this regard, the communities in the study area

have an opportunity to use their traditional and cultural resources more beneficially through tourism ventures to boost their livelihoods. Examples of these resources in Limpopo Province are arts, crafts, and traditional dance for tourism welfare and entrepreneurship (Medina, 2003). Traditional and cultural tourism are special markets that project a unique characteristic of the community (Ramaano, 2021b, c, d). Many tourists are lured by the fashion through which traditional people display and build their renowned cultural villages and traditional museums (Behoo and Prentice, 2002). Davidson (2003) and Shepherd (2002) noticed that traditional and cultural tourism allow for a variety of benefits and rewards for those who are engaged in them. For the destination and host local communities, it boosts their socio-economic outlook and champions development within their areas. Cultural tourism enhances and boosts the economic stability of a particular area. It advances togetherness amongst its members, attributing unity and understanding amongst the members, an important aspect for cooperative participation. Cultural tourism increases and reinforces the identification of associates of a cultural group, thus contributing to their prosperity and happiness. Lubbe (2003) cited Keisha Lodge, on the Tugela River in the Province of KwaZulu-Natal, South Africa, as a successful example where culture was projected and preserved to be employed as a resource for rural tourism. Anthropologists have been approached to help rural communities revive their traditional dances. These dances have become an integral part of the entertainment rendered to tourists. Studies by Pearce and Moscardo (2000), as well as Jolliffe (2007), found that traditional and cultural tourists enjoy this entertainment. The tourists also enjoy information associated with the history of a group, their traditionalistic life, how they live today, their dances, arts and crafts, traditional food and cuisine, as well as links with indigenous communities and engagement in traditional actions (Kirtsoglou and

Theodossopoulos, 2004). Serving a Mopani worm dish to tourists, amongst other traditional foods, is an example of how this can be achieved in the Musina Municipality. Another tourism strategy in Musina Municipality would be the preservation of tradition and culture, including cultural dance and knowledge of the interaction of the communities with their natural biodiversity. Examples of these are the use of various herbs and trees for medicinal purposes or for consumption.

2.4.5 Communities' role in tourism establishment and growth

McIntyre *et al.* (1993) and Turner *et al.* (2002) indicated that communities should involve themselves at all levels (local, provincial, and national) in the development process and link with government and role-players at all layers. The communities should also be able to spell out existing and possible tourism activities and attractions within their respective local communities, as well as promote sustainable development and responsible tourism. In the study area, this could be achieved through ground-breaking tourism and a local community development strategy. Communities should also show their interest and willingness to participate in decision-making regarding major tourism initiatives planned and targeted for the area. Kepe (2004) advises that communities should play an active role in making sure that desirable benefits from rural tourism are attained. Thus, communities ought to join hands with non-governmental organisations (NGOs) to enlighten others in the community about rural tourism initiatives and projects. Rural women also have a special role to play in development. Recruitment and employment of women are therefore imperative in rural tourism development, such that the women of the local communities within the study area have a special role to play both in tourism development and management (Kepe, 2004; Holden, 2013). Rural women can also render and provide craft training and other opportunities (Wickens and Briedenhann, 2004; Holden, 2013).

Tourism in rural and remote settings can also offer great opportunities for men and women to work together. According to Boonchote (1994) and Lea (1988), tourism in rural areas can provide employment, regardless of the magnitude of such opportunities. These will help them advance economically, which will lead to community development. The Musina Municipality and its communities can therefore benefit from tourism by implementing a careful tourism strategy (Van der Merwe, 2016).

2.5 Implications of tourism for development and livelihoods in South Africa

South Africa is a big tourist destination, and the industry requires a significant portion of the country's revenue. According to the World Travel & Tourism Council, the tourism industry directly contributed ZAR102 billion to the South African GDP in 2012 and supported 10.3% of jobs in the country. Furthermore, South Africa offers both domestic and international tourists a wide variety of options. These include, amongst others, the picturesque natural landscape and game reserves, diverse cultural heritage, and highly regarded wines. Some of the most renowned destinations are national parks, such as the expansive Kruger National Park in the north of the country, the coastlines and beaches of the KwaZulu-Natal and Western Cape provinces, and the major cities, such as Cape Town, Johannesburg, and Durban. Most of the tourist arrivals in South Africa are from neighbouring Southern African Development Community (SADC) countries, accounting for more than 73% of arrivals in 2011. Another crucial source of revenue is domestic tourism, which contributes 52% of the total (https://en.wikipedia.org/wiki/Tourism_in_South_Africa). The tourism sector in South Africa is becoming more strategic and has an active function in the economic development of the country (DEAT, 2003; Monitor, 2004).

Tourism cannot be advanced and sustained in the absence of some institutions and enterprises specifically targeting the sector (Spenceley, 2003; Rogerson, 2006; Burger & Tibane, 2007; Chifon, 2010). This is viewed as crucial if South Africa is to make the most of the potential economic value of this sector. In the current study, it is argued that sustainable rural tourism development and CBNRM activities can be utilised in a manner that can improve the socio-economic status of the rural communities in Musina Municipality. This will, in turn, contribute to sustainability within the area (Ramaano, 2021a, b, c, d). Rogerson and Visser (2004) discuss academic research in the South African tourism setting. They suggested that, even though tourism activity in South Africa has expanded, research into the imperatives of tourism research has only recently become a focus of academic studies. Regardless of the significant development of tourism in democratic South Africa, including the policy rendered to tourism by the government, published academic research into the South African tourism system is still unsatisfactory. This is because only a small number of studies have been attempted or conducted.

2.6 Tourism definitions and their significance in South Africa

South Africa's scenic beauty, magnificent outdoors, sunny climate, cultural diversity, and reputation for delivering value for money have made it one of the world's fastest-growing leisure and business travel destinations. Furthermore, the country is highly diverse in terms of its climate, culture, tourist activities, and infrastructure, catering to every tourism niche, from business, cultural, and eco-tourism to adventure, sport, and paleo-tourism (National Department of Tourism, 2012). This is also true of Musina Municipality. South Africa uses various definitions of tourism, including its associated attributes. These include sports tourism, business tourism, cultural tourism, eco-tourism, paleo-tourism, and adventure tourism.

Significantly, wine tourism is one of the fastest-growing and most profitable sectors of the global tourism market. In 2009, wine tourism contributed an estimated R4,3 billion to South Africa's tourism revenue. Wine and gourmet tourism could aid the wine industry in overcoming international volatility. The industry experiences and plays a crucial role in South Africa's goal of heightening the geographic spread of tourism (National Department of Tourism, 2012). While Musina Municipality might not be famous for its winery, it boasts some of the most spectacular tree species. Examples of these are the baobab and marula trees. Locals use the marula to produce an alcoholic beverage called "mukumbi." "Mukumbi" is enjoyed in all areas of the Musina Municipality. The Musina communities could bank on these tried-and-tested possibilities, as well as new ones, to attract tourists. Tourists would also enjoy a variety of fruits or local produce, such as watermelons and mangoes. The latter would go along with attracting more tourists for food tourism (Ramaano, 2021, b, d). Thus, the municipality should market the area to the tourism industry to advance community livelihoods.

Medical tourism is tourism where people look for medical treatment in another country. It is a fast-growing sector. Most medical tourists come to South Africa for cosmetic surgery; however, the country's skilled surgeons can also offer complex surgery, such as cardiac transplants, orthopaedics, obesity surgery, and dentistry. The Musina Municipality is home to renowned traditional and spiritual healers, such as "Tshikovha," a traditional healer who attracts many tourists, both for medical tourism and just for adventure. Spiritual healers, such as the one in "Makondeni" (the Nemaconde) in the sampled village, are further healers to whom people flock for spiritual and medicinal healing. From the above, it is clear that local communities stand to benefit from selling day-to-day products, commodities, and necessities to visitors.

A creative tourism strategy cannot, therefore, be separated from the synergetic value of various tourism potentials in the study area. Another dimension of medical tourism within the study area is tied to heritage and cultural tourism. In those situations, the elderly are the custodians of significant knowledge on the use of various plants, especially for medicinal purposes. Such expertise has multiple benefits, ranging from tour guide information to indigenous knowledge preservation, intellectual property rights, and innovation. For example, there could be new traditional medicines and the amplification of bio-prospecting endeavours, among other benefits (Ramaano, 2021b). Knowledge of species such as aloe, along with other plants and herbs, dwells within the elderly in many rural areas, including the study area. Hence, the elderly are a fundamental asset for medicinal tourism.

2.7 International perspectives on sustainable tourism development

Articles have been written on the concept of "sustainability" from a tourism perspective as well as its application. Efforts by Bramwell et al. (1996), Hall and Lew (1998), and Melissen and Koens (2016) exemplify this interest. The pursuit of disciplined discussions of sustainability has nonetheless been hindered by assorted meanings (Taylor, 1991; McKercher, 1993). These include the influence of temporal, spatial, and functional scale in defining sustainability (Hunter, 1995) and its association with other industries as communities look for sustainable futures (Aronsson, 1994; McCool *et al.*, 2001; Bramwell *et al.*, 2016). The concept of sustainability and its derivative, sustainable development, are closely linked with the management of natural environments, mainly protected areas, as well as the human communities associated economically, politically, and culturally with those environments (McCool *et al.*, 2001; Tshipala *et al.*, 2012). The latter resonates with the need for an innovative sustainability concept in the study area through sustainable and responsible needs

and rationales. This will also help curb environmental problems such as land degradation due to the exploitation of the riparian vegetation for additional agricultural land. Hence, carefully planned tourism ventures can also prevent damage to natural biodiversity. An example of such degradation is the damage to the Big Tree in the "Big Tree Nature Reserve" by tourists. Sustainability goals entail multiple meanings, such as intergenerational equity, maintenance of life options, resilient human-natural systems, maintenance of ecosystems, redistribution of income, and redistribution of power. Each of these meanings has different implications for what actions are needed. However, Dryzek (1987) contends that a policy of "ecological rationality," in which the ecosystem process and function are maintained, is crucial to the concept of sustainability because, without vital ecological functions, human life is not possible (Menning and McCool, 1993; McCool *et al.*, 2001).

Yuan and Moisey (1992) believe that about 50% of the non-resident expenditures in Montana are directly associated with wild landforms for recreation (McCool *et al.*, 2001). He believes it was only in the past decades that rural tourism was discovered to be a niche market (Mintel, 2007). It was also one of the primary employment providers in many European countries (Swarbrooke, 1996). Rural tourism is famous for its many perceived benefits. These include the revitalization of declining rural areas and local economies (Kulcsar, 2009; Kirsten and Rogerson, 2002), maintenance of local infrastructure, employment, and income opportunities (Liu, 2006; Kulcsar, 2009; Mugizi, 2017), growing awareness of the local cultural heritage (Sharpley, 2002), and extended cultural provision (Kulcsar, 2009). However, it is not without its problems (Su, 2011). Hence, the development of any rural tourism destination must be executed in such a way that it maximises destination performance from economic, socio-cultural, and environmental perspectives (McCool *et al.*, 2001; Keyser, 2002; Patino, 2011).

The same should be prioritised and carefully executed for sustainable tourism development in the study area. This can be achieved through a potentially improved tourism management strategy. Thus, this study focused on the "prospects of using the tourism industry to advance communities' livelihoods in the study area, Musina Municipality, Limpopo, South Africa." The study assessed the actual and possible impacts of tourism on the sustainability of communities' livelihoods in the study area. Rural tourism, also known as non-urban tourism, includes a wide range of local activities, including natural attractions, facilities, transportation, various amenities, marketing, and information systems, that are located outside of the cities (Sharpley & Sharpley, 1997). Ramaano (2008) maintains that rural tourism is interchangeable with other terms such as agro-tourism, eco-tourism, rural heritage tourism, and adventure tourism. Farm-stay, home-stay, other accommodation providers, activity-based businesses, retail outlets, gardens, museums, as well as other cultural and heritage products, are categorised as rural tourism businesses in some countries (Tshipala *et al.*, 2012; Cheuk *et al.*, 2015). Past Malaysia Plans, the New Economic Model, and the Economic Transformation Programme have also identified tourism as a key economic sector able to create high-income jobs, thus providing significant potential for growth and development. As Malaysia has much biodiversity, the government has identified eco-tourism (or rural tourism) as an area for further development. This will be achieved on the condition that tourism is managed according to the principles of long-term sustainability to improve and maintain tourist output (Cheuk *et al.*, 2015).

2.8 Eco-tourism

2.8.1 Implications of eco-tourism

Francesca *et al.* (2012) indicated that eco-tourism is a component of nature-oriented tourism. Hence, eco-tourism is tourism that concentrates on enjoying natural

environments while promoting environmental preservation and conservation (Valentine, 1993; Goodwin, 1996; Davenport et al., 2002; Concordant *et al.*, 2012; Yen-Ting *et al.*, 2014), which describes eco-tourism as an advocate of nature-based tourism actions. Furthermore, Vijay and Ravichandran (2013) indicated that eco-tourism is a notion that emanated as a result of the need to combine conservation and sustainable development. In this regard, Mvula (2001) contends that the profits of ecotourism and tourism are lateral to their ineffective delivery strategies; therefore, there is a need for innovation in the tourism industry in the destination areas. Hence, Goodwin (2002) has delineated the implications of local community involvement in tourism at the national parks, including their opportunities and constraints. Regarding community involvement, Masud, Aldakhil, and Nassani (2017) investigated the factors that shape the community's cooperation in maintaining community-based ecotourism for the sustainable development of marine protected areas in Peninsular Malaysia. Bluwstein's (2017) study also examined the regional strife around ecotourism and community-based conservation in wildlife-rich Northern Tanzania. South Africa's diverse climate ranges from tropical in the south-east to desert. In the central region, the scenery runs the gamut from spectacular mountains to tremendous grass plains, from coastlines to meandering rivers to desert dunes. The country's wildlife is more varied than just the famous "Big Five." It is also backed by sophisticated biological diversity. Three of South Africa's eight UNESCO World Heritage sites are natural sites, while one is a mixed cultural and natural site. These are the Cape Floral Region, the iSimangaliso Wetland Park, the Vredefort Dome, and the uKhahlamba Drakensberg Park. Eco-tourism is commonly viewed as one of the strongest ways through which sustainable tourism goals and attributes can be achieved, especially in rural areas. In rural areas, eco-tourism is supported by almost all types of tourism that are available

in rural areas. However, the dominant forms are adventure tourism, heritage tourism, cultural tourism, and agricultural tourism. The Musina Municipality also has a variety of agricultural activities. These include formal agricultural schemes and rain-based cultivation lands. Together with eco-tourism endeavours, agritourism is one of the most profitable forms of tourism to be potentially exploited and tapped to its full potential in Musina Municipality.

South Africa is also a leader in one of the boldest cross-border initiatives currently unfolding in Southern Africa, notably the development of transfrontier parks. There are 19 national parks, including the world-famous 20 000 km² Kruger National Park (Ramaano, 2021a, 2022a). Furthermore, the country's terrestrial protected areas stand at around 6.9%, according to a World Bank report published in 2012. In addition, marine-protected areas make up about 11% of the total area. The country's private game lodges range in standard from middle to upmarket, with ultra-luxury lodges catering almost exclusively to foreign tourists (National Department of Tourism, 2012). The Musina Municipality itself is surrounded by an assortment of game lodges and nature reserves, especially around Musina Town, such as "Dongola." International organisations such as the International Union for Conservation of Nature (IUCN), UNEP, and the World Wildlife Fund (WWF) have found and stressed the significance of conservation and preservation of the natural domain in an economic, socio-cultural, and environmentally sustainable mode. Hence, eco-tourism creates such endeavours (Black, 1996; Francesca *et al.*, 2012; Ramaano, 2021a). The International Ecotourism Society (TIES) (2015) defines eco-tourism as responsible travel to natural areas that conserves the environment and respects the welfare of the local people. Six principles form the cornerstone of the definition of TIES. The principles are contained within the measures and precepts of eco-tourists, and they control eco-tourists' conduct (Walter,

2013). The aforementioned principles endorse the following: rendering financial profits for the local people; emphasising the need to be aware of the political and social environments of the host country; reducing impacts; creating environmental and cultural awareness; encouraging respect; and offering acceptable experiences for the host and the visitor. It is within these principles that variations in the features of tourists can be made, thereby assisting in the creation of a mass tourist foundation (Blamey, 1997; Donohoe, 2006; Kachel and Jennings, 2009; Perkins and Brown, 2012).

2.9 Principles of sustainable development and their significance in tourism

The Department of Environmental Affairs and the Department of Tourism in South Africa have unequivocally endorsed the notion of sustainable development, as described in the National Framework for Sustainable Development (NFSD) 2008 and the NSSD 2011–2014 (DEA, 2011). Hence, principles of sustainable development encourage the following:

- (i) Value of nature: individuals will always be part of nature, be situated in the natural world, and be firmly dependent on the resources and systems that support life in the universe for their economic and social well-being.
- (ii) Entitlement: people are eligible for a healthy and creative life in harmony with nature.
- (iii) "Fair shares" sustainable economic development: this denotes "fair allotment for all," ensuring that people's daily needs are adequately catered for across the globe while ensuring steady advancement in the character of people's lives through effective and inclusive economies. (Hence, tourism benefits could be part of these economies.)
- (v) Polluter pays: sustainable development emphasises that the costs of pollution and ineffective resource utilisation are driven by economics and that these costs are reflected in the prices paid for all products and services. It needs the redistribution of

tax income from these higher prices to steer the sustainability revolution that is at the moment imperatively required and to provide reparations to communities whose environments have been altered and/or degraded. Responsible tourism automatically guides and guards communities against polluters (DEA, 2011).

2.10 Millennium development goals and implications to rural and sustainable tourism development

The Millennium Development Goals, although not frequently cited in tourism circles, are important to tourism and should be examined and understood. The 189 United Nations member states pledged to meet the following goals by 2015:

Millennium Development Goals:

- O Eradicate *extreme poverty and hunger*
- O Ensure *environmental sustainability*
- O Promote *gender equality and empower women*
- O Improve *maternal health*
- O Reduce *child mortality*
- O Combat *HIV/AIDS, malaria, and other diseases*
- O Achieve *universal primary education*
- O Develop a *global partnership for development*

These principles were outlined at the World Economic Forum in 1999. Although they relate to business and government in a blanket sense, they are also associated specifically with tourism amendments, as tourism can both hinder and potentially aid these goals. Thus, tourism relies on both natural and human assets for the promotion of the tourism product: the environment, people, disease, and establishing and

asserting global partnerships for development to achieve and maintain a healthy industry. The implications of the MDGs should be considered by all players in the tourism industry as well as within the Musina Municipality.

2.11 Significance of geographical information systems (GISs) in tourism development

Impact evaluation and simulation are increasingly evolving as vital components of tourism development. GIS is regarded as an actual and conceivably meaningful part of environmental condition auditing. Indeed, for evaluating the appropriateness of sites Therefore, this is integral to envisaged and designed developments, as well as defining contradictory matters and modelling affinities. Routine examination of environmental influences is often restricted by a shortage of data and mechanisms and approaches for data manipulation, integration, vision, and analysis. GIS has demonstrated a vital answer to these considerations and commitments (Bahaire *et al.* 2010). In addition, GIS applications in tourism planning are unique in their dimensions. Nonetheless, its wider application by planners bargaining with environmental matters and resource administration is now common (Berry, 1991; Robinson, 1992; Beedasy and Whyatt, 1999). GIS has been employed to analyse tourism-linked issues, such as comprehending the essence of wilderness (Kliskey & Kearsley, 1993; Carver, 1997) and rural area governance (Young *et al.*, 1994, cited in Bahaire *et al.*, 2010; Savitsky *et al.*, 1999). An illustration of the employment of GIS in tourism is provided by Binz & Wildi (cited in Heywood *et al.*, 1994), whose model controlled and moulded the consequences of the extended tourist facility in the Davos Valley in Switzerland. Hence, it was grounded in scenario analysis. Indeed, with other works, such as Oppermann (1996), Elliott-White & Finn (1998), Hernandez *et al.* (1997), and Jovanovi (2016), investigators uncovered an increasing demand for GIS

applications in tourism. GIS applications are gradually evolving as a known procedure (Mahoney, 1991), land information (Dale, 1991), and planning (Cowen & Shirley, 1991). Tourism development tends to deteriorate a usually comprehensive and congested tourism resource base (Cleverdon, 1993). Indeed, the resource base is pressurised by regional and environmental pressures. According to Bahaire *et al.* (2010), GIS can be influential in the design and monitoring of sustainable development. While this research is not about GIS, it will, however, seek to advise on a comprehensive sustainable tourism strategy for local community development in the study area. Thus, certain kinds of geographical information systems, such as participatory GIS (and remote sensing), may retain their roles in completing the strategy for addressing tourism in rural communities (McAdam, 1999; Boers and Cottrell, 2007; Avdimiotis and Christou, 2004; Hasse and Milne, 2005; Pareta, 2013; Ramaano, 2021g, 2022b).

2.12 South African case studies of sustainable tourism, protected areas and CBNRM activities.

Community-based Natural Resource Management (CBNRM) is a strategy to work synchronically to manage their natural resources while remitting long-lasting utility to society (Ramaano, 2021a). Thus, CBNRM has become an integral part of sustainable tourism and community-based tourism (CBT).

2.12.1 Manyeleti tourism development case study

The Manyeleti Game Reserve (MGR), which means "Place of Stars," is located in Mpumalanga Province. It is bordered on three sides by world-famous reserves: the Kruger National Park (KNP), the Sabi Sands, and Timbavati. Its entrance is 36 km along the Orpen road to the KNP (Mahony and Van Zyl, 2001). The private sector has submitted proposals in response to the Request for Proposals (RFP), which sets out

the objectives of the commercialization process as well as the broad parameters within which the proposals should fall (Mahony and Van Zyl, 2001; Mametja, 2006). This includes issues such as financial and economic sustainability, sound environmental practises, empowerment, land reform, and job creation (Mahony and Van Zyl, 2001; Ramaano, 2021d). The Phalaborwa Spatial Development Initiative (PSDI) provided financial and professional support to the department to prepare the project. It was therefore significant to strike a good balance between land rights and economic development, and the communities and authorities had positively accepted this approach (Balyamujura *et al.*, 1999; Ashley and Roe, 2001; Ashley and Roe, 2002; Mametja, 2006; Wyk, 2007).

2.12.1.1 Community involvement and socio-economic perspective

The commercialization of MGR presents a special opportunity for investors, governments, and communities to collaborate to achieve key policy objectives concerning tourism, job creation, economic empowerment, and land reform. The challenge is to design such partnerships in a manner that is commercially attractive, fair, and sustainable. The "big five" refers to the five most sought-after animals by tourists. They are the lion, elephant, leopard, hippo, and buffalo. The interest of local communities in a meaningful manner is also essential for the sustainability of investment projects, especially in the case of eco-tourism, where rural communities are next to provincially owned game reserves (Ashley, 2002; Wyk, 2007). The Manyeleti project has been the epitome of tourism in the capacitation of local communities' livelihoods. Other rural areas can learn from Manyeleti's endeavours (Mahony and Van Zyl, 2001; Ramaano, 2008, 2021a).

2.12.1.2 How local communities may benefit from tourism

- *Linkages between eco-tourism initiatives within protected areas and the surrounding communities in the form of employment, business development, and/or equity sharing in the developments themselves;*
- *Community-based tourism initiatives based on land owned by the community outside or adjacent to the protected area or game reserve;*
- *In cases where communities have established land rights on the reserve or protected area (in terms of the Land Rights Act 22 of 1994 or tenure rights in terms of the Interim Protection of Informal Land Rights Act 31 of 1996), such communities need to play their rightful role in the development of the eco-tourism opportunity within the reserve or protected area. The success of a community-public-private partnership (CPPP) must be based on the understanding that each party needs to play its appropriate role in the principle of fair allocation of risk and reward.*

2.12.1.3 Objectives of Commercialisation

Commercialisation seeks to achieve the following objectives:

- *Attract quality tourism investment to the reserve*
- *Maximise job creation*
- *Empowerment of neighbouring local communities*
- *Promote the use of local small and medium enterprises*

2.12.2 Makuleke tourism development case study

The Makuleke tourism initiative is a community-based initiative that is also backed by a community-public-private partnership (CPPP) programme and is being utilised as a CPPP pilot project to develop policy and procedural guidelines for the implementation of identical community-based projects in South Africa. Furthermore, the initiative is utilised by many observers, including SANP, as a case study to lead collaboration

between communities, government, and the private sector in promoting conservation and tourism development in South Africa. Makuleke is situated in the Limpopo Province of South Africa, in the northern portion of the Kruger National Park (KNP), and at the border between South Africa, Mozambique, and Zimbabwe (Mahony and Van Zyl, 2001; Kirstein and Rogerson, 2002). The region comprises an area of about 24,000 ha, bounded by the Luvuvhu, Limpopo, and Pafuri rivers (Chiutsi and Mukuroverwa, 2011). The KNP is the largest national park in South Africa and is a popular tourist destination for both local and foreign tourists. Being functionally part of the KNP, the Makuleke area has a wide variety of games, including the Big 5. The Makuleke tourism initiative arose from the land restitution process, in which the Makuleke won back full ownership of their land that had previously been taken from them. A condition of the restitution process was that the Makuleke community would continue to utilise their land for conservation purposes (Steenkamp *et al.*, 2000; Mahony and Van Zyl, 2001; Kirstein and Rogerson, 2002). Tourism projects include:

- development of six or seven high-value game lodges developed as joint ventures between the community and the private sector aimed primarily at upper-income foreign and domestic tourists, and the development of a small rustic camp owned and managed by the Makuleke CPA.

2.12.2.1 Community involvement and Socio-economic perspectives

The Northern Province, now renamed Limpopo Province, is considered one of the most impoverished provinces in South Africa. Makuleke falls within the Malamulele district of Limpopo Province, which is in turn regarded as one of the poorest regions in Limpopo Province. Salient features of the district include the following:

- *Pensions, remittances, occasional selling of agricultural surpluses, and infrequent informal activity are the main sources of income.*

- *More than one in four people live more than 5 km from medical facilities.*
- *In 1994, 35.6% of children between four and five were stunted due to poor nutrition.*
- *Residents rely primarily on communal taps and only 7% of dwellings have water-borne sewerage.*
- *Electricity and communal telephones had recently been installed, including cell phone masts. However, there is still an extensive reliance on fuelwood for cooking and heating.* Both Manyeleti and Makuleke are located in the Northern Province (Limpopo Province) and can be the more encouraging trendsetters for the prospective tourism projects and empowerment for the Musina Municipality and its local communities (Mahony and Van Zyl, 2001; Kirsten and Rogerson, 2002; Kepe *et al.*, 2005; Turner, 2006; Wyk, 2007; Chiutsi and Mukuroverwa, 2011; Shehab, 2011; Snyman, 2013).

2.13 International case studies of sustainable tourism development

2.13.1 The Annapurna Conservation Area Project in Nepal

Nepal is a small, landlocked Himalayan kingdom that lies between India and China. The country is densely populated (approximately 23 million people) and is classified as one of the world's poorest nations, yet rich in natural and cultural diversity (Nyaupane & Thapa, 2004; Baral *et al.*, 2008). The Annapurna Conservation Area (ACA) is Nepal's largest protected area, covering 7,629 square kilometres (United Nations Economic and Social Commission for Asia and the Pacific, 1995). Furthermore, ACA is home to 40 000 people of different cultural groups who are heavily dependent on forest resources to meet their daily needs. The most common occupation is farming (Krishna, Basnet, & Poudel, 1999; Roe & Jack, 2001). In 1985, the King of Nepal issued a directive to strike a balance between tourism, economic development, and nature conservation in Annapurna, and a nature conservation trust was instituted to realise the development of the ACA (Baral *et al.*, 2007). The

empowerment of local people to enjoy the rights and responsibility for managing the forest resources was considered fundamental to the project. To achieve this, the ACA adopted three guiding principles (Krishna *et al.*, 1999): People's participation: the project involves the local people in the planning, decision-making, and implementing processes and the local people's particular responsibilities to manage the conservation area through the local institutions. The latter could be a perfect example from which the communities in Musina Municipality could learn a potential strategy for tourism and community empowerment. Catalysts or matchmakers: ACA acts as a matchmaker to meet the needs of the inhabitants and manage over 100,000 annual visitors (Wyk, 2007).

Sustainability: ACA's long-term objectives are to conserve the natural resources of the ACA for the benefit of present and future generations; to bring sustainable social and economic development to the local people; and to ensure that the tourism aspects have a minimal negative environmental impact and deliver maximum local benefits (Wyk, 2007; Spiteri, 2008; Holden, 2010). Roe and Jack (2001) and Krishna *et al.* (1999) contend that the project's most immediate and visible results were to reduce the environmental impact of foreign visitors and to increase the local economic benefits from the venture. However, there is some concern that a large percentage of the eco-tourism benefits go to a small sector of the population. It may also be contested that the majority of the 40 000 inhabitants of this area are not actively involved in this project (Krishna *et al.*, 1999). Furthermore, tourism activities have been blamed for the inflation of prices of basic goods and services in rural areas, creating financial adversity for local people (Nyaupane & Thapa, 2004). ACA has limited human resources to manage the area, and therefore not every aspect of the area is given full attention (Wyk, 2007). Despite these challenges, ACA has been cited as a successful

model of ecotourism. One positive impact of this project was the strengthening of village institutions for future development (United Nations Economic and Social Commission for Asia and the Pacific, 1995). A study by Nyaupane and Thapa (2004) on the eco-trek model concluded that small-scale community-based eco-tourism is associated with fewer negative environmental, economic, and socio-cultural impacts but simultaneously yields fewer positive economic benefits. However, it can be argued that, while the economic benefits may have been few initially, they did not exist before the commencement of the model (Gurung, 1994; Bajracharya *et al.*, 2006; Baral *et al.*, 2012; Baral, 2014; KC *et al.*, 2015).

2.13.2 The Cofan of Zabalo in Ecuador, South America

Ecuador has been a well-known nature tourism destination for over 20 years because of the early popularity of the Galapagos Islands. The Galapagos Islands, a national park, are the foundation of the nature tourism industry in Ecuador (Wunder, 1995; Wood, 1998; Gould, 1999). A brief description of one of the longest-running community-based eco-tourism projects involving the Cofan people of Zabalo province in Ecuador illustrates how eco-tourism has been developing at a community level in Ecuador. The Cofan community embarked on a dynamic eco-tourism project in the heart of the Amazon rainforest area of Ecuador (Grey *et al.*, 2008). In the 1980s, after winning the freedom to determine their destiny, the Cofan of Zabalo worked hard to protect their natural resources by creating a system of land use that restricted hunting (Wood, 1998; Borman, 2008). Randall Borman, an American missionary, initiated an eco-tourism project. The project has a strong conservation slant: the community defined separate zones for eco-tourism and hunting, with fines levied on members who hurt or kill species such as toucans and parrots or for exceeding quotas in the hunting zone (Blangy *et al.*, 1993; Wood, 1998; Wesche, 1997; Fitton, 2000; Braman,

2001; Wyk, 2007). Some environmentalists contend that the revenue earned from tourism in the Amazon rainforest could eventually outstrip oil earnings (Blangy, 1999; Gould, 1999; Wyk, 2007; Buckley, 2009). Community members made and sold crafts in a small cooperative craft store (Wesche, 1997; Wyk, 2007; Rodriguez, 2008). The hiking joint venture floundered in 1994 (Cofan History, 2000). Although the number of overnight visitors was low in 1996 and 1997, the craft cooperative has remained successful (Wood, 1998). Like all businesses, diversification of income streams within the community provided a stable economic base, even in years showing lower profits (Cofan History, 2000). The lessons learned from the Borman case study are important for the future of community participation in eco-tourism elsewhere. The creation of a small community business partnership serves to reward those who work the hardest while not undermining the larger community's ability to benefit from co-operative enterprises, such as the sale of crafts and cabin management (Wood, 1998; Wyk, 2007). The formula of mixing cooperative approaches with community business partnerships is being successfully implemented in other parts of the world (Blangy, 1999). Hence, the latter could be linked with the prospective benefits of the local communities in the study area if they put the right measures in place for future operations with their tourism resources and enterprises in Musina Municipality (Wyk, 2007; Grey *et al.*, 2008).

2.13.3 Summary of the case studies outcomes

The case studies demonstrated how assorted stakeholders such as the state, the local community, and the private sector can influence the extent to which tourism investment contributes to rural economic development and creates new gains and opportunities for the poor. Although the benefits may be relatively small in absolute terms (concerning the extent of poverty in these areas) as well as in relative terms

(about the benefits accruing to the non-poor), all initiatives have demonstrated that the communities are, or have the potential to be, significantly better off than they would have been had the project not taken place. They proved to play a significant role in the socio-economic lives of the associated communities. From the above, it can be assumed that the same can be achieved in the Musina communities, should the communities apply the same principles (Mahony and Van Zyl, 2001; Kirsten and Rogerson, 2002; Nyaupane and Thapa, 2004; Wyk, 2007).

2.14 Conclusion

This chapter laid out the literature reviews of the research. The chapter also described the focus of tourism development from global, African, South African, and regional perspectives. It also presented several relevant conceptual and theoretical frameworks of the study and explained their essence in the development of the research and its objectives and the advancement of sustainable tourism and sustainability initiatives for the local communities in the study area. Lastly, the chapter discussed the significance of such concepts in potential tourism strategy application in Musina Municipality's rural communities for livelihood improvement. The next chapter lays out the theoretical conceptualization and background of the study in terms of local resources and related dimensions.

CHAPTER THREE: THEORETICAL CONCEPTUALIZATION AND LOCAL RESOURCES BACKGROUND TO THE STUDY

3.1 Introduction

This chapter presents the theoretical conceptualization of the study along with the resource background of the study area. It does so by first appraising the role of tourism in livelihood development for communities dwelling near preserved areas. It further outlines the theoretical framework of the study, in line with sustainable tourism and other significant theories. The chapter then uncovers both the actual and potential tourism activities, together with other land use activities, in the study area.

3.2 The hierarchy and relevance of historical tourism developments to the present tourism trends

Mathieson and Wall (1982) posited that numerous countries, drawn by the inherent commercial profits, were launched simultaneously with the development of tourism as a development strategy. Towner and Wall (1991) affirm that history plays an integral part in the development of tourism. Therefore, this necessitates an archival survey of traditional tourism. To that end, Heath and Wall (1991) remind us that tourism is an economic, environmental, and social vitality of global dimensions. Cukier-Snow and Wall (1993) explained that tourism-employment paradigms are different in developed and developing countries. The difference is in the entailments of limited options, varied ownership, and a substantial open sector among the two sets of countries. Progressive developments in transport technology, including the steamboat, railway, automobile, and plane, together with multiple socioeconomic advancements, contributed to its development. Cukier, Norris, and Wall (1996) pioneered significant discussions on gender positions in tourism initiatives engaging Bali, Indonesia, through two event

studies. Hence, Wall (1996) juxtaposed the effects of tourism and reckoned paucities that thwart the growth of cumulative knowledge and resourceful employment. Wall (1997) also found that tourism is one of the most comprehensive world industries. Therefore, commitments to global commercial transactions in tourism are similar to those in oil and armaments. Wall (1998) asserts that tourism and recreation are major economic activities that are fundamental instruments of transformation globally. Hence, it is imperative to apply biodiversity activities, such as protecting and promoting wetland areas. The preceding statement is not far-fetched from environmental ethics, with its significant attributes that endorse the intrinsic values of biodiversity. Moreover, Myburgh and Saayman (1999) remind us that sustainable tourism development incorporates the relationship between environmental, social, and economic matters. Thus, it ought to ensure that it spurs natural resources for both current and future generations through its design and practise.

In their illuminating critique, Ross and Wall (1999) lament the gap in eco-tourism theory and practise, urging advancement within eco-tourism management entities and local communities. Hence, Liu and Wall (2006) recommended that tourism planning should be about developing for inhabitants and visitors, to be a decisive authority among the residents. Thus, it relies on local acknowledgment, responsibility, and assistance. Similarly, Yang, Wall, and Smith (2008) found that ethnic tourism was sometimes undertaken by authorities to facilitate the advancement and conservation of heritage. Similarly, Yang and Wall (2009) assert that ethnic tourism exists in many countries, expediting economic and cultural improvement and heritage protection. However, such research is not readily available. While the community-tourism concept is crucial, Iorio and Wall (2012) maintain that engineering desirable commercial gains may slightly deviate from definition and practise. Therefore, there is a need for external

inputs within ecotourist partnership enterprises for maximum benefits. Indeed, Kipper (2013) attests that the ecotourist exercises non-consumptive administration of wildlife and natural resources. These contribute to comprehensive and optimal management. According to Su and Wall (2014), community participation is essential for favourable culture, heritage tourism, and community development. Lee, Wall, and Kovacs (2015) appraised the place branding strategy and culinary tourism nexus of two not-for-profit organisations to support rural development based on developing food assemblages through a creative economic perspective. Similarly, Ramaano (2021d) advocates for synergies between protected areas, tourism initiatives, and agricultural activities in Musina Municipality. Permaculture, horticulture, forestry, rural tourism, eco-tourism, agricultural tourism, and food tourism can all contribute to the economy.

3.3 Tourism perspective as a tool for promoting livelihood advancement in parks and conservation areas

Tourism is one of the socio-economic initiatives that improves the welfare of the people through nature conservation (Nepal, 1997; Becker, 2009; Appiah-Opoku, 2011; Cobbinah *et al.*, 2013; Mowforth and Munt, 2016). Regional, national, and native economies gain from tourism through the inventiveness of a variety of tourism enterprises, hence influencing a favourable attribute of an area (UNWTO, 2002; Tsaur and Lin, 2006; OECD, 2010; UNECA, 2010; Zhou and Grumbine, 2011). Tourism has been acknowledged and promoted in the national development models of numerous countries. It is regarded as one of the fundamental routes of socio-economic advancement (Coria and Calfucura, 2012; Liu *et al.*, 2012; Ekanyake & Long, 2012; Hassanali, 2013). Moreover, tourism promotes development in impoverished and marginalised rural areas, where communities have compromised economic backgrounds and opportunities (Novelli and Scarth, 2007). The latter resonates with

the Musina community, which needs to translate its already well-endowed biodiversity area into a more beneficial resource base. This can be achieved through an efficient tourism strategy. While tourism can boost the livelihoods of local communities living in and around protected areas and tourism ventures, there is a dire need to foster the link between tourism and national development strategies to channel the welfare of tourism to the targeted beneficiaries, especially those living in impoverished areas such as those in Musina Municipality (Banskota and Sherma, 1996; Ramaano, 2019).

Tourism differs from other economic activities because it employs a broader scope of initiatives and facilities across various industrial sectors (Dwyer *et al.*, 2010). Therefore, tourism development needs to be well-designed to advance and widen the economic chances of poor people. It must also improve communities' livelihoods through job creation and income generation from tourism inventiveness (Mvula, 2001; Goodwin, 2002; Ashley, 2002; Bluwstein, 2017; Wondirad and Ewnetu, 2019). Some researchers have witnessed the benefits of tourism for indigenous communities dwelling near protected areas. These include Chok *et al.* (2007), Scheyvens (2007), Zhao and Ritchie (2007), and Mitchell and Ashley (2010). They observed that local communities are boosted by tourism through employment, capacity building in enterprise development and management, advanced social welfare, and the creation of revenue borne by tourism. Through direct capital mobilisation and the creation of jobs, tourism has a fundamental influence and outcome on the livelihoods of local people (Mitchell and Ashley, 2010; Spenceley, 2008; Wondirad and Ewnetu, 2019).

Tourism development in protected and conservation areas is now a global phenomenon (UNEP, 2016). Consequently, protected and conservation area managers and key role players should be well-versed with information to achieve the needs and welfare of local and adjacent communities, as well as other relevant role

players and stakeholders, such as tourists (Eagles and McCool, 2002; World Bank, 2011; UNWTO, 2017). The latter relates to adjacent tourism ventures and entities in the sampled villages, such as the "Big Tree Lodge" and "Nwanedi Nature Reserve and Resort" in the study area. Empowerment of communities is an obligation of tourism studies (UNWTO, 2017). In this regard, one should be brought closer to significant and relevant questions such as, "How does tourism development contribute to the livelihoods of rural communities around protected and conservation areas?" Another question is, "How can tourism be strategically improved and sustained?" The answers to these questions are integral to the current research and its outcomes. Tourism research is vital, as it provides data that can be utilised for tourism design, planning, and management.

Furthermore, the data can help in supervising tourism growth trends, resubmitting the functioning of the tourism sector, and spelling out its duties in local and national economies. Consequently, according to Thomas *et al.* (2002), tourism directs governments in the allotment of tourism welfare to local communities living near protected and conservation areas. In addition, the gains support community-based development initiatives, which help improve rural households' livelihoods. As such, it makes sense to concede that conservation area-based tourism is an imperative vehicle for fostering rural economic development and, hence, significant for Musina communities. Tourism in protected and conservation areas creates valuable social, cultural, physical, environmental, and economic earnings for the nearby communities (Bennett, 2009). However, some studies have revealed that tourism also has several negative effects on local communities, such as displacement, restricted access, alterations in land use, and tenure issues. Other negative effects include conflict with wildlife and other land uses, as well as diminishing cultural values from tourism in

protected and conservation areas (Scherl *et al.*, 2004; West *et al.*, 2006; Coad *et al.*, 2008). In the current study, respondents also reported that the Musina municipality and the communities were at loggerheads over some issues. However, these were not at a rate where they prevented the formulation of a profitable tourism strategy to benefit the Musina Municipality. Ideally, tourism development in protected and conservation areas ought to strike a balance between nature conservation and providing socio-economic benefits for the surrounding communities, as it has the potential to champion both (Bello *et al.*, 2016).

There is a robust debate that tips and points to tourism as a likeable and potential tourism strategy for promoting the improvement of community livelihoods around protected and conservation areas. The gains emanating from tourism provide choices for socio-economic development endeavours and prosperous livelihoods for local communities (Mayer *et al.*, 2010; Bello *et al.*, 2016). Therefore, the theoretical framework for tourism development should aim for sustainable tourism and integrated rural development strategies. For example, partnerships and synergies in community-based natural resource management (CBNRM), forestry, and agricultural activities for different forms of community-based tourism (CBT) are integral to comprehensive community development and sustainability in rural areas.

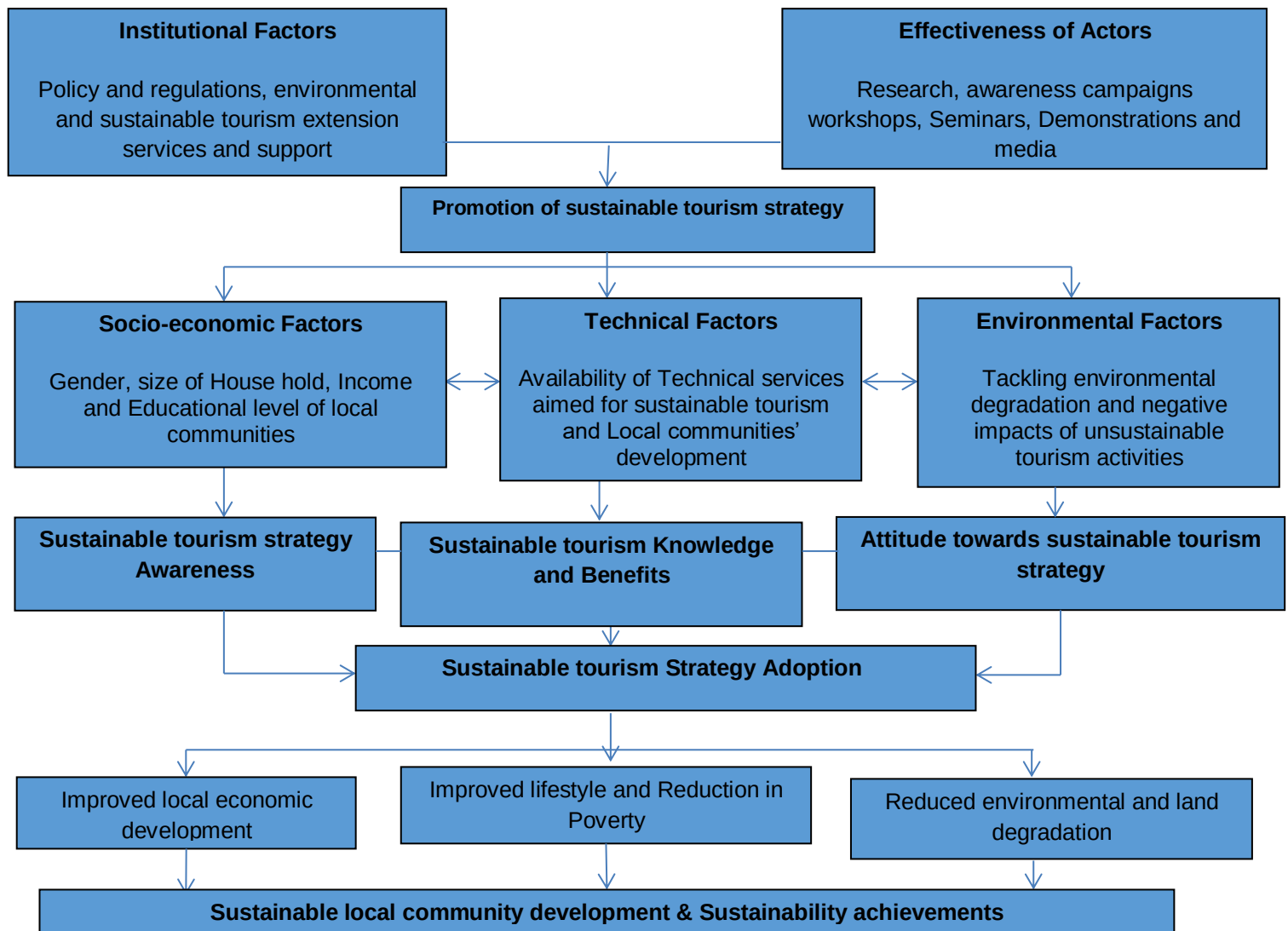


Figure 3.1: Theoretical framework of the study Source: Researcher, 2019.

Figure 3.1 above represents the theoretical framework for the current study. On the other hand, Figure 3.2 below illustrates the principles of sustainable tourism. Hence, Figure 3.1 is significantly influenced by Figure 3.2, which was adopted from White *et al.* (2006) and Zamfir *et al.* (2017) on sustainable tourism imperatives. Figure 3.1 shows that factors such as regulations, environmental and sustainable tourism extension services, awareness campaigns, and seminars could strengthen tourism and empower local communities. Therefore, the promotion of a tourism strategy has to be purposefully linked with socio-economic, technical, and environmental factors to

achieve the desired goal. Hence, a sustainable tourism strategy would be decided, among other factors, by the knowledge and benefits valued by the local communities. The advancement of the socio-economic stature and welfare of rural communities and their households are incentives for luring and gaining support from the locals for nature conservation and responsible tourism. The local community's participation in tourism in conservation and protected areas is critical for maximising such benefits for the respective communities (Bello *et al.*, 2016). Moreover, it capacitates local people to make wise decisions before engaging in nature conservation and tourism development activities (Akama, 1996; Akyeampong, 2011; Masud, Aldakhil, and Nassani, 2017). The chosen outcome could promote economic development, change communities' economic outlooks, and reduce land degradation. Ultimately, the study area could promote sustainable tourism.

Indeed, the Figure 3.1 framework also supports the notion of using tourism as an empowerment tool to encourage the advancement of communities' livelihoods in parks and conservation areas (Masud, Aldakhil, and Nassani, 2017). It is also in line with the alternative development theory of tourism, which prioritises the optimal use of indigenous resources for tourism initiatives in rural areas. This is illustrated in Figure 3.2. The diagram shows how sustainable tourism can benefit local communities (Zamfir *et al.*, 2017). Sustainable tourism would also ensure that there is rural transformation and modernization for the local community. Lastly, it would reduce the overreliance of developing countries on developed ones. This will also fortify the domestic tourism fraternity. Finally, tourism would help communities strike a balance in the economic relationship between developed and underdeveloped countries.

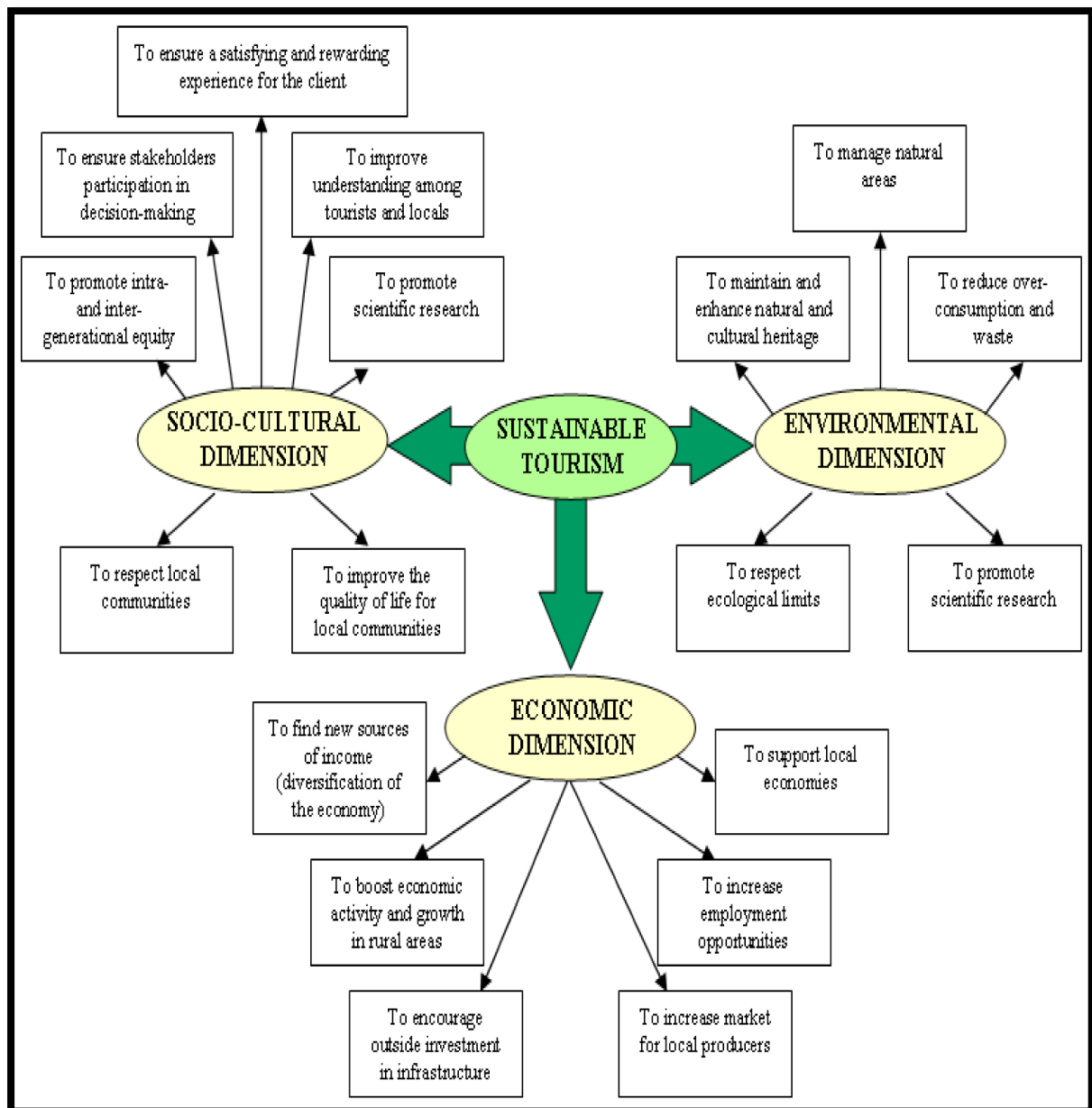


Figure 3.2: Principles of Sustainable Tourism Source: White *et al.* 2006; Zamfir *et al.* 2017.

Figure 3.2 depicts how the three significant pillars and principles of sustainable tourism can benefit the host communities, particularly rural communities. It shows that sustainable tourism promotes efficiencies in socio-cultural dimensions by ensuring fair participation of stakeholders and respecting local communities. Thus, economic values such as increasing the market for local communities and encouraging investment in infrastructure are vital. Environmental benefits, such as respect for

ecological limits and enhancement of natural and cultural heritage, are possible. This study showed that the Musina municipality has an abundance of natural and cultural resources. These are the requirements for sustainable tourism theory, depicted in Figures 3.1 and 3.2.

3.4 Theories and dynamics of tourism development

Theories of tourism focus primarily on responding to two obvious but immense questions: firstly, whether tourism renders economic growth or development, and secondly, how tourism affords all that. As Bratton (1982, quoted in Telfer, 2002: 50) observes, tourism research acted as an "instrument of development research," with many studies being undertaken by planners and economists who serve on committees for organisations such as the United Nations, the World Bank, and the Organisation for Economic Cooperation and Development (OECD). There is a belief that tourism even improves foreign exchange and creates jobs. Furthermore, the expenses of tourists produce a prominent multiplier effect, which triggers the local economy (Graburn & Jafari, 1999, quoted in Telfer 2002: 50). In the current studies, theoretical frameworks were used to support the expertise and choices that the Musina Municipality could tap into throughout their development and adoption of a potential decent tourism strategy. However, as time went by, some authors and researchers started to question the necessity of utilising tourism as a development tool (De Kadt, 1979, cited in Telfer, 2002). This is because, until recently, the sustainability of rural communities, poverty alleviation, and other relevant issues had only attracted a small number of researchers within the tourism sphere. Furthermore, the available literature is fundamentally case-study-based and tailored to practical applications (Zhao & Ritchie, 2007). Moreover, the branching of local communities' sustainability and poverty-related matters may partially be responsible for the little attention that

researchers in tourism have given to local communities' sustainability and poverty-related research (Zhao & Ritchie, 2007). The following theoretical frameworks guided the theme and prospects of the current study:

3.4.1 Dependency Theory

The broad-based development theory of dependency emerged in Latin America during the early 1960s. It was developed as a result of the failure of the modernization theory to deal with matters of underdevelopment in less developed countries (LDCs) (Williams, 2004). This theory was generalised through the efforts of Paul Baran, the United Nations Economic Commission for Latin America (ECLA), and the views of André Gunder Frank, who is regarded as one of the pioneers of this theory. Unlike modernization theorists, who contended that the First World should be leading the growth of the Third World via aid, investment, and relevant knowledge, Paul Baran asserted that the First World was slowing economic development and advancement in the Third World countries (Theron *et al.*, 2009).

In 1967, Gunder Frank helped affirm and promote the Dependency School by expanding Baran's thesis, which states that "the exploitation of the Third World advanced after the cessation of colonial domination and became more appropriate and organised." Baran also claimed that Western countries have congested growth in the Third World by taking out the capital and cancelling the topical industry through inadequate and one-sided competition (Khan, 1996; Khan, 1997). Underdevelopment, in Baran's view, was the outcome of the economic catch and dominance of receding regions by civilised metropolitan capitalism (Swanepoel, 2000; Sharpley, 2000). Among the various models explaining the effect of tourism, Britton's approach is grounded in "Dependency Theory." He asserts that, to comprehend the tourism industry, one must take into consideration the coordination of international tourism and

identify the construction of the marginal (host) economy (Erisman, 1983; Emaad, 2007). This is linked to the notion that "international tourism is more controlled by big companies from the industrialised world applying shape to or regulating tourist needs, transportation, and accommodation." A potential alternative tourism strategy in the study area can switch from domestic tourism benefits to regional, national, and eventually international perspectives, as judged by the progression, benefits, and gradual improvements of the potential adopted strategy (Chifon, 2010; Lacher and Nepal, 2010; Ramaano, 2021a, b, c, d, g). Britton maintains that within the marginal economy, multinational companies apply to check through what he termed "system determinants." The theory also contends that tourism is the same as a "new type of plantation economy," where the requirements of the metropolitan centre are being conformed to by the developing countries while the wealth made is passed on from the colony to the motherland (Telfer, 2002).

Britton (1982), Francisco (1983), Matthews, and Richter (1991) have all argued that the political-economic system of tourism (as controlling forces in the tourism industry) is possessed by developed societies, allowing them to make and align with the tourism product. This is also true from a South African perspective and in its rural communities, as more and more private companies are reluctant to invest in tourism in remote rural communities due to the uncertainty of land ownership (Lepp, 2008; Keyser, 2002; Sharpley & Telfer, 2002). Hence, communities in the study area should also ensure that all controversial issues on land and beneficiaries are discussed thoroughly before they engage in the formulation and adoption of a ground-breaking tourism development strategy for the advancement of their livelihood. According to Britton (1982), tourism is often associated with colonial history, where the predominance of

extraneous ownership enforces dependency and supremacy, much like in international unstructured trade dealings (Sharpley & Telfer, 2002). According to this theory, metropolitan companies and governments assert an exclusive dealing association with local entities, who profit from the less than equal shares of income and gains left in the marginal economy (Lea, 1988; Clancy, 1999). In the current study, the communities were given the opportunity, using a questionnaire survey, to choose who they believed could create the best tourism strategy for them from among the various role players, such as the government, private sectors, traditional authorities, or other combinations of these (Monterrubio and Osorio, 2018).

3.4.2 Modernisation Theory

The Modernization Theory is an all-inclusive development theory that was consulted for the current study to elucidate the general association between tourism development in the study area and the Modernization Theory (Sharpley, 2000; Simms, 2005). This theory developed after World War II from various schools of thought in the social sciences in the West. During the 1960s, tourism was imperatively considered equal to and the same as socio-economic development, which was a segment of the modernization epitome (Sharpley and Telfer, 2002). Tourism was promoted as a development scheme for technology to heighten employment, generate foreign exchange, enhance the gross domestic product (GDP), attract development capital, and encourage a modern way of life with Western measures (Harrison, 1992a). Tourism arguments yield rural transformation and the modernization of traditional societies (Simms, 2005; Chifon, 2010). The Modernization Theory proposes that, for the Third World to flourish economically, politically, and socially, they should adopt the routes chosen by the "developed countries" over the past hundred years. Hence, South Africa, as one of the developing countries, and Limpopo Province, as one of the

provinces that boasts tremendous natural and tourism resource potential, can be amplified to boost the local economy and the livelihoods of the Musina Municipality communities (Sharpley and Telfer, 2002). According to this theory, in order for developing countries to grow, they must break free from the trammel of tradition to become modern (Graaff, 2001; Dredge and Jenkins; Theron *et al.*, 2005, 2012). The Modernization Theory regards Western measures as superior and says that all other measures must be disregarded (Graaff, 2001). The Modernization Theory attempts to elucidate the hierarchic and linear development model that significantly targets the underdeveloped countries to attain the position of the modern industrialised Western nations.

The current study seeks to influence the benefits of tourism through sustainable tourism measures, as opposed to mass tourism and the negative impacts of tourism in the study area (Sharpley and Telfer, 2002; Ramaano, 2021a). This is because mass tourism does little for the betterment of the environment and its natural resources, as it features mass tourists going to certain tourism destinations around a specified period and all at the same time. On the contrary, sustainable and responsible tourism advocates for minimal negative impacts on the environment, society, and economy of the host communities (Chifon, 2010).

Van Doorn (1979), cited in Sharpley and Telfer (2002), suggests that tourist growth could only be construed within the scope of the country's developmental phases. Van Doorn suggests a typology that adds the stage of tourist development, with degrees of social and economic growth. In another broadly touted model, Butler (1980) recommends an evolutionary model of a tourist site grounded on the product cycle. Butler's model was later adjusted by Keller (1984) to entail enhancing some

international checks as the number of tourists increased. Sharpley (2003) and Simms (2005) identified tourism as a job creator, channelling technology. In partial support of this theory, becoming modern while conserving the resources, as in eco-tourism and cultural tourism, amongst others, could offer better tourism development and opportunities within the Musina Municipality (Mathieson and Wall, 1982; Awang *et al.*, 2009; Harrison, 2015; Sharpley and Telfer, 2015; Regmi and Walter, 2017).

3.4.3 The Alternative Development Theory of Tourism

The Alternative Development Theory of Tourism was formulated against the background of sustainable development. The main points of contention for the Alternative Development Theory are the involvement of local entrepreneurship, indigenous knowledge in tourism development, advancement of local communities in the decision-making process, the fundamental function of women in tourism, and, lastly, sustainable tourism development (Wall, 1997; Sharpley, 2000; Telfer, 2002; Telfer, 2003). In the Musina Municipality, the formulation of a potential tourism strategy could benefit from the abundance of cultural heritage resources within the study area. Furthermore, the abundance of heritage activities, such as mountains, caves, and fountains, as well as the abundance of significant indigenous species, such as baobabs and marula, were among the many attractions in the study area. The latter has the potential function of influencing the preservation of indigenous knowledge of significant biodiversity for future use, along with the tourism values within the study area. The theory also suggests that indigenous communities are not only affected by tourism but that they can give back to it through entrepreneurial initiatives (Sharpley, 2000; Sharpley and Telfer, 2002; Chifon, 2010; Porter and Orams, 2018; Ramaano, 2021a, b, c, d). It also argues that as tourism areas are built, the local communities provide labour and some building materials, thereby positively affecting the lives of the

respective communities (Ramaano, 2021g). Local farmers and fishermen also offer food to tourist areas, thereby strengthening the financial basis of the indigenous communities (Selman and Selman, 1996; Shepherd, 1998; Garrod, 2003). By applying this theory to the Musina Municipality, the current study sought to determine the extent to which tourism initiatives abide by the contexts of this theory by encouraging local entrepreneurship and empowering underprivileged communities. Empowerment can be realised through procurement and employment, skills development, and by providing training and employment to them.

The current study also assessed the strengths of development and tourism development policies in Musina Municipality, following the principles of the Alternative Development Theory of Tourism, which prioritises procurement policy and supply chain on a smaller scale, especially for previously disadvantaged communities' local businesses. In the study area, these would include tourism businesses such as those within the host communities of Folovhodwe, Gumela, Tshipise, and Zwigodini. The Alternative Theory of Tourism stipulates that when a tourism business is established, labour has to be offered by the local population and communities. In the current study, workers were more likely to be sourced from nearby areas than their residents. The Alternative Development Theory of Tourism prioritises the significance of the considerations and sustainable empowerment of women. This is because women play various roles in the tourism business, such as weaving and pottery, in tourism establishments. Hence, hiring women aptly fits into the prospects and main theme of the current study, namely, the capacitation of local communities through effective tourism development and mobilisation strategies in the study area. This study has also highlighted the significant role of women in tourism programmes in terms of improving livelihood opportunities for local communities. Thus, adherence to this theory was

achieved through the application of Table 3.3, pp. 94, on tourism and livelihood security, which seeks to spell out both positive and possible negative outcomes of tourism. Some of these elements are peripherally discussed in *chapters five, six, seven, eight, and nine*. They resonate with the questionnaire survey about the daily challenges of the communities within the study area. The reason for using this approach was to find out whether Musina Municipality was on the right track in seeking an effective tourism development strategy; hence, potentially tapping into the expertise of this framework (Chifon, 2010; McLennan, 2014; Dangi and Jamal, 2016; Ramaano, 2021a, g).

3.5 Potential for sustainable tourism and community-based natural resource management ‘CBNRM’ activities

The study shows that the abundant biodiversity provides hope for sustainable tourism. The biodiversity included Domboni Mountain and its astonishing caves and cliffs, the cultural and rural pluses (Folovhodwe Tshaluwi fountain and rural campsite), the human artefacts (crafts), heritage, and ecotourism in the municipality. These support sustainable tourism development and CBNRM potential in general. Tourism could also help to improve horticulture and agriculture by providing a secondary source of revenue for the procurement of farm implements. Hence, agritourism and sustainable tourism development can make synergies with each other in the endeavour to improve the socio-economic status of the local people and, hence, achieve sustainability (Ramaano, 2021a, d, g).

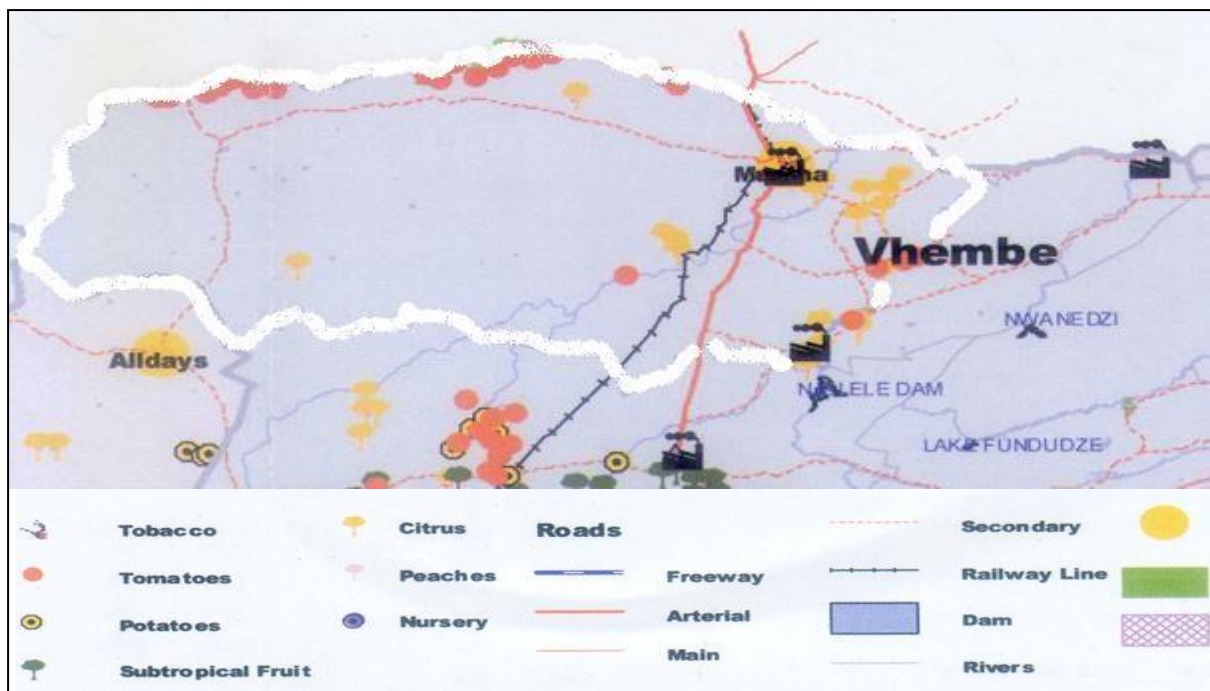


Figure 3.3: Horticulture in Musina Municipality Source: Limpopo PGDS, 2005.

Thus, Figure 3.3 shows that agricultural activities in the Musina Municipality are strongly attached to tomato and citrus production. The northwestern border of Musina is mainly associated with patches of tomato production. Citrus production is found on the eastern side of the N1, near Dzanani. Therefore, Figure 3.3 shows that a fruit and vegetable processing facility can be spotted in Musina (Kayamandi, 2007; Ramaano, 2021a). A synergy between agricultural production and tourism development initiatives is a possible scenario in rural areas. Generally, within the definition of agritourism and food tourism, farmers normally get involved in tourism activities as a secondary means of income generation. It could be stated that rural areas are generally attached to agriculture and tourism. Hence, it was an important lead for the communities in the study area in terms of preparation, design, and adoption of a possible tourism strategy (Musina Municipality, 2019).

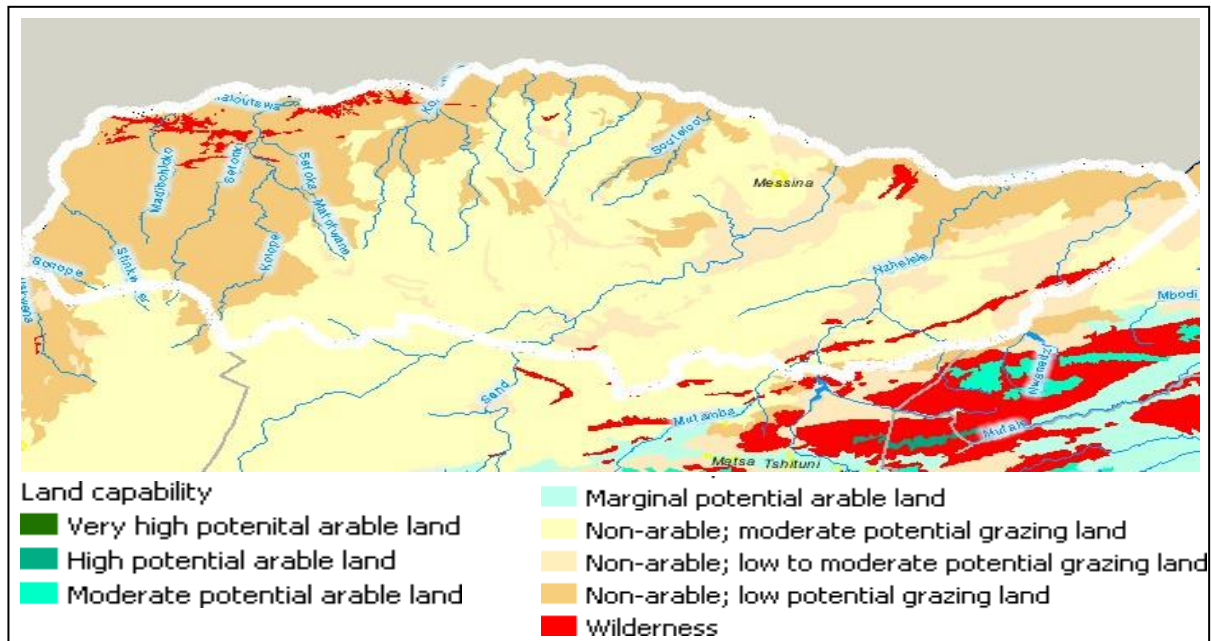


Figure 3.4: Land capability in Musina Municipality Source: AGIS Natural Resource Atlas, 2006.

Figure 3.4 illustrates that land qualifications of non-arable land comprise most of Musina Municipality, along with some regions of wilderness that appear within the north-western and south-eastern areas of the municipality. These land capacities qualify for some types of grazing. However, the north-western segments of the municipality show a broad possibility of retaining low grazing capacity, which indicates that livestock farming would not flourish on certain occasions. Most regions of Musina Municipality are in private ownership, with wide game farming undertakings. Owing to this, agricultural development has a lower potential compared to tourism development. It further manifests itself through limited pieces of land for cultivation. Consequently, a strategic tourism administration that confines agriculture to the concept of a synergetic relationship rather than a juxtaposition and competitive breakdown can be an excellent ideal for the residents of the study area. Limpopo Province possesses a diversified vegetation; it also owns bushveld areas that consist of nature reserves and private game farms. A combination of farming activities is found in its northern parts, around

Musina Municipality (Kayamandi, 2007; Musina Municipality, 2019). Thus, one could assert that Musina Municipality is appropriate for tourism expansion. It is also backed by the ample wilderness in the area. Hence, it is vital to distinguish non-arable land, where, although agriculture and farming appear to be widely practised, tourism would be a better option. However, agricultural practises have the potential to provide tangible assistance to a tourism strategy; this could be through culinary, agricultural, food, and heritage tourism (Ramaano, 2021a, b, c, d).

3.6 Implications of sustainable tourism development and CBNRM

There are already some tourism businesses in the study area. These include Tshipise's Forever Resort, Tshipise's Sagole Spa, and Zwigodini's Madifha's Big Tree.

3.6.1 Tourism facilities

The study also demonstrated that the municipality has the advantage of having many tourism initiatives. Table 3.1 indicates tourism appeal centres near the study area. These contain, amongst others, the Big Tree Lodge, Domboni Caves, Sagole Spa, Nwanedi Nature Reserve, and Makuya Park. Table 3.2 further depicts the tourism attraction centres and facilities near Musina town. Musina Municipality and Musina Town also boast about their tourist attractions. These comprise, amongst others, Dongola Ranch, Baobab Caravan Park, Baobab Chalets, Bush Babe, Tshipise Forever Resort, Mapungubwe National Park, and Limpopo River Lodge.

Table 3.1: Tourism attractions around the sampled villages in Musina municipality

Tourism attractions	Location	Exclusiveness
(Baobab trees)	Zwigodini 'Madifha 'village	Biggest tree in Africa
The Big tree nature reserve		
The big tree Accommodation Lodge	Madifha village	Accommodations
Domboni caves	Domboni village	Hiding place during tribal wars
Sagole spa	Tshipise village	Warm bath and Accommodations
Nwanedi Nature Reserve	Folovhodwe village	Animal viewing and Accommodations
Makuya park	Adjacent to Kruger National Park	Animal viewing and Camping facilities
Awelani	Tshikuyu village	Caves
Idani Park	Tshilavulu village	Park
Dzhitshinkoni	Dzamba village	Potholes
Dalavhuredzi	Mufulwi village	Ancient finger prints
Khwanda dza mbidi cultural village	Pile village	Traditional house arts & culture
Tshathanga caves	Maramanzhi village	Hiding places during tribal wars
Mutavhatsindi Nature Reserve	Thengwe village	Miracle tree
Gundani Mutsiwa camping site	Gundani village	Mutsila tree and bird watching
Mutale waterfalls	Makuya park village	Park and viewing site
Tshiungani Ruins	Tshiungani village	Ancient places
Gogogo parks	Gogogo village	Cultural village
Phafuri cultural village	Bennde Mutale village	Cultural village

Source: Mutale Municipality, 2013.

Table 3.2: Summary of Game farms and Nature Reserves around Musina town

NAME	LOCATION FROM MUSINA	FARM NAME	AREA (HA)	ACCOMMODATION	TYPE
A Fourie Game Farm	50 km west	Hayoma	2 000	17 beds: 3 chalets + 2 rooms	Private Game Farm
CA Young Game Farm	25 km west	Halton	3 500	16 beds: 8 chalets	Private Game Farm -mainly for local hunters
De Villiers Game Farms	65 km west	Kilgour 176 MS, Dersby	2 135	10 beds: 1 tent	Private Game Farm - biltong hunting
HFT De Swardt Game Farm	24 km west	Stoke	4 000	10 beds: 4 rooms (in a house)	Private Game Farm - biltong hunting
Honnet Nature Reserve	37km south east	Honnet 137MT			
Ilala Lodge	8 km north-west	Tovey	240	32 beds: 6 chalets + 4 guest rooms	
JJ Klaff Game Farm	40 km west	Moulton	4 500	10 beds: house	Private Game Farm
Messina Nature Reserve	Adjacent and to the south and east	Toynton 49 MT; Princenhage 47 MT; Stockford 46 MT; Berenrode 45 MT and Veenen 48 MT	4 910	Guest house - 6 people Bush camp (tent) - 12 people	Nature reserve
Montie Sheldrake Game Ranch	28 km south-west	Sheldrake; Fontainebleau, Ryswyk; Voorburg & Zwartrant	11200	100beds: 23 chalets	Private Game Farm & Holiday Farm
Piet Lee Game Farm	7 km north	Munnichausen; Templehof	4 300	14 beds: farmhouse	Private Game Farm
PJL van der Merwe Game Farm	60km west	Linton	4 000	14 beds: 4 tents (bush camp)	Private Game Farm (local and international)
Sonskyn Game Farm	47 km south	Frans (Delf, Kitchner' Erasmus)	1 100	24 beds: 4 chalets	Private Game Farm (local and international)
Thaba 'Nkwe Game Lodge	61 km west	Riebelton, Twyfelfontein	7 000	15 beds: 7 rondavels	Private Game Farm - only corporate hunting
Venetia Limpopo Nature Reserve	90 km west	20 farms	37 000	31 beds: 8 tents + 6 chalets	Private Game Farm (local and international)
TOTAL AREA			85 885		

Source: Musina IDP, 2006/2007; Musina Municipality, 2019.

Table 3.2 provides a summary of "game farms and nature reserves" in Musina Municipality. It is clear from Table 3.2 that the municipality has gained about 85,885 hectares of land that was previously part of the conservation areas or game farms, consuming a significant portion of the land. It is therefore imperative that the municipality comprehensively tap into this enormous amount of land, which offers possibilities for tourism development and initiatives. Musina Municipality also controls a game conservancy located near Musina (Kayamandi, 2007; Musina Municipality, 2019). It is therefore clear that communities within the study area should endorse tourism as a strategy for sustainable tourism development and the improvement of community livelihoods.

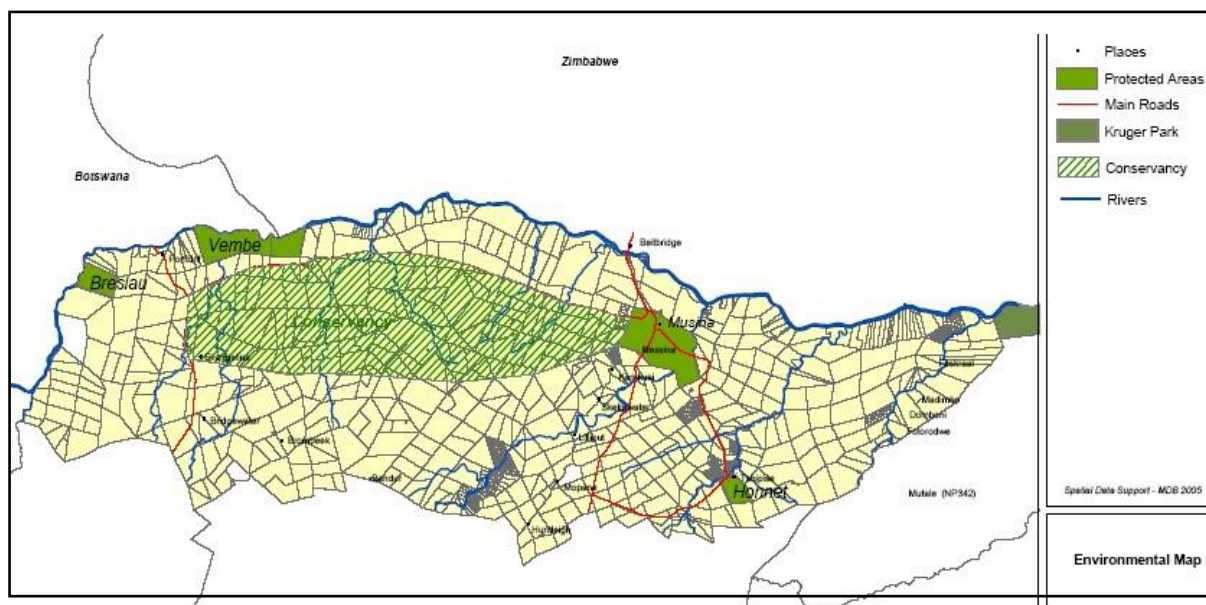


Figure 3.5: Limpopo Valley Conservancy Source: Musina SDF, 2005; Kayamandi, 2007.

Figure 3.5 presents the Limpopo Valley Nature Conservancy, which is home to the Venetia Mine and a conservation area called Venetia Limpopo Nature Reserve. It is also depicted in Figure 3.5. Mapungubwe National Park can also be found within a short driving distance of this reserve. Wild-dog-oriented researchers form part of the

research interests on this site. Other attractions include geological features that meet both cultural and historical tourists' needs. It is found on the R572 Pondrift road, forming a northern border with the Limpopo Valley Conservancy (Kayamandi, 2007). The conservancy also has the potential to form a significant and comprehensive constituent of Mapungubwe. This would diversify tourist attractions and provide greater tourism platforms (Musina Municipality, 2019). It is important to negotiate with private landowners. This will provide the communities with a combination of marketing in conjunction with the rest of the area. It is also possible for the Mapungubwe Route to be integrated with the marketing and promotion of other private tourism products. It is therefore vital to revisit and revitalise such integration, together with other possible routes, for a comprehensive tourism strategy within the municipality. The latter would underpin and ensure robust tourism that would trickle down to the communities (Musina Municipality, 2019).

3.6.2 Ways in which sustainable tourism can affect livelihood security

Table 3.3 presents the livelihoods framework based on tourism potential. Thus, it is essential to remind ourselves that sustainable tourism can potentially aid local communities. Livelihood frameworks illustrate how sustainable tourism can affect the many components of people's lives in terms of livelihood strategies, assets, and other opportunities. However, there are also possible negative impacts that can ensue. Table 3.3 is related to Tables 3.1 and 3.2, presented earlier. Therefore, tourism resources and their exclusivity can provide a platform to boost local communities' livelihoods.

Table 3.3: Ways in which sustainable tourism can affect livelihood security

Sustainable tourism's effect on	Possible positive impact	Possible negative impact
Livelihood goals	Support livelihood goals and create social spin-offs such as cultural heritage sites that encourage local people to preserve their cultures	Undermine economic security, self-determination and health, e.g. by creating dependency on a volatile industry
Livelihood activities	Expand economic options and complement other activities in terms of earnings in agricultural lean season	Conflicts with other activities such as agriculture if land and natural resources are utilised for tourism development more dominantly
Capital assets	Build up assets (natural, physical, financial, human and social)	Erodes assets
Policy and institutional environment	Improves the context or residents' ability to influence it	Exacerbate policy constraints. Policy-makers may adopt a silo-Approach
Long-term livelihood Priorities	'Fits' with people's underlying long-term priorities. Diversification of risk in agricultural sector in times of drought could be one way of accomplishing this	Creates or exacerbates threats to long-term security, e.g. wildlife tourism can have much more devastating effect on the environment than agricultural activities such as livestock farming

Source: Ashley & Roe, 1998; Carney, 1998 and Wyk, 2007.

3.7 Land Use

The actual study shows that the Musina municipal area comprises scattered forests as opposed to dense forests. In some areas, forests have been demarcated and set aside as secret sites, burial grounds, or heritage sites. There are also parks and nature reserves, such as the Nwanedi Nature Reserve. In the vicinity, there are also tree and fruit species such as paw-paws ("*carica papaya*") and mangoes ("*mangifera indica*") that have been grown within the various orchards and formal ventures. The dominant grass species in the entire Musina area is the buffalo grass, *Buchloe dactyloides*. It is mixed with shrubs, Mopani trees ("*colophospermum*"), and *Acacia tortillis*. This scenery makes it possible for the village to have endowed grazing land, which does not pose any threat to tourism development or CBNRM activities. The major land use in the Musina municipal area is agriculture. A large segment of the area next to the

residential area is used mainly for cultivation of crops such as maize ("zeamaize"), sweet potatoes ("*solanum tuberosum*"), and tomatoes ("*lycopersicon esculentum*"). A few farmers have boreholes to maintain their orchards; however, some depend solely on the nearby rivers or dams. Another segment of the land is used for livestock farming. The Sagole community cultivates its crops using water from the Tshipise fountain. The other area of Tshipise, called "Dondwe," is one of the best tomato "*lycopersicon esculentum*" suppliers in Limpopo Province. Folovhodwe village also produces a variety of fruits and vegetables for a variety of customers and markets. Other areas within the sampled villages of Folovhodwe and Zwigodini have been abandoned or are partially unproductive. Such sites could serve as heritage and historical tourism attractions in the area.

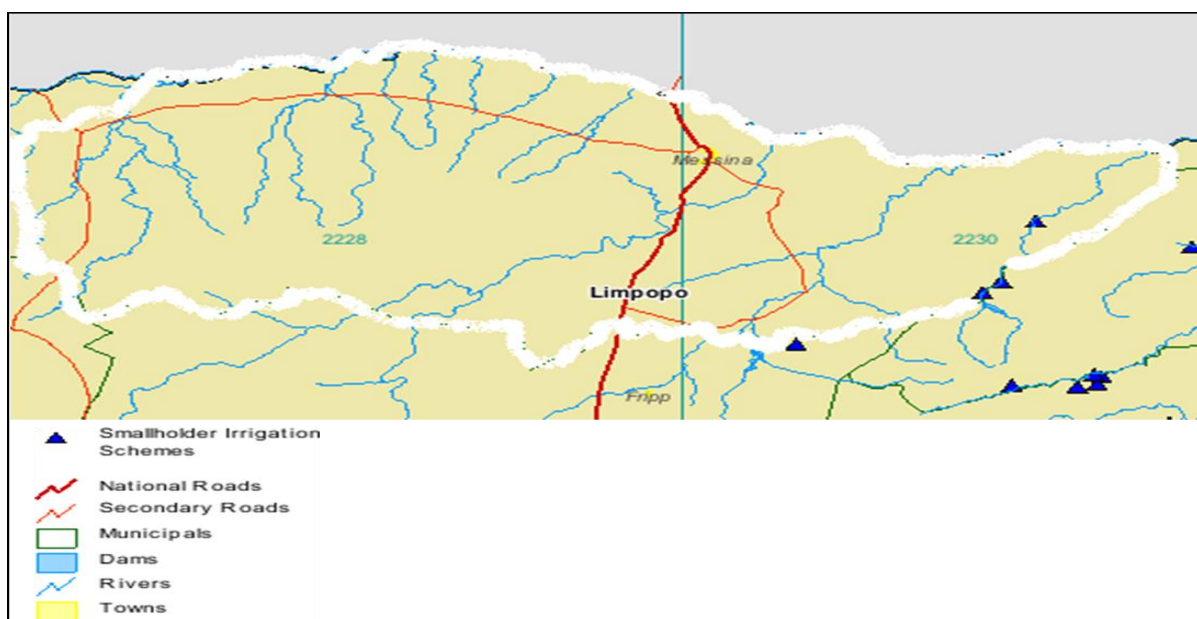


Figure 3.6: Smallholder irrigation schemes around Musina Municipality

Source: AGIS Orientation Atlas, 2006.

The Department of Agriculture reported that the Nwanedi irrigation scheme is still functional and extends over an area of about 1040 hectares. The project is essential for the cultivation of vegetables in the Musina Municipality. Folovhodwe village, one of

the sampled villages in the study area, is a beneficiary of such a scheme. The project offers an irrigation system for more than fifty farmers. New farmers also form part of the scheme. Along with other associated dimensions, this scheme uses primarily a dam installed at Tshapinda sub-village, fed by the Nwanedi River from Nwanedi and Luphephe dams, and local communities are fed through a combination of canals, furrows, and drip irrigation systems. However, about one percent of the farmers use furrow irrigation; for example, Folovhodwe farmers Figure 3.6 depicts the absence of adequate small-holder irrigation schemes within the rest of the Musina Municipality. Rural and agricultural extension education are significant dimensions in promoting and boosting agricultural production. Furthermore, collaboration between rural, agricultural extension, and sustainable tourism education for community empowerment, such as the one in the study area, should be prioritised. Table 3.4 presents a summary of Musina Municipality's agricultural produce. Figure 3.7 shows that the "Big" Baobab Tree in the Big Tree Nature Reserve also produces fruit called "Mbuyu" in Tshivenda.

Table 3.4: Summary of distribution of produce in Musina Municipality

SCALE OF PRODUCTION	PRODUCE
Subsistence	Vegetables (Tomatoes) Citrus Macadamia nuts Cattle, Goats, Poultry
Small Scale	Cattle, Goats, Sheep, Chicken Tomatoes Avocadoes Pumpkins Cabbages Citrus Dates
Commercial	Lucerne Tomatoes Cotton Citrus Sheep, Cattle, Goats Spirulina

Source: Kayamandi, 2007; Musina Municipality, 2019.



Figure 3.7: Big tree of the ‘Big Tree Nature Reserve’ in Zwigodini “Madifha village”

Source: Researcher, 2019.

3.8 Conclusion

This chapter presented a theoretical conceptualization of the study in line with the resource setting of the study area. The study area showed that Musina Municipal Area is well-endowed with natural biodiversity. It could also be contended that the people of Musina Municipality, even though they are susceptible to a low standard of living and are poverty-stricken, are spoiled for choice when it comes to a strategy to use to improve their livelihoods. This is because the area is being used for a variety of purposes, ranging from agriculture, game farming, hunting, mining, forestry, and tourism. However, wilderness and tourism are the most desirable. It can be argued that adopting sustainable tourism development initiatives, such as combining culture tourism, heritage tourism, and ecotourism, amongst others, can help the communities realise socio-economic development and sustainability within their area. The latter could be associated with synergetic collaboration with other development activities within the area, especially agriculture. The "Kayamandi development" and Musina Municipality IDP documents were also reviewed, in line with the document review methodology of the current research and feasibility of the municipality. The next chapter offers the research methodology for the study.

CHAPTER FOUR: METHODOLOGY

4.1 Introduction

This chapter presents the methods used in collecting, analysing, and interpreting the data for the current study. It also justifies the selected research methods. The chapter also describes the sampling process and the types of data used in the current study.

4.2 Research design

The research starts by outlining the research problem, objectives, and questions. This is preceded by a selection of the study area and sample design. The researcher formulated the questionnaire checklist to cover all the research questions. The research was preceded by a pilot study. Undertaking a pilot study before the actual, large-scale survey provides numerous advantages and benefits for the researcher. The first advantage is to explore certain matters that may potentially influence the research outcomes. A pilot study also serves as an assessment of the appropriateness and effectiveness of the questions asked of the respondents. A survey was used in the current study. This method was selected because it produces useful data for the study (Sarantakos, 1998; Nueman, 2003). A pilot survey can therefore reduce the cost of conducting the study. This is because it provides the researcher with an opportunity to eliminate errors before the actual study begins (explorable.com). Thus, the pilot survey helped the researcher check the feasibility of the study. Hence, it assisted in readjusting and strengthening the objectives of the study, as well as rephrasing the questions for the questionnaires, surveys, and interviews. The pilot study also helped the researcher eliminate all loopholes and discrepancies in the study methodology. Both primary and secondary data contributed to the achievement of the study objectives. The literature review and other information sources provided the basis for

the study. Field observation, questionnaire surveys, interviews, and focus group discussions were used for data collection. Therefore, both quantitative and qualitative data analysis were used in the current research. The research design for the current study is depicted in Figure 4.1 below.

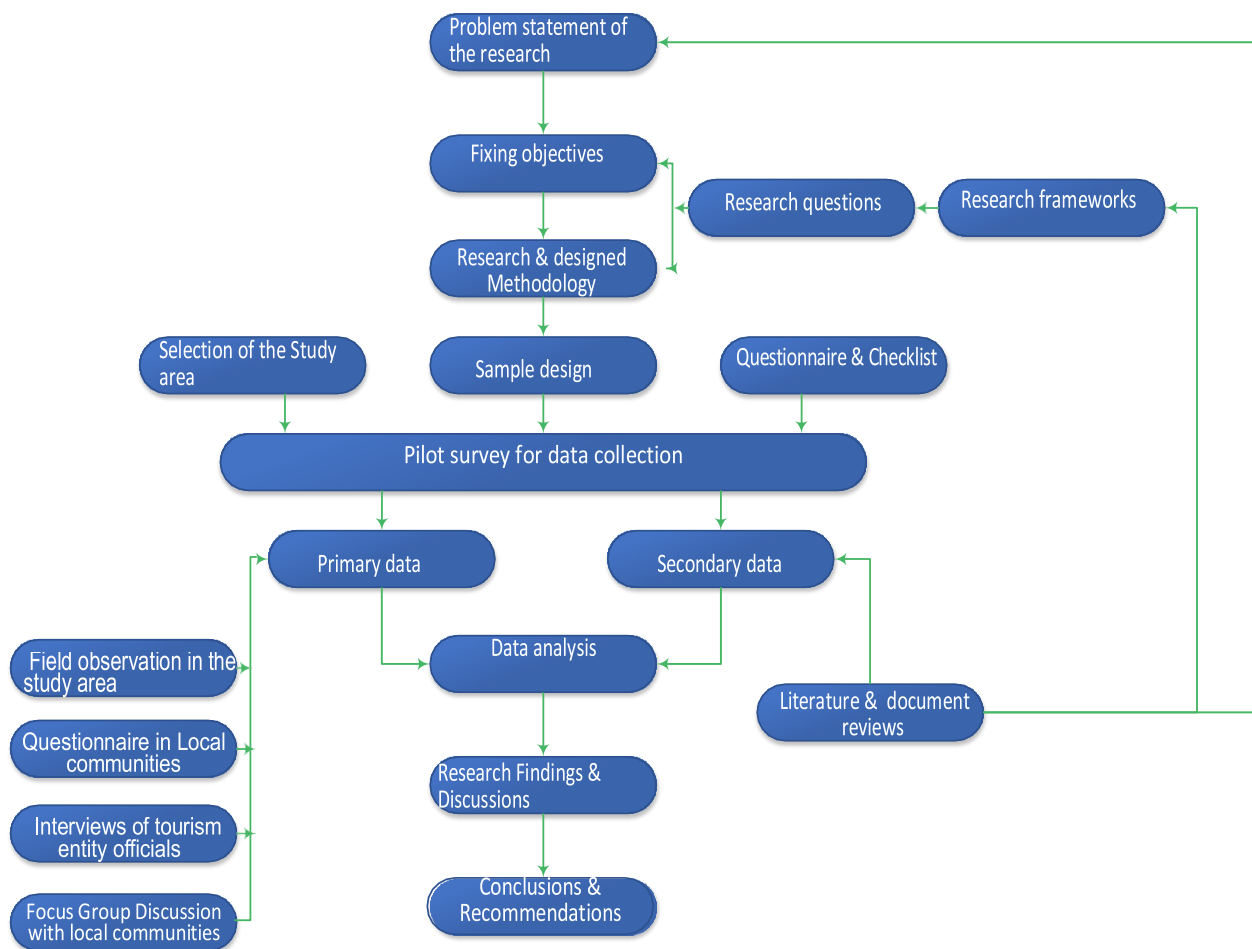


Figure 4.1: Research design

Source: Researcher, 2019.

4.3 Main research methodology

This section presents the adopted methodology for the research. It starts by describing the selected sampling methods and concludes by explaining the data collection methods used.

4.3.1 Sampling method

The research used a mixed-methods design, which uses both quantitative and qualitative methods. The benefit of this design is that it provides detailed information. All the ethical research considerations were observed. The researcher applied for permission to conduct the study and record the data. Permission was granted. The research employed purposive sampling as well as questionnaires and interviews. These were the main research methods. A purposive sample is a non-probability sample that is selected based on the characteristics of a population and the objective(s) of the study. Purposive sampling (also known as judgmental, selective, or subjective sampling) is a sampling technique in which the researcher relies on his or her judgement to select members of the population to participate in a study. The reason for choosing this type of sampling was that the researcher believed that he would obtain a representative sample by using sound judgement, which would "save time and money" (Patton, 2001). There are several types of purposive sampling; however, the main type that guided this research was expert sampling. Expert sampling is a form of purposive sampling used when research requires one to capture knowledge rooted in a particular form of expertise (Tongco, 2007). To this end, the author's knowledge of the study area, its resources, and potential environmental and livelihood issues influenced both the purposive and expert sampling procedures. In view of this, content and construct validity, which are firm prerequisites of quantitative research, were safeguarded through the dependence of the current study on a combination of mixed methods techniques (qualitative and quantitative, including nominal, categorical, interval, and ratio data), purposeful, and expert-based sampling, as well as the rationale of Taro Yamane's formula for calculating the sample size. The data collected from both techniques would complement each other in the study. With

these in mind, all the possible ways of finding a representative sample and pertinent, sufficient, and reliable data were sound and safe. As the Musina Municipality consists of 134 villages, the basis of selection was to also purposively select four representative villages that are near tourism establishments, such as natural parks, nature reserves, and resorts.

Sample size calculation

The sample size was calculated using Taro Yamane's formula (Yamane, 1967, 1973) as follows:

$$n = N / (1 + Ne^2)$$

Where **n** is the sample size,

N is the population size and **e** is the level of precision.

The presented study area comprises Folovhodwe, Gumela, Tshipise, and Zwigodini villages in Musina Municipality, with a total of 4947 populations. Setting sampling precision at 5% (i.e., **e** = 0.05), the sample size of the current study area was calculated as follows:

$$n = 4947 / (1 + 4947 \times 0.05^2)$$

$$n = 4947 / (1 + 4947 \times 0.0025)$$

$$= 4947 / 13.3675$$

$$= 370.0766$$

$$= 370$$

Table: 4.1: Selection of villages, calculation of sample size and allocation of questionnaires

Name of the villages	Population within the selected communities	Percentages	Calculation formula and percentages	Allocation of questionnaires per villages
Folovhodwe	2806		57% x 370	211
		57%	= 210.9 (Rounded off to 211) = 211	
Gumela	383	8%	8% x 370 = 29	29
Tshipise	1052		21% x 370	78
		21%	=77.7 (Rounded off to 78) = 78	
Zwigodini	706		14% x 370	52
		14%	= 51.8 (Rounded off to 52) = 52	
Total	4947	100%	100%	370

Source: Musina Municipality, 2011.

Based on the preceding calculations, four villages were purposefully selected: Folovhodwe, Gumela, Tshipise, and Zwigodini. All four villages are close to various tourism ventures, such as the Nwanedi Nature Reserve and Resort, Luphephe Dam, Sagole Spa (a warm bath), and the Big Tree Nature Reserve (Table 4.1). Table 4.2 shows the allocation of questionnaires within the selected villages in the Musina municipal area (n = 370). It shows that a total of 30 interviews (5 per entity and venture) were conducted at six neighbouring tourism ventures and entities within the study area. (See also Chapters 5, 6, 7, 8, and 9 for data analysis.) Figure 4.2 presents a summary of the population percentages within the selected communities.

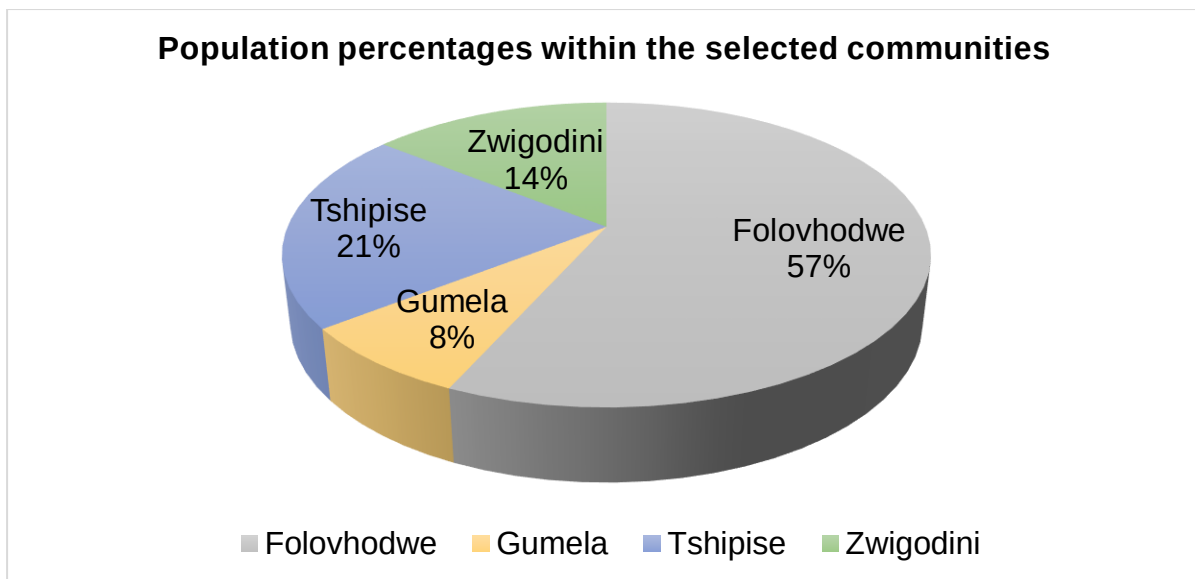


Figure 4.2: Population percentages within the selected communities

4.4 Data collection methods

The study was based mainly on household surveys and interviews; hence, data were extracted using both primary and secondary methods, as per the study design. Accordingly, data were collected through questionnaires, interviews, reviews of existing documents, focus group discussions, and field observations. Primary sources are sources such as letters or eyewitness accounts of an event, while secondary sources are removed from the primary sources and comprise accounts of people who were not eyewitnesses (Esterberg, 2002). Accordingly, secondary data were associated with the data previously gathered for other projects and activities. For the current study, the secondary data were mainly sourced from the Musina Municipality's previous IDP plan and LED strategies, amongst other sources. This data was reinforced by the review of the literature in *Chapter 2 (pp. 28)*. Indeed, the secondary data were gained by reviewing existing documents relevant to the study objectives. Leedy (1995) indicated that primary data are needed for their nearness to the truth and control over possible mistakes. Hence, questionnaire surveys were selected to collect the primary data among the local communities. Furthermore, data on adjacent

tourism ventures and entities was collected through interviews, focus group discussions, and field observations within the study area. Both quantitative and qualitative surveys were used in the current research.

Quantitative surveys and the distribution of questionnaires were based on people's perceptions of tourism activities, the impact of tourism development activities on the livelihoods of the communities, and the tourism development policy employed by the Musina Municipality. In addition, the surveys investigated the capability of community tourism to promote environmentally sustainable tourism within the study area. For the qualitative survey, both formal interviews and focus group discussions were used in the current study. Qualitative surveys were, therefore, conducted among the officials and management staff of the nearby tourism ventures. Focus group discussions were conducted with up to five different residents of the "four" sampled villages in the municipality. The residents included, amongst others, active members of the community, such as church members, civic association members, and students within the study area. Data from field observations were also important in assessing the socio-economic status and nature of tourism activities. Pictures were taken as part of field observations. Data from each data collection method was used to supplement other methods. The overall results of the study were used to provide interventions for potential sustainable tourism initiatives.

4.4.1 Questionnaires

The questionnaire survey was one of the main methods for collecting quantitative data from the sampled villages. The collected data helped in revealing the various types of tourism resources available within the study area, how tourism is impacting communities' livelihoods, as well as communities' knowledge on development and

tourism policies, the environmental sustainability of tourism, and the possible role players for realising a sustainable tourism strategy (n = 370). *A questionnaire survey in the four sampled villages was distributed from the morning of March 1 to the afternoon of April 30 and collected between the mornings of May 15 and the afternoon of June 15. At certain research stages, the researcher used both the distribution and collection methods, and the simultaneous filling in of the data while distributing questionnaires elicited about a 100 percent return and response rate. (Only a few open-ended questions were incompletely filled in or not responded to in the end, with no dismal effect on the data accumulated or its response rate.)*

4.4.2 Interviews

Six ventures and entities participated in six interviews, one per entity, with five participants each. To that end, key informant interviews from the specified (open and closed-ended) questionnaires on tourism ventures and entity representatives aimed at getting more consolidative data on tourism potential. This is because tourism impacts communities' livelihoods. Thus, knowledge on development and tourism policies, environmental sustainability of tourism, and the possible effective role-players within the envisaged better tourism strategy (n = 30) is significant. *(Key informant interviews within the six sampled tourism ventures and entities, between 17/18/19 March and 8/9/10 April 2019, during the mornings and afternoons; document reviews, conducted between March 2019 and April 2021).*

4.4.3 Reviewing existing documents

Insight into the account and circumstances of a particular background can be obtained by reviewing documents. Corbetta (2003) defines "documents" as any material that offers information on an applied social phenomenon and that lives independently of

the researcher's action. Documents are acquired by people or institutions for functions other than societal research but can be used for research and learning purposes. Documents can be private, individual, or institutional. Document review, apart from supporting the data findings for the other objectives of the research, was also aimed at finding out the existence of development and tourism policies and plans within the study area, particularly the LED strategy and tourism plans. Overall, the reviews of existing documents in the current research proved significant and influential in addressing the objectives of the study. (Conducted from March 2019 throughout the year 2021).

4.4.4 Focus group discussions

Mcniff (1996) indicated that focus group discussions are some of the most appropriate means of getting first-hand information from age- and gender-integrated respondents. Besides the survey questionnaires, interviews, document reviews, and field observations were used; up to five [5] affiliates of four sampled local villages participated in focus group discussions. The focus group discussions were conducted among the active members of the communities, among others. These included local structures, such as civic associations and women's associations, in the selected communities within the study area. Local structures, as well as appointments for group discussions, were negotiated with each community, and ultimately the discussions were open to anyone in the community. The discussions produced information on issues of tourism potential, development, and sustainability in the study area. This was done to verify the validity of the results obtained from questionnaires and other research methods. Special attention was given to respondents' perceptions, experiences, opinions, feelings, and knowledge on issues related to tourism and sustainability in the study area. Focus group discussions in this research contributed

to and helped answer all the research objectives of this study. (n = 20) (*Focus group discussions within all the sampled villages [mornings and afternoons] on March 17th to 20th.*)

4.4.5 Field observations

Leedy (1989) contends that direct observation is one of the most effective ways to provide a correct description of an object. In the current study, data from field observations led to the clarification of descriptions of people's activities, behaviours, and actions, as well as the physical landscape and biodiversity status within the study area. This method also helped in the assessment of their socioeconomic status, biodiversity status, tourism activities, and related development activities within the study area. Pictures of relevant features were also taken in the study area. Hence, field observation helped produce data to meet the study objectives. (Conducted from March 2019 throughout the year 2021).

4.5 Types of data and their purpose

This section presents the type of data required to answer the objectives and research questions of the study. Through its content and research methodologies, Figure 4.2 presents the research matrix and helps to describe the type of data required for the study.

Table: 4.2 Research matrix

OBJECTIVE	RESEARCH QUESTION	DATA COLLECTION	DATA ANALYSIS	EXPECTED RESULTS
1. To identify and analyse the nature of tourism-integrated demographic activities within Musina municipality.	What is the nature of tourism-integrated demographic activities within Musina Municipality?	Mixed methods: questionnaires to local the local communities, focus group discussions and field observations.	Microsoft Excel, spreadsheets, descriptive statistics, contingency tables, cross-tabulation analysis, and manual data sorting	The study area was expected to be well-endowed with tourism-integrated demographic activities (<i>Objective 1: Chapter 5</i>).
2. To evaluate the impact of tourism development activities on the livelihoods and socio-economic status of the local communities.	How do tourism facilities and activities impact the livelihoods and socio-economic status of the local communities?	Mixed methods: questionnaire to local communities and conducting; Interviews on tourism ventures personnel; Focus Group discussion on local communities on their knowledge, attitude and satisfaction about the socio economic impact of tourism in their area; (and Field observation).	Microsoft Excel, spreadsheets, descriptive statistics, contingency tables, cross-tabulation analysis, and manual data sorting.	The communities within the study area were expected to adequately benefit from the existing tourism development activities (<i>Objective 2: Chapter 6</i>).
3. To review the nature of the tourism development policy employed by the Musina Local Municipality (that is, the adherence level).	To what extent does the Musina Local Municipality adhere to the government's tourism development policy for the fulfilment of sustainable tourism imperatives?	Mixed methods: Interviews at tourism ventures stakeholders and local municipality tourism representatives and Policy Document review.	Microsoft Excel, spreadsheets, descriptive statistics, contingency tables, cross-tabulation analysis, and manual data sorting.	The study area and the community were expected to be characterised by reasonable knowledge on the enforcement of tourism development policies contributing to sustainability in natural resource utilisation (<i>Objective 3: Chapter 7</i>).
4. To evaluate the environmental impacts of tourism in Musina Municipality.	How do tourism activities contribute to environmental sustainability in the research area?	Mixed methods- Interviewing tourism ventures stakeholders and local municipalities' tourism representatives, and Community about tourism and environmental sustainability in the study area; and (Field observation).	Microsoft Excel, spreadsheets, descriptive statistics, contingency tables, cross-tabulation analysis, and manual data sorting	The communities were expected to not uncontrollably contribute to environmental unsustainability of tourism by degrading both natural and tourism resources (<i>Objective 4: Chapter 8</i>).
5. Develop a strategy for the incorporation of tourism as a tool for sustainable local community development (SLCD).	What strategies (or models) can we develop to use tourism as a tool for sustainable local community development (SLCD)?	This was influenced by the content, outcome and recommendations emanating from objectives (1-4).	Analysis of all the content from results of all the chapters.	The municipality's previous tourism plans and strategies were to be reviewed with the aim of influencing future tourism strategy perspectives. (<i>Objective 5: Chapter 9</i>). [A new framework (<i>Chapter 9</i>) had to influence the entire findings along the recommendations of the study in <i>Chapter Ten</i> summary & conclusion]

Source: Authors field data, 2019.

4.5.1 Data on the nature of tourism-oriented demographic activities

These data were required to provide information on the types of tourism development-integrated demoralising activities in Musina Municipality. This would also provide information on whether or not the activities are nature-based and how indigenous and traditional knowledge may possibly influence them. Hence, in the study, the major variables considered were the existence of tourism activities in relation to the demographics of the Musina Municipality. These included natural, cultural, and indigenous resources within the area. Demographics and the socio-economic profiles thereof also manifested themselves through cross-tabulation of profiles. The profiles included gender, employment, education, income, and family size. These were cross-tabulated with each other and with tourism responses, as well as with responses on daily challenges within the study area. Ultimately, all the data collection methods essentially assisted in gathering the results needed to meet the first objective of the study. The data were also imperative for supplementing the second objective.

4.5.2 Data on the contribution of tourism development activities to socio-economic status

The researcher needed data on the impact of tourism development activities on livelihoods and socio-economic development in Musina Municipality. The data were acquired through all the data collection methods used. Thus, data were acquired to determine the extent to which the communities had exploited some tourism development activities. Therefore, finding the impact of tourism development activities on the socio-economic status of the Musina Municipality would support the second objective of the study.

4.5.3 Data on the tourism and development policies

The data were acquired to find out whether the municipality promotes tourism initiatives within its communities. These would include awareness campaigns on sustainable tourism, community-based natural resource management (CBNRM), and project funding, amongst other initiatives. Accordingly, all the data collection methods contributed substantially and respectively to the achievement of the results for the third objective of the study.

4.5.4 Data on the evaluation of the environmental impacts of tourism activities

The data were collected to assess how the technical capabilities of the Musina Municipality contribute to the environmental sustainability of tourism in the study area. Consequently, all the data collection methods contributed to the achievement of the fourth objective of the study.

4.5.5 The development of a strategy to incorporate tourism in local community development

The data were collected to assess, appraise, and adopt the best strategy to improve the sustainability of their livelihoods through sustainable tourism practises within their area. All the data collection methods significantly influenced the attainment of the fifth study objective.

4.6 Triangulation of data

Babbie and Moutour (2001) assert that triangulation helps enhance the effort of gaining reliability, validity, and objectivity for both qualitative and quantitative research. On the other hand, Patton (1990) asserts that triangulation is a methodology of integration mechanisms oriented towards a scenario where quantitative and qualitative methods are used. The current research therefore adopted both

quantitative and qualitative methods, which further validated the study. Cresswell (2003) suggests that livelihood variety cannot be appropriated by employing a single data-gathering method. Hence, the study incorporated triangulation methods to ensure the validity and reliability of the gathered data. Denzin (1978) suggests four primary types of triangulation. Data triangulation entails time, space, and persons; investigator triangulation entails multiple researchers in an investigation; and theory triangulation entails employing more than one theoretical scheme in the interpretation of the phenomenon. However, there are eight assorted types of triangulation techniques, as suggested by Leedy and Ormrod (2001). Owing to the methodology of the current research, the eight triangulation techniques were modified for the study. Multiple triangulation alludes to a scenario where more than one form of triangulation is used. This study was oriented to all methods of theoretical triangulation, being a product of more than two data collection methods and liaising with different theories and concepts of tourism development. Hence, aptly, it adopted the multiple triangulation method. This approach made the study more comprehensive, including encompassing the implications of other triangulations. The reliability and validity of the results were improved through triangulation. Triangulation was ground-breaking and imperative, as it counteracted the connotation linked with the qualitative segment of the study, which lacked dependable results. Although quantitative methods were more influential in the study, qualitative methods were also informative and essential. Hence, triangulation removed any doubt about the credibility and validity of the qualitative methods of the research. In the same vein, Gillham (2000) reminds us that qualitative research is usually criticised for not being sufficiently scientific. This can be counteracted through triangulation. In the current study, questionnaires and interview data were the central sources of data, followed by document reviews, focus group

discussions, and field observation. Integrating the data gathered from questionnaires, interviews, document reviews, focus group discussions, and field observations enabled triangulation to establish robust data analyses and provide genuine results.

4.7 Presentation of data

Using questionnaires and interviews, supplemented by focus group discussions, primary data was collected on the potential use of tourism activities in Musina Municipality. To a lesser extent, field observations contribute to these primary sources. Extra insights are obtained through documentary reviews (secondary sources). The data was analysed quantitatively, supplemented by qualitative approaches and cross-tabulation analysis. Contingency tables were vital for the efforts. Manual data sorting complements various stages of these processes. To that end, tables and graphs presented much of the primary data and expanded all the responses from both questionnaires from villagers and interviews with local ventures and entities. It was interesting to realise that the interviews provided as much information as the questionnaires. Both the questionnaire questions and interview questions were carefully designed to produce useful data. The approach was also significant during the data analysis stage. The follow-up open-ended questions of the questionnaire survey were analysed both qualitatively and quantitatively. The latter was imperative for validating the findings of the research. However, it was not always easy to decipher the content and meaning of the open-ended questions from the questionnaires; hence, the answers were sometimes unusable. The focus group findings were summarised, correlated, and synergized with the findings of the open-ended questions from local community surveys. Then, focus group discussion data and field observation captions were manually sorted and analysed. Due to the limited nature of the responses to the

open-ended questions from the questionnaires and the nature of the focus group responses, it was easy to manually analyse and decipher their content and meaning with the help of the content analysis themes and goals. Furthermore, findings from personal and field observations were summarised in the same way as those from focus group discussions to triangulate and validate the findings with both focus group discussions and the other research findings. Data from the review of the local municipality's IDP content and strategies were paramount, as they comprehensively and appropriately included all the study findings.

4.8 Data analysis techniques

4.8.1 Quantitative data analysis

In line with the precepts of mixed-methods and quantitative approaches, simple quantitative analyses were used to present the information in percentages and statistics; this also reflected a dominant qualitative approach in terms of reliability and validity analysis. The aforementioned were achieved through spreadsheets, Microsoft Excel, contingency tables, and cross-tabulation analysis. Nonetheless, tables and graphs were also used to project socio-economic facts and figures, as well as all the responses, perceptions, and knowledge of the respondents on tourism issues. Thus, the study was predominantly descriptive statistics-based, exploratory, and non-inferential, based mostly on probability distributions, and consistently realized its main and specific objectives.

4.8.2 Qualitative data analysis

Qualitative analyses were based on the content of the answers to the key questions from the focus group discussions, open-ended questions from surveys and interviews, and field observation data. The focus group and open-ended survey data involved

direct quotations on the strength of people's experiences, opinions, feelings, and knowledge of issues related to tourism activities, their socio-economic improvements, tourism development policy, and the technical capabilities of the Musina Municipality in contributing to the environmental sustainability of tourism. Manual sorting of data was integrated into the significance of the spreadsheet, MS Excel, and Word applications. In field observation, open-ended survey questionnaires and, to some extent, interview data, as opposed to closed-ended survey questions, made manual data sorting more commanding than other procedures for data analysis. This also involved probes and reviews of other relevant documents on tourism development activities. Information on the incorporation of tourism into the local community development within the study area was one of the central concerns.

4.8.3 Ethical considerations

In all South African universities, students are required to obtain ethical clearance before going out to conduct research. Furthermore, all researchers who want to conduct research work in villages must first contact all the leadership structures. These include civic members and traditional leaders. Thus, the researcher consulted traditional leaders to seek permission to conduct group discussions. Consultation was also done telephonically and via email, for example, to ask for permission from the managers or representatives of the ventures and entities to conduct interviews. Permission was also sought from the University of Venda Research and Ethics Committee. Furthermore, communities were asked for their permission before they completed the questionnaires. Staff at the ventures visited for interviews were asked for permission first before interacting with them and taking pictures of the area. Those who did not give consent were excluded. A letter showing affiliation with the University

of Venda helped introduce the researcher to local communities for the survey questionnaires. The same steps were taken for officials of the ventures and entities for interviews (*see a letter in the Appendices: Appendix 2*).

4.8.4 Limitations of the study and problems encountered

Although the main study objective was achieved and respondents successfully provided the answers to the research questions, the researcher encountered some problems during the study. Firstly, the study area is situated in one of the most remote and marginalised areas of Limpopo. Regarding the latter, there were some problems concerning the scarcity of public transport services, which the researcher wholly relied on. Furthermore, some areas within the study area, such as Nwanedi Nature Reserve and Resort, were much worse in terms of the availability of transportation to the area. This was exacerbated by the road conditions in these areas. Thus, the researcher struggled a little with transportation to the area. In the case of travel to the Big Tree Nature Reserve, the situation was much worse. Because of this, the researcher even attempted to walk to some of the ventures. This clearly posed some risks for the researcher. In addition, the budget and time allotted were further limitations in the study. It was quite costly to conduct research in those marginalised places and travel those long distances. What made it worse was that the University of Venda Research Programme Committee (RPC) funds were always exhausted, and they could not offer any additional assistance. Hence, it was time-consuming to disseminate a large number of questionnaires to all the designated villages and conduct interviews at adjacent ventures and entities. Lastly, some respondents were not cooperative during the interviews. For example, the respondents would give an excuse and leave. In addition, some questionnaires were poorly completed, especially the open-ended question sections. To quote one of the responses, one respondent was quoted as

saying, *"This must be very important for you; why would you come down here?" "What do I stand to gain from this?" "I don't have time for this; besides, I don't want to jeopardise myself job-wise by responding to your interview questions; please find someone else."* As a result, the researcher sometimes had to look for replacements for unwilling participants. However, the researcher was able to overcome these limitations, meaning the uncooperative respondents did not compromise the results of the study, and the response rate remained about 100 percent.

4.8.4.1 Solutions to the study limitations and encountered problems

In order to deal with the limitations and problems encountered, such as the remoteness of the area and poor transport services, the researcher hired a private individual to transport him to the various research sites. The private transportation, in turn, improved time management. Furthermore, the problem of only a few respondents completing the open-ended questions did not affect the research quality either. This is because there were follow-up questions to the main questions. The questionnaires were manually sorted and categorised, similar to focus group discussion data. Regarding the budget issue, the researcher had to use his own pocket money to ensure that the study was completed successfully. A private sponsor, rather than the UNIVEN RPC, also helped finance the study.

4.8.4.2 Credibility, validity and reliability of the research

The researcher took careful consideration of the above-mentioned variables. Credibility is concerned with the trustworthiness of the research; that is, whether the research is believable or not, as well as whether the conclusions of the research are underpinned by the research findings. On the other hand, validity is concerned with

how the research is designed—whether it can answer the research questions or whether it measures what it purports to measure. It also refers to the level to which a study precisely mirrors or evaluates the specific conceptions that the researcher is trying to measure. This is sometimes called "internal validity." Hence, reliability alludes to the repeatability of the research; that is, if the research would consistently produce similar results if it were repeated. On the other hand, reliability pertains to the accuracy of the actual measuring tool or procedure; validity is related to whether the study has achieved what the researcher had set out to measure (<https://www.slideshare.net>).

The study thus produced results that are credible, viable, and trustworthy. However, this research alone cannot solve the problems of tourism and underperformance challenges in the study area. Nevertheless, the research applied all the endeavours and made significant strides towards implementing a turnaround strategy for tourism development and sustainability measures in the study area. Secondly, while the study cannot claim to be a silver bullet, it provides a genuine platform for further research to consolidate its findings.

4.9 Conclusion

Chapter 4 discusses the methods used to conduct the study. An array of methods was used for data collection in the study area; the mixed-method technique was used. All the other aspects of research methodology, such as the sampling technique, development of the research instruments, data collection techniques (questionnaires, interviews, document reviews, focus group discussions (FGDs), and field observations), as well as data analyses (triangulation), were fully discussed. Furthermore, ethical issues, limitations of the study, problems encountered, and solutions to the problems, as well as the credibility, validity, and reliability of the

research, were also discussed in this section. Musina Municipality was expected to be well-endowed with natural biodiversity and successful tourism projects to be undertaken in the research area, such as the prior known "Big Tree" in Zwigodini "Madifha" village. Therefore, it was expected that there would already be some socio-economic benefits trickling down to the local communities. However, it could also be assumed that inadequate experience in sustainable tourism development and CBNRM activities might be hindering the socio-economic benefits of such a project. Therefore, it was expected that the present research would remedy the situation. It was on this basis that a study was undertaken to assess "the prospects of using the tourism industry to advance communities' livelihoods in the study area." The next chapter outlines the nature of tourism-integrated demographic activities within Musina municipality, primarily juxtaposing the demographic provisions against each other as well as tourism-related activities and tourism potential. In the chapter, the questionnaire survey data concentrated solely on the demographics and tourism, as well as conservation-related associations, of the respondents, while focus groups and field observation concentrated solely on the tourism potential of the area.

CHAPTER FIVE: THE NATURE OF TOURISM-INTEGRATED DEMOGRAPHIC ACTIVITIES WITHIN MUSINA MUNICIPALITY (OBJECTIVE 1 OF THE STUDY)

5.1 Introduction

This chapter assesses the nature of tourism-integrated demographic activities. Together with the study area's resource appraisal in Chapter 3, it presents data analysis and interpretation of the demographic and socio-economic profiles of the research. It does this while simultaneously enhancing the tourism potential of the area. The chapter also provides background for Chapter 6, on the impacts of tourism activities on community livelihoods. As such, it also discusses the correlation between the questionnaire's survey aspects and significant tourism responses from community members. Firstly, the demographic and socio-economic profiles of the respondents are presented. Through compiling such profiles, the researcher sought to determine the level at which different aspects, such as age and gender, affect the communities' knowledge and activities of tourism development and sustainability. Thus, demographic and socio-economic variables were described in the study area. The latter included cross-tabulations of the respondents' profiles with different variables, such as the respondents' tourism knowledge, among other dimensions.

One of the aims of the research was to find out and recommend an effective strategy for tourism development to sustainably develop communities. Using the profile above, the researcher uncategorically and generally attempted to develop sustainability implications within the communities and therefore assessed the extent to which tourism activities could uplift community livelihoods while achieving sustainability.

5.2 Demographic and socio-economic data

This section presents information on age and gender status, as well as household size, educational status, and income. It also includes the employment profiles of the respondents in the Musina Municipal Area.

5.2.1 Age and Gender profiles of the Community

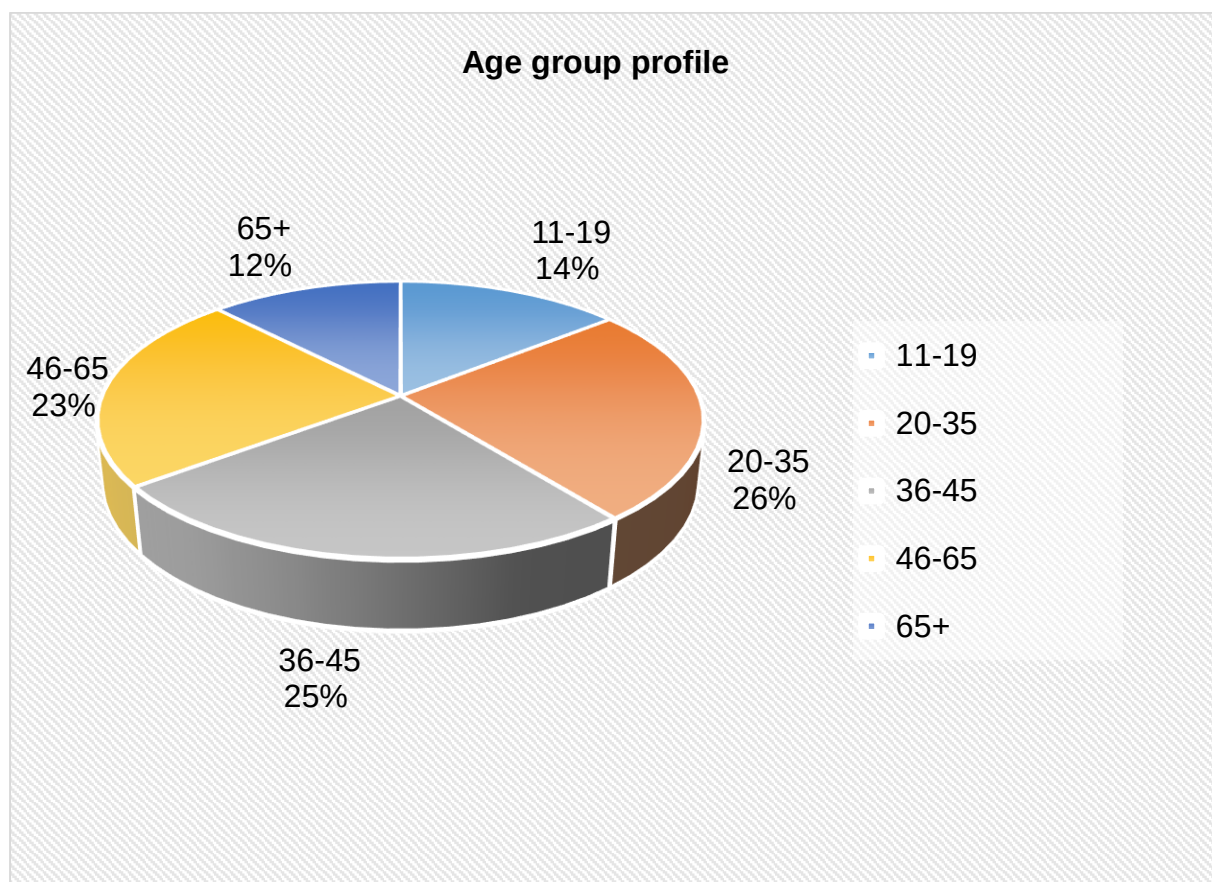


Figure 5.1: Age group distribution of the respondents

Age and gender are vital aspects of community households. This is because these aspects influence basic needs such as food production, health maintenance, and education. These variables were investigated to provide a better understanding of how they interlink and affect the communities in sustaining household basic needs and how the communities interact with their daily challenges. The composition of the respondents in the survey was as follows: 45.5% were female, while 54.4% were male.

The results also indicated that 50.8% of the respondents were aged between 20 and 46 years. There were an accumulative 34.7% of respondents aged between 46 and 65+ (Figure 5.1) ($n = 370$). This suggests that there were sufficient well-abled and energetic members of the community, potentially fit to engage in economic development, environmental conservation, and sustainable tourism.

5.2.2 Household size of the sampled communities

The size of the household is vital in ascertaining the source and consequences of impoverishment on basic needs such as energy, food security, quality education, health, and sanitation. Food security entails the stability of supplies, food availability, and accessibility to household members (Maxwell, 2001). Thus, it is significant to obtain data on household sizes and how they might affect the socio-economic status and impoverishment within the communities. Therefore, one will realise the imperativeness of the socio-economic benefit of a decent tourism development strategy that maintains various household sizes in the study area. The household size varied from 1-2 to 7+ members; however, about the bulk of the household size (37.2%) comprises 3-4 and 5-6 members apiece, whereas 13.4% of respondents have 7+ members. Thus, 11.6% of the respondents have 1-2 members, which could be sustained easily against those with more (Figure 5.2).

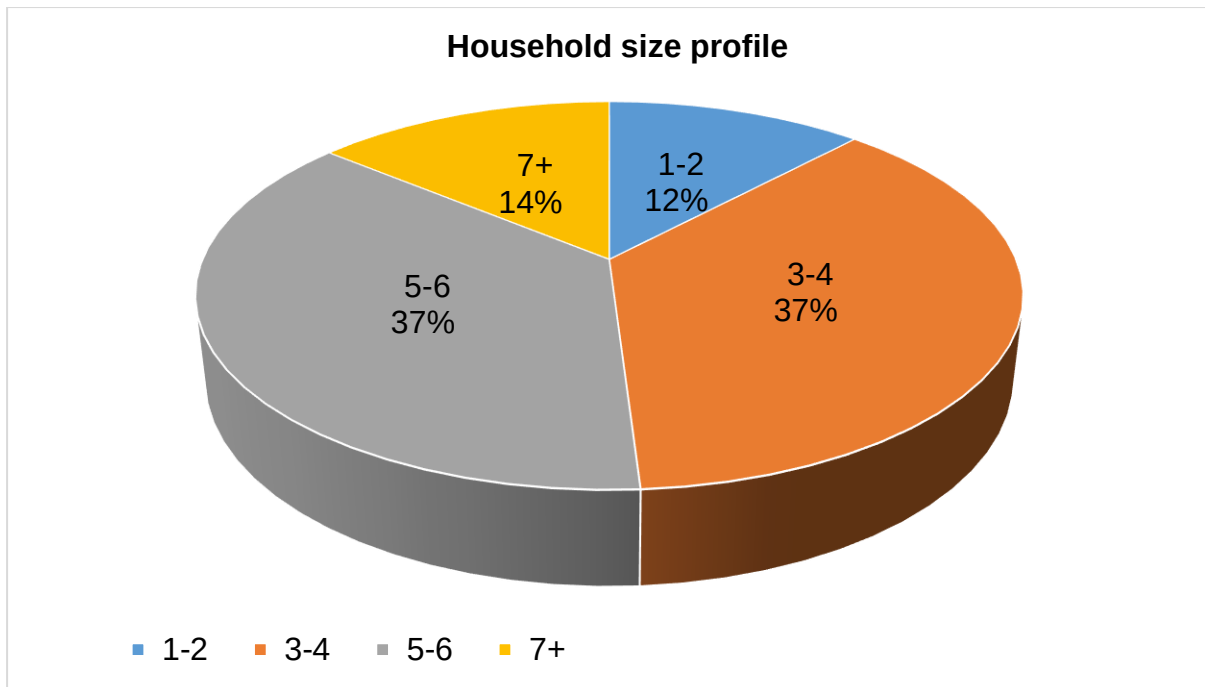


Figure 5.2: Sizes of the sampled households

5.2.3 Educational status in the area

The education levels of the respondents were investigated, concerning the respondents' general knowledge of tourism and environmental activities. This was important for insights into adopting a potential tourism policy strategy for the advancement of communities' livelihoods in the study area. Refer to Figure 5.3 for the educational statuses of respondents in the study area. Of all the surveyed respondents, 33.7 percent had a secondary education, and 21.8 percent had a tertiary education. The results also showed that 33.7% of them had completed the primary level. Another 11.6% had never had any formal education ($n = 370$). Formal education can provide a community with an opportunity to comprehend policies and strategies documented for tourism, community development, and environmental management.

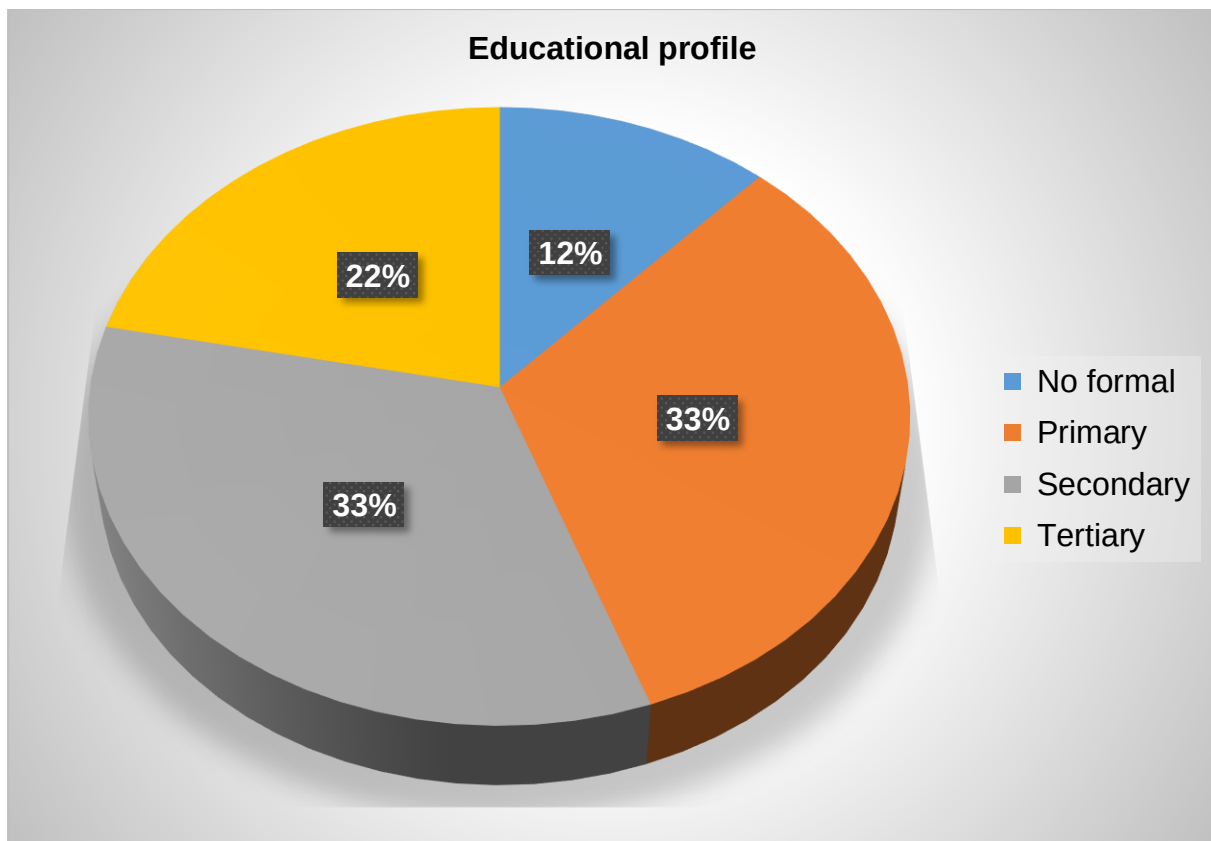


Figure 5.3: Educational profile

5.2.4 Tourism-related job profile

Data data show that a total of 283 respondents replied in the negative about having any family members working in tourism-related jobs in their area. Another 87 respondents agreed that they have a family member working in tourism-related jobs in their area. Thus, the majority (76.4% of respondents) did not have any family members working in tourism-related jobs in their area ($n = 370$). These findings imply that tourism is not currently generating enough jobs for the communities. However, the indicators of tourism resources seemed positive. On the other hand, the situation was different regarding creating enough jobs for local communities. Therefore, intervention is crucial within the study area. An effective tourism strategy around marketing, development, and tourism management would ensure a fair distribution of tourism benefits for all stakeholders within the area, including local communities.

5.2.5 Activity involved profile

Data in Figure 5.4 below indicate that a total of 140 respondents replied in the affirmative to being involved in other activities not mentioned in Figure 5.3. Another 138 responded in the negative to the question on involvement in other activities. The responses show that most respondents are engaged in something, with hawking or street vendor work being the predominant activity. This is followed by subsistence farming, with 28 respondents, and commercial farming, with 9 respondents. The least predominant activity was nature conservation, with 5 respondents. The study also showed that 37.8% of the respondents were involved in other activities not listed, while only 1.3% indicated that they were involved in nature conservation.

The data therefore shows that the number of people engaged in nature conservation is small. This is so despite the essence of nature conservation and tourism. The latter indicates the ineffectiveness of nature conservation activities, despite the high tourism potential of the area. Therefore, a strategy should be devised to tackle both nature conservation issues and those that will translate into beneficial tourism activities in the area and advance community livelihoods.

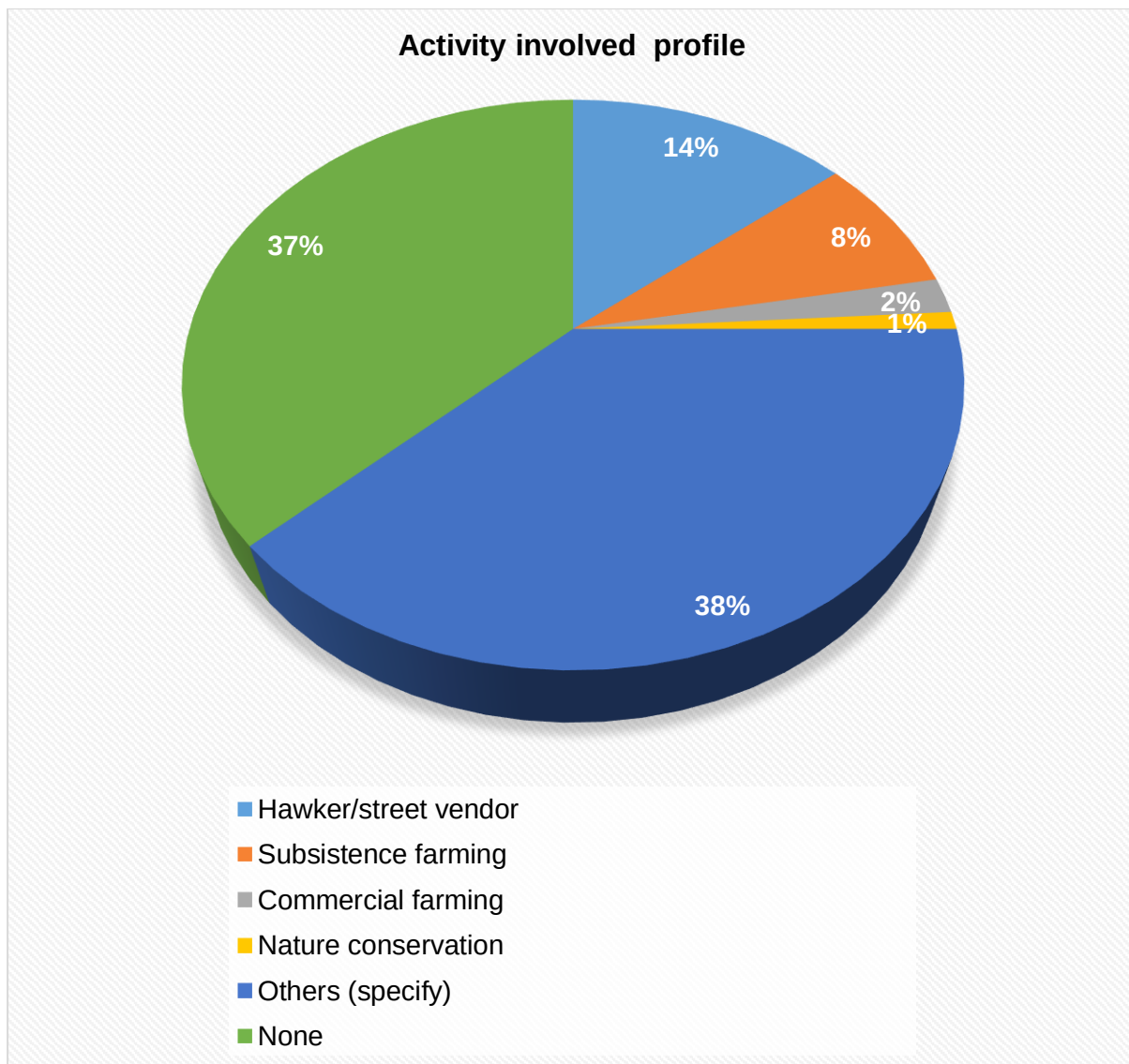


Figure 5.4: Activities involved

5.2.6 Professional job profile

The data in Figure 5.5 below shows that 329 respondents responded with something that is of use, compared to those who did not provide such data. The responses were as follows: none said they were professionals; nine respondents indicated a profession not listed. The figure further shows that among the professionals, administrators were predominant, with 15 respondents. This was followed by a tourism officer, with 11 respondents, followed by an unspecified group, with 9 respondents, and finally teaching, with no respondents. This shows that the majority (88.9%) of respondents were not involved in professional jobs. Only 1.6% were employed as nurses.

Administrators constituted the highest percentage among professionals, with 4.0%. Therefore, tourism jobs within the area are fewer than other professional jobs, such as administrator jobs. However, this is not conclusive because administrators could still be associated with tourism or nature conservation obligations. It is worth noting, however, that at least tourism officers ranked third out of the five categories. The latter indicates that there is room for further improvement. However, these improvements need to happen in tourism affairs within the area.

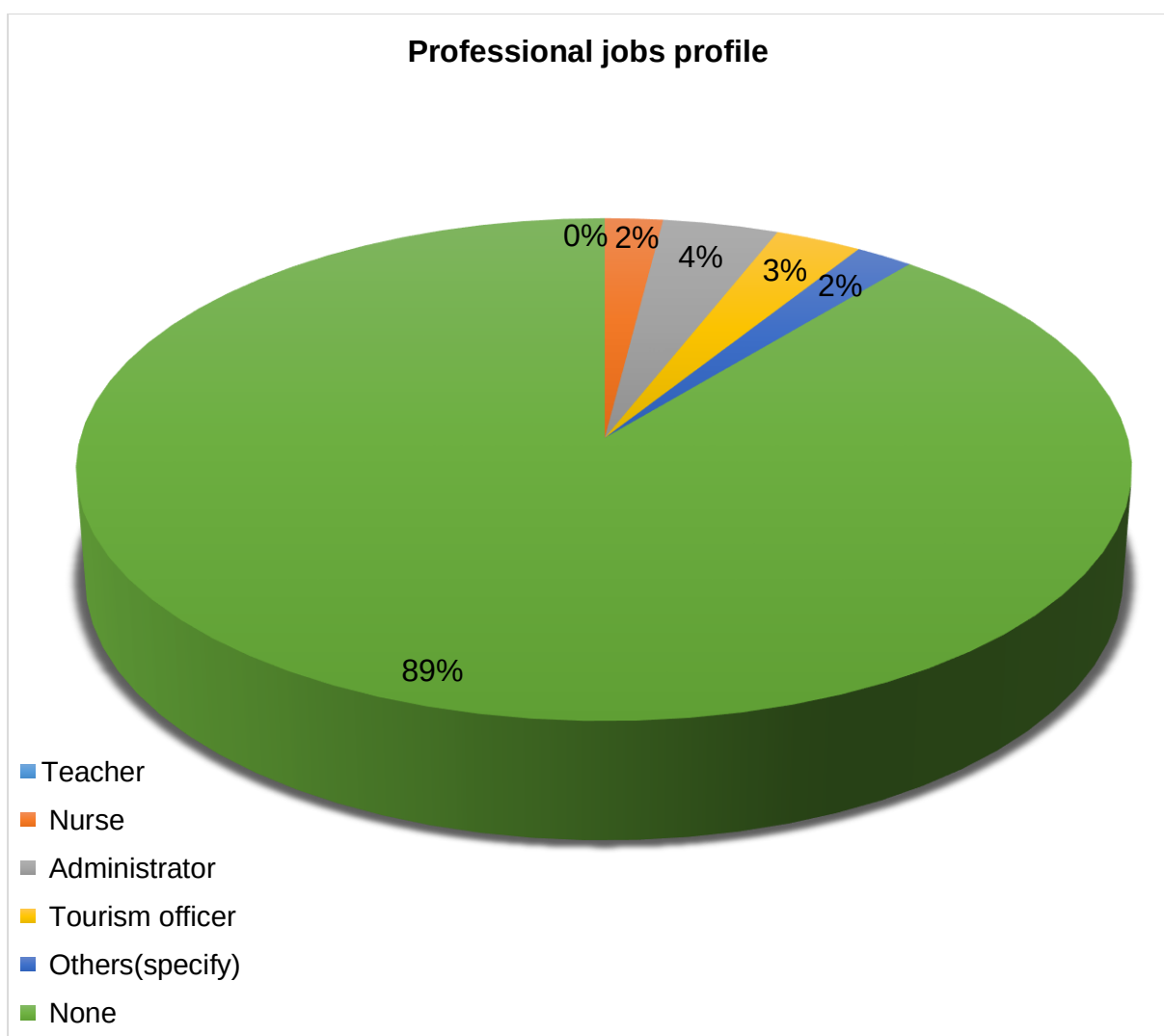


Figure 5.5: Professional jobs

5.2.7 Respondents' Employment profile

Respondents were asked to provide their employment profiles to find out if their daily challenges and standard of living are related to their employment status. The data in Figure 5.6 presents the respondents' profiles. The data indicate that 69.7% of the respondents are unemployed. In other words, they are prone to impoverishment and daily challenges in the area. They are therefore likely to bank on a lifestyle that is more affordable. Hence, they are likely to rely on natural resources as their most convenient source of living. Seven percent of respondents were part-time employees, while fifteen percent were casually employed. Eight percent of the respondents were employed full-time and could, thus, choose a lifestyle that was not dependent on natural resources.

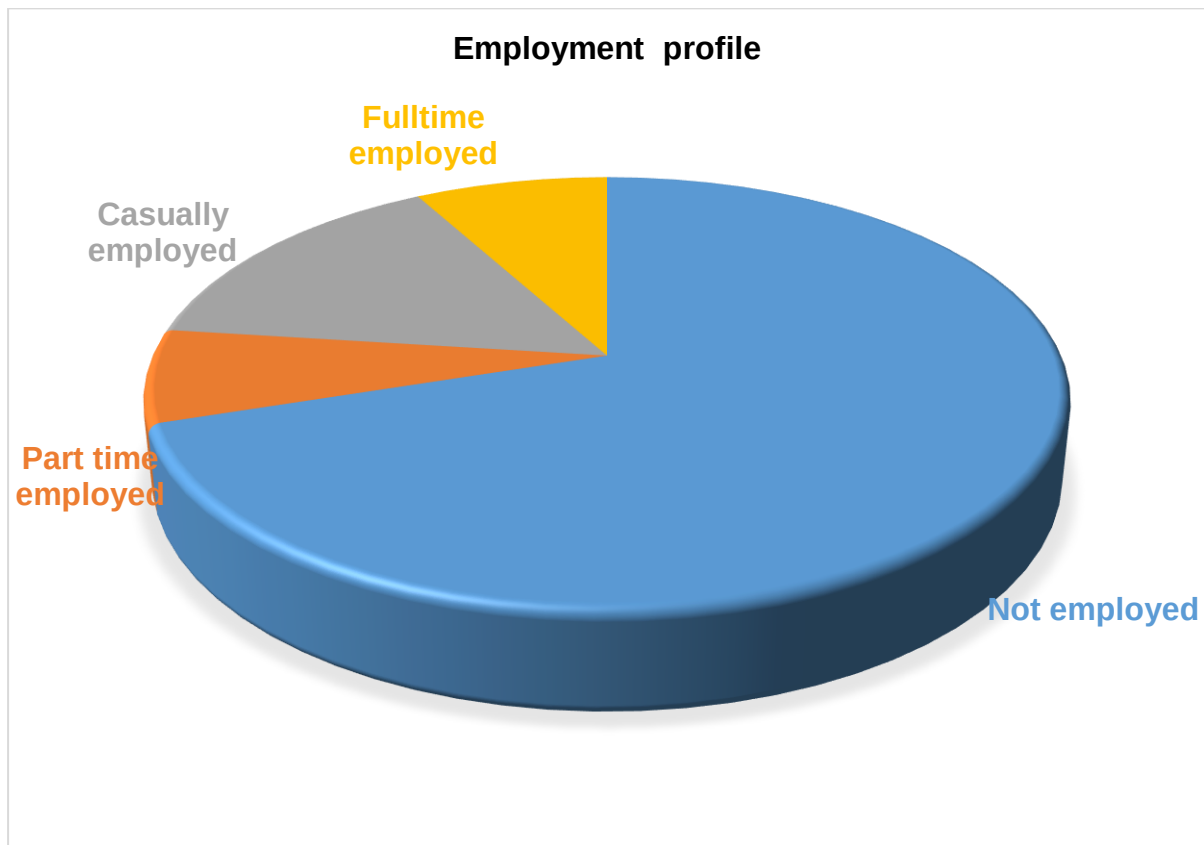


Figure 5.6: Employment profile

5.2.8 Respondents' Monthly income

Respondents' monthly income was evaluated to ascertain their susceptibility to everyday burdens, that is, socio-economic challenges within their area. Respondents' monthly financial gains were also broadly evaluated in association with their daily challenges, such as energy, education, food security, health, and sanitation, along with others on basic needs in their area. Figure 5.7 below depicts the respondents' monthly income.

The data further indicate that 43.7% of the respondents earn R515, while 14.8% earn between R515 and R1399. Community members involve themselves in activities such as hunting and cutting trees to make ends meet. These contribute to land and environmental degradation and are also detrimental to conservation and sustainable tourism endeavours.

On the other hand, 35.1% earn between R1400 and 10000, and only 6.2% earn R10000 or more ($n = 370$). The latter are better off than the other two categories. As such, they are likely to engage in the lifestyle of their choice more easily. A decent tourism development strategy could go a long way towards improving the monthly incomes of the community. This will, in turn, strengthen environmental conservation by creating jobs and strengthening conservation and ecotourism initiatives.

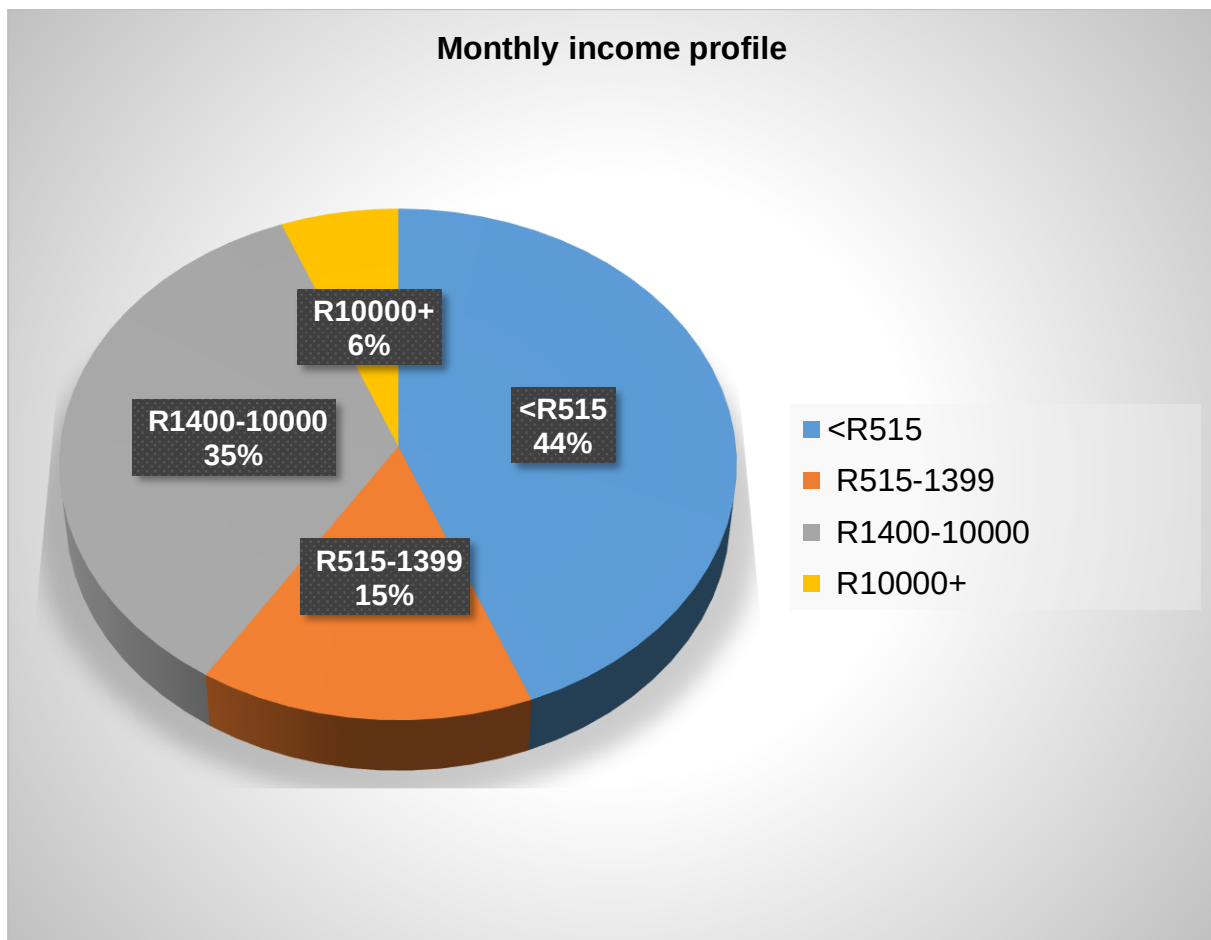


Figure 5.7: Monthly incomes

5.3 CROSS-TABULATIONS OF DEMOGRAPHICS, SOCIO-ECONOMIC AND OTHER RESPONDENTS' DATA

This section presents the cross-tabulations of demographic and socio-economic data among themselves with other selected significant data about tourism activities within the study area. Examples include factors such as income, education, and family size. Cross-tabulations provided further clarification on existing and potential tourism activities, as well as how communities interact with their natural environment. The section also helps to assess the attitude of the local people towards tourism projects.

5.3.1 Cross-tabulation of Age group and Gender [Section A, Q2 X Q1]

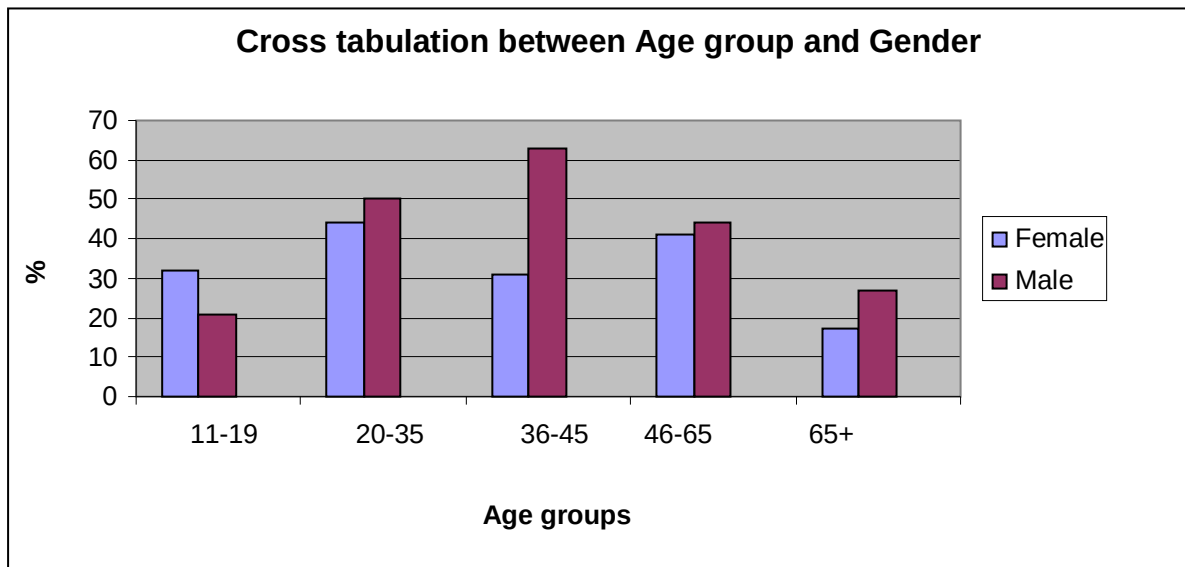


Figure 5.8: Cross-tabulation of Age group and Gender

Data in Figure 5.8 show that a total of 53 respondents were within the 11–19 age group, with about 60.3% being female and 39.6% male. On the other hand, 94 respondents were within the 20–35 age group, with 46.8% of them being female and 53.1% male. The data in the figure also show that a total of 94 respondents were within the 36–45 age group, with 32.9% being female and 67.0% male. Another 85 respondents were within the 46–65 age group, with 48.2% being female and 51.7% male. Furthermore, 44 respondents were aged 65 or older, with 38.6% being female and 61.3% male. Therefore, the data show that older males have a better edge against females. It is an accumulative number of 140.0% women between the age categories of 11–19 years and 36–45 years, against 159.7% of the men.

Young females have various roles in the tourism industry. Examples include involvement in cultural dances such as Malende and Domba. They can also hold jobs such as waitresses and receptionists; hence, they play a pivotal role in tourism development and socio-economic development activities. On the same vein, both

women and men are vital in tourism-related jobs such as security, rangers, and art crafting.

5.3.2 Cross-tabulation of Gender (female & male) and Monthly income [Section, A Q1 X Q8 (b)]

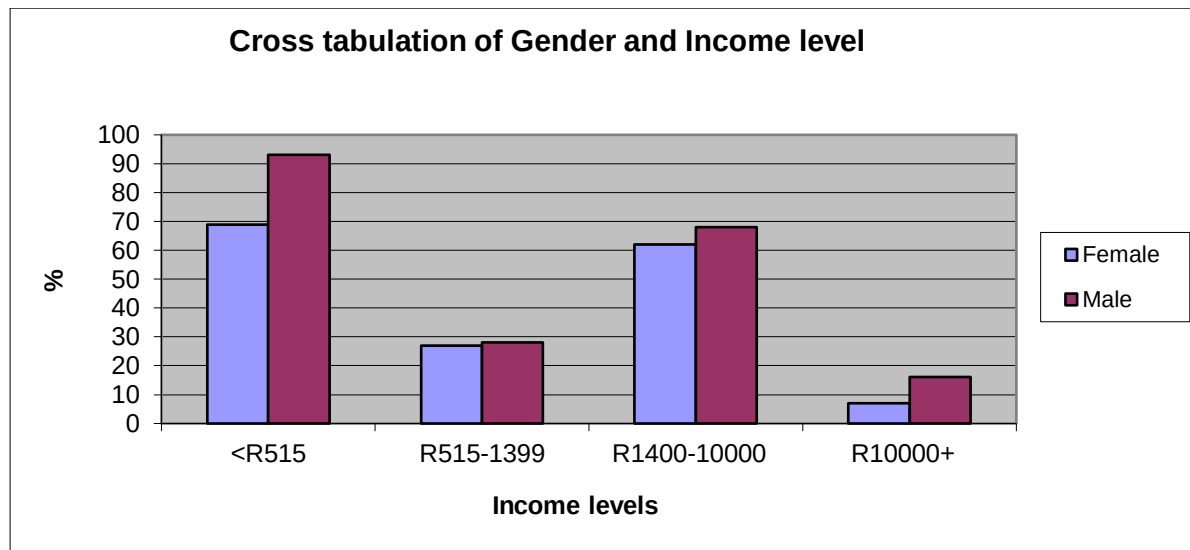


Figure 5.9: Cross-tabulation of Gender (female & male) and Monthly income

Data in Figure 5.9 above show that a total of 165 respondents are female, with 41.8% of them earning R515; 16.3% getting R515-1399; 5% earning R400-10000 monthly; and 4.2% earning R10000+. Furthermore, 205 of the respondents were male, with 45.3% getting R515; 13.6% getting R515-1399; 33.1% earning R1400-10000; and the remaining 7.8% earning R10000+. Therefore, the data show that males have an advantage over females when it comes to salaries. This is because 7.8% of males earned R10000+, compared to just 4.2% of women, who got the same salary. This shows the general disparities between women and men when it comes to socio-economic issues, earnings, revenues, and expenditures. However, it is important to emphasise women's roles in the tourism industry, ranging from cleaners, administrators, waitresses, receptionists, and others. Older women also have a potential role in various tourism activities, such as story-telling, pottery and art crafts,

and traditional dance teachings. They can pass on this indigenous knowledge of medicine and foods to other generations. A tourism strategy based on local community livelihoods can reduce the socio-economic imbalances between women and men by equally providing jobs to both women and men, both young and old.

5.3.3 Cross-tabulation of Gender (female & male) and Day-to-day challenges [Section, A Q1 X Section B, Q1 (b)]

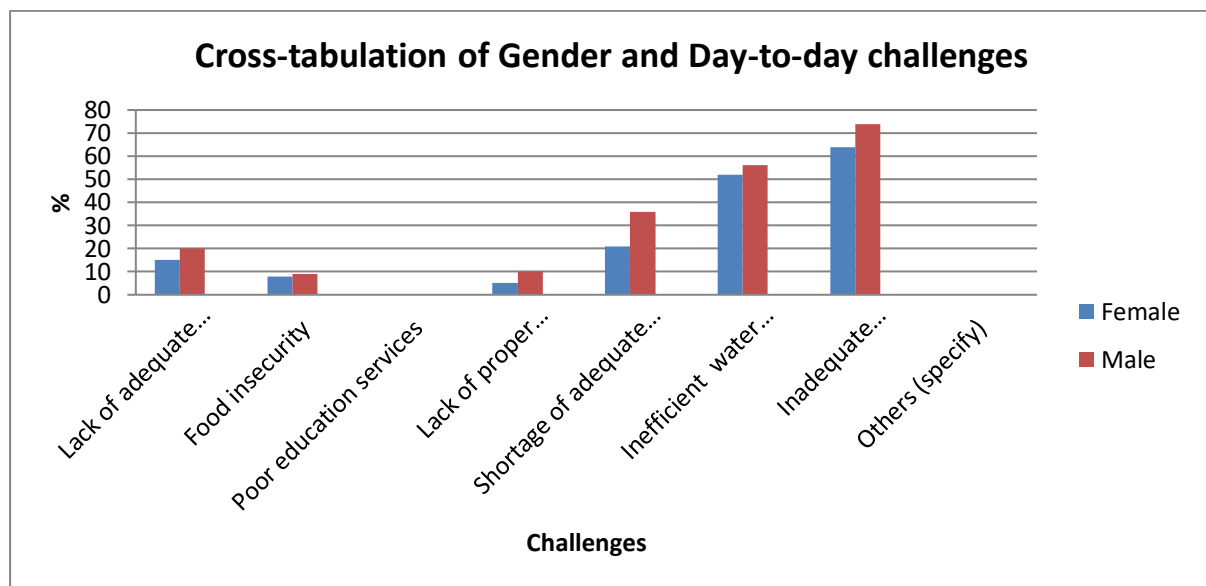


Figure 5.10: Cross-tabulation of Gender (female & male) and daily challenges

Data in Figure 5.10 above illustrate that 165 respondents were female, with 9.0% indicating lack of adequate electricity supply as their daily challenge; 4.8% said that food insecurity was their challenge. Meanwhile, 3.0% reported lack of proper transportation and services as their challenges; 12.7% reported the shortage of adequate health facilities; and 31.5% reported inefficient water services as some of the challenges within their area. The remaining 38.7% indicated inadequate biodiversity maintenance as their day-to-day challenge. On the other hand, there were a total of 205 male respondents, and 9.7% of them reported a lack of adequate electricity supply as their daily challenge. Another 4.3% reported lack of food insecurity as their daily challenge, and 4.8% said lack of proper transportation and services was

their challenge. Furthermore, 17.5% indicated a shortage of adequate health facilities as their challenge; 27.3% said inefficient water services; and 36.0% said inadequate biodiversity. The data also show that males tend to care more about the betterment of their surrounding natural environment than women. This is evidenced by the fact that the highest overall accumulative difference number and a total of 74 men indicated a lack of adequate biodiversity management. This is compared to only 64 women indicating the same challenge. Men relied on the natural environment to take care of their families. These include activities such as collecting building wood material, hunting, and taking care of livestock grazing. An effective tourism strategy alongside community-based natural resource management and community-based tourism would assume men as integral role players in such development due to their closer relationship with the natural environment.

5.3.4 Cross-tabulation of Age group and Monthly income [Section, A Q2 X Q8 (b)]

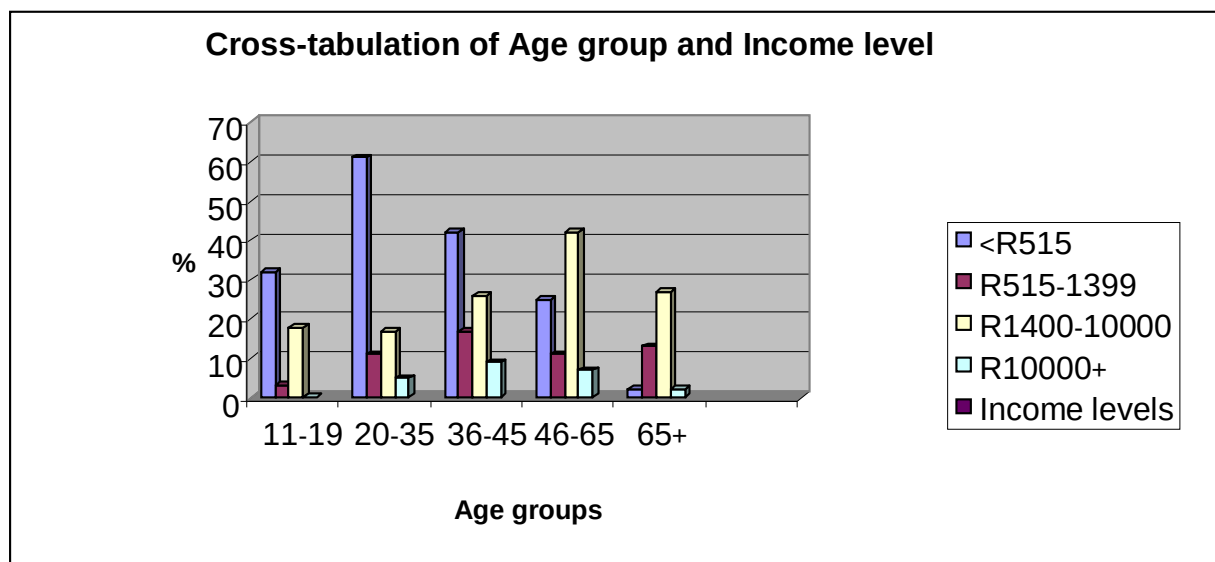


Figure 5.11: Cross-tabulation of Age group and Monthly income

Data in Figure 5.11 above show that a total of 53 respondents were aged 11–19 years, with 60.3% of them earning R515; 5.6% getting R515–1399; 33.9% earning R400–

10000 monthly; and none earning R10000+. On the other hand, an overall total of 94 respondents were from age 20–35, with 64.8% getting R515, 11.7% earning R515–1399, 18.0% getting R1400–10000, and the remaining 5.3% getting R10000+. Data in the figure above also show that 94 respondents are aged 36–45 years, with 44.6% earning R515; 18.0% getting R515–1399; 27.6% earning R400–10000 monthly; and 9.5% getting more than R10000. Furthermore, 85 respondents were aged 46–65, with 29.4% of them getting R515; 12.9% earning R515–1399; 49.4% earning R1400–10000; and the remaining 8.2% getting R10000+. The data show that 44 respondents were aged 65+, with 4.5% earning R515. Furthermore, 29.5% earned R515–1399; 61.3% earned R400–10000 monthly; and 4.5% earned above R10000. The overall salaries tended to be below R515 for most of the respondents. The highest proportion (64.8%) were those aged 20–35 years. Therefore, in all age groups, most of the respondents were earning below R515 per month. A decent tourism strategy can improve the age and monthly income dimensions by affording a reliable income for different age groups of the populations in the study area. This can be achieved through its variety and job-creating potential.

5.3.5 Cross-tabulation of Age group and Day-to-day challenges [Section A, Q2 X Section B, Q1 (b)]

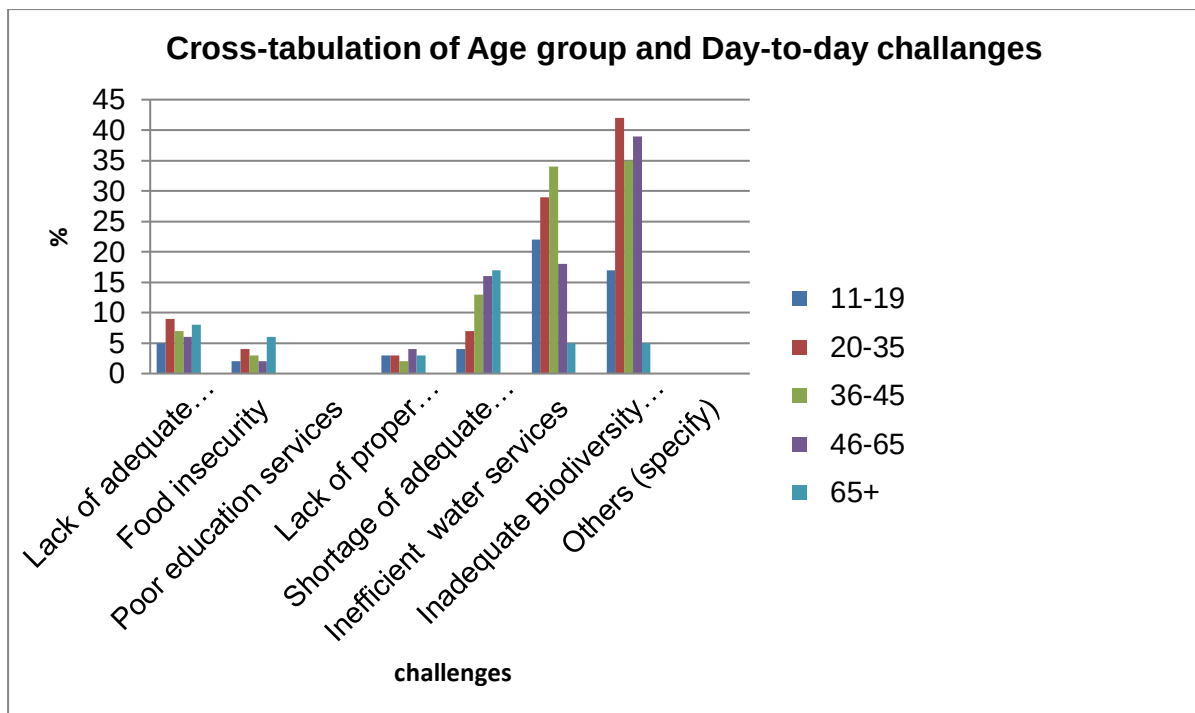


Figure 5.12: Cross-tabulation of Age group and Day-to-day challenges

Data in Figure 5.12 above depict that 53 respondents are aged 11–19 years, with 9.4% indicating lack of adequate electricity supply as their daily challenge; 3.7% said that food insecurity was their challenge. Another 5.6% said the lack of proper transportation and services was their challenge, while 7.5% indicated a shortage of adequate health facilities. On the other hand, 41.5% replied that inefficient water services were the main challenge within their area, while the remaining 32.0% indicated inadequate biodiversity maintenance as their daily challenge. Furthermore, 94 respondents were aged 20–35, with 9.5% indicating lack of adequate electricity supply as their day-to-day challenge and 4.2% indicating lack of food insecurity as their main challenge. The other 3.1% reported a lack of proper transportation and services, while 7.4% indicated a shortage of adequate health services, and 30.8% stated that inefficient water services were the main problem. Finally, 44.6% said that inadequate biodiversity maintenance was their major day-to-day challenge.

The data also show that 85 respondents were in the 46–65 age group, with 7.0% indicating lack of adequate electricity supply as their daily challenge, while 2.2% said food insecurity was their challenge. Another 4.7% reported a lack of proper transportation and services as their challenge; 18.8% indicated a shortage of adequate health facilities, while the other 21.1% reported inefficient water services within their area. The remaining 45.8% reported inadequate biodiversity maintenance as their major daily challenge. On the other hand, 94 respondents were aged 20–35, with 9.5% indicating lack of adequate electricity supply as their daily challenge and 4.2% saying lack of food insecurity was their main problem. Another 3.1% said lack of proper transportation and services was their main challenge; 7.4% indicated that a shortage of health facilities was their problem. Another 30.8% said inefficient water services and 44.6% said inadequate biodiversity maintenance were their major day-to-day challenges. The data further indicate that 44 respondents are aged 65+, with 18.1% indicating lack of adequate electricity supply as a day-to-day challenge; 13.6% saying food insecurity was their main challenge; and 6.8% saying lack of proper transportation and related services were their main challenges. Furthermore, 38.6% indicated a shortage of adequate health facilities; 11.3% indicated that inefficient water services were a challenge within their area; and the remaining 11.3% indicated inadequate biodiversity maintenance as their major day-to-day challenge. Overall, the data show that there is a general tendency to perceive the natural environment as the most significant part of people's lives as they grow older. This is supported by the largest proportion (83%) of respondents aged 36–65 who reported inadequate biodiversity management as the main problem in their area.

On the contrary, only 76.6% of combined respondents aged 11–19 and 20–35 indicated inadequate biodiversity management as the main challenge within the study area. This is further testimony to the need to deal with environmental protection while applying an effective tourism strategy to advance community livelihoods in the study area. This could also be attributed to the fact that individuals in the 60-year-old and above age group take it upon themselves to conserve and preserve traditional and indigenous knowledge of their environmental interactions. Thus, they prioritise this knowledge to pass it on to future generations. This includes the use of the natural environment and its biodiversity for different purposes, ranging from basic material needs to food, medicine, and recreation. The latter, in its nature, tends to be a potentially significant aspect of variable tourism natures, ranging from cultural, ethnic, food, medicine, adventure, and eco-tourism, as already indicated by the researcher. The latter therefore constitutes a vital part and potential contributing factor to the essence of incorporating tourism as an alternative strategy for local community development.

5.3.6 Cross-tabulation of Households size and Monthly income of the respondents [Section, A Q3 X Q8 (b)]

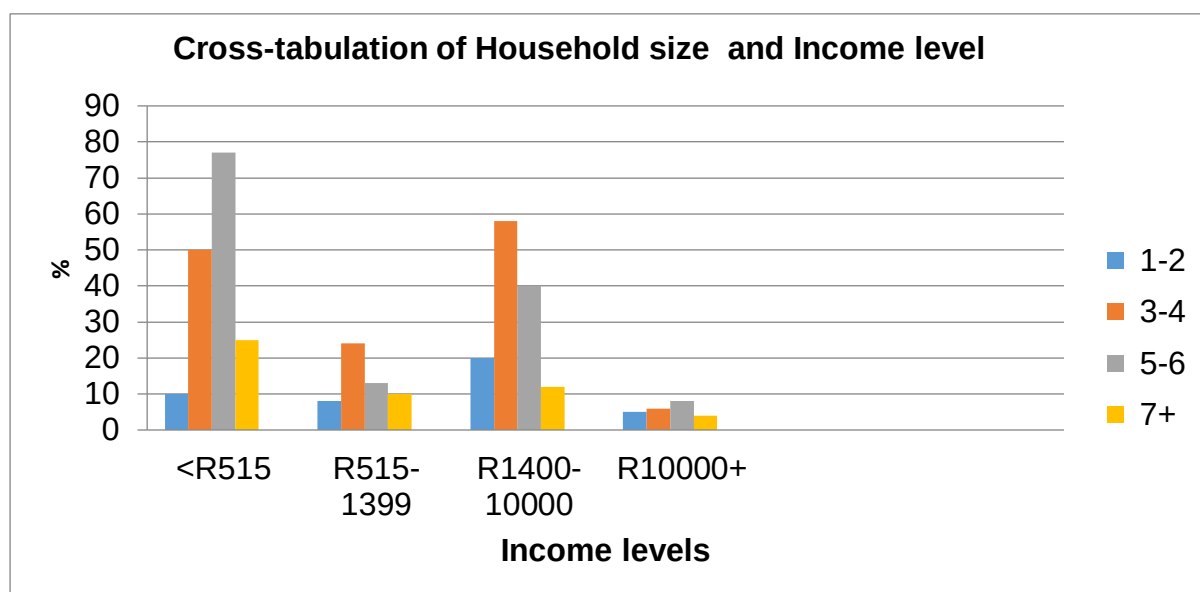


Figure 5.13: Cross-tabulation of Household sizes and Monthly income

The data in Figure 5.13 show that household size is related to the monthly income of a respondent. The data above also show that 43 respondents had 1-2 family members, and 23.2% of them earned R515 monthly; 18.6% earned between R515 and 1399; 11.6% earned over R10000; and the remaining 46.5% earned between R1400 and 10000. The data also show that 138 respondents had 3–4 family members, and 36.2% of them earned R515 monthly; 17.3% earned between R515 and 1399; 4.3% earned over R10000; and the remaining 42.0% earned between R1400 and 10000. Data again illustrate that an overall total of 138 respondents had 5–6 family members, and 55.7% earned R515 monthly; 9.4% earned between R515–1399; and 5.7% earned over R10000. The remaining 28.9% earned between R1400 and R1000. Data also indicate that an overall total of 51 respondents had 7+ family members, and 49.0% earned R515 monthly, 19.6% earned between R515 and 1399, 7.8% earned over R10000, and the remaining 23.5% earned between R1400 and 10000. The difference within the depictions is much clearer, as it shows that, generally, both small and large families tend to earn less than R515 per month, with the majority of families earning below R515 per month. This justifies the need for proper income-generating projects and skills to advance community livelihoods in the study area.

5.3.7 Cross-tabulation of household size and Day to day challenges in the villages [Section A, Q3X Section B, Q1 (b)]

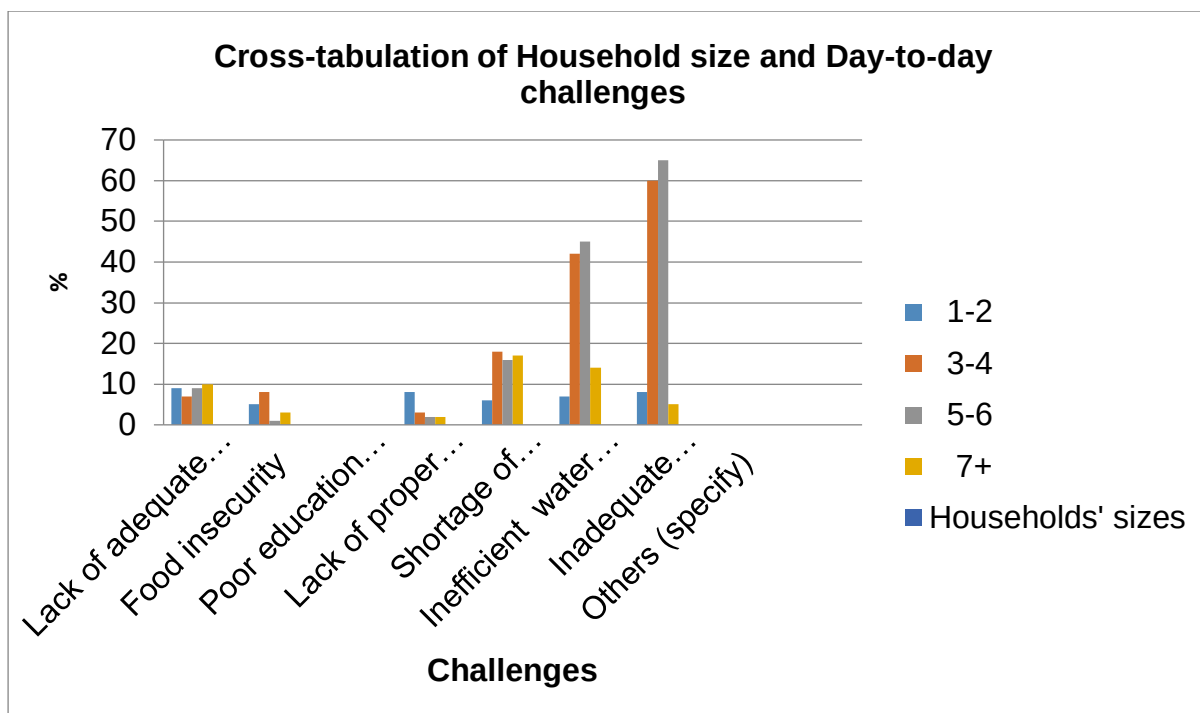


Figure 5.14: Cross-tabulation of household size and daily challenges in the villages

Data in Figure 5.14 above show that 43 respondents had 1-2 family members, and 20.9% of the respondents said that lack of adequate electricity supply was their main challenge; 11.6% said food insecurity was their main challenge. On the other hand, 18.6% said a lack of proper transportation was their main problem, and 13.9% indicated a shortage of adequate health facilities. Another 16.2 percent maintained that an inefficient water supply was their major daily challenge. Furthermore, 18.6% indicated that inadequate biodiversity management was their daily problem. The data further show that 138 respondents had 3–4 family members, and 5.0% said that the lack of adequate electricity supply was their main challenge, while 5.7% indicated that food security was their main challenge. A further 2.1% indicated a lack of proper transportation as their main challenge. In addition, 13.0% indicated that a shortage of health facilities was their main challenge; 30.4 said inefficient water supply was their

daily concern; and 43.4% said inadequate biodiversity management was their daily challenge.

The data further show that 138 respondents had 5–6 family members, and 6.5% said lack of adequate electricity supply was their main issue; 0.7% indicated food security; and 1.4% indicated lack of proper transport. In addition, 11.5% indicated a shortage of adequate health facilities as their main challenge; 32.6 maintained that inefficient water supply was their daily problem; and 47.1% indicated inadequate biodiversity management. The data also shows that 51 respondents had 7+ family members, and 19.6% said lack of adequate electricity supply was their main challenge; 5.8% indicated that food security was their daily challenge; 3.9% indicated lack of proper transport as their main challenge; and 33.3% indicated shortage of adequate health facilities as their major challenge. Furthermore, 27.4 percent indicated that inefficient water supply was their daily dilemma, and 9.8% indicated inadequate biodiversity management as their everyday problem. Maxwell (2001) indicated that it is hard to ensure that there are adequate basic needs for households with more than three members. Household sizes of this type are attributes of places with high population growth (Maxwell, 2001). Therefore, it justified the need for the provision of income-generating capacity, such as potential, alternative, and effective tourism strategy practises, to counteract their day-to-day challenges.

5.3.8 Cross-tabulation of Educational status and Day-to-day challenges [Section A, Q8 (a) X Section B, Q1 (b)]

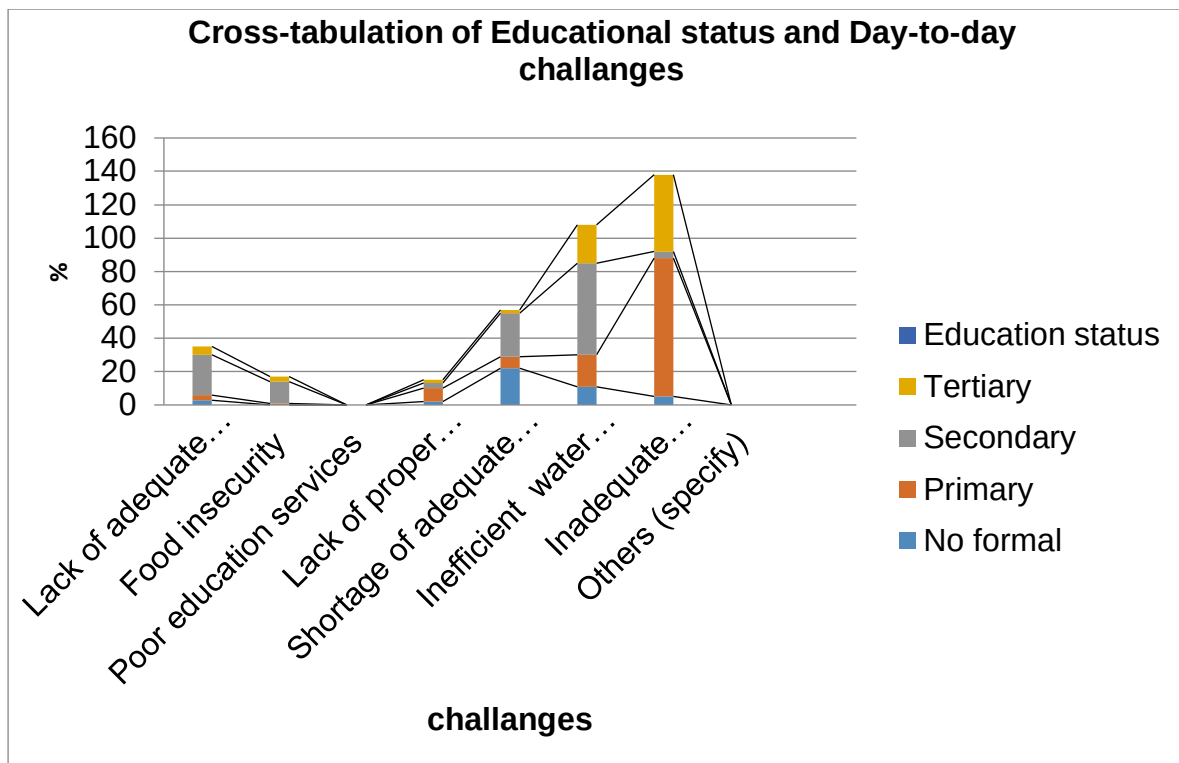


Figure 5.15: Cross-tabulation of Educational status and Daily challenges

Data in Figure 5.15 above show that 43 respondents have no formal education, with 6.9% indicating lack of adequate electricity supply as their day-to-day hurdle; none of them mentioned food insecurity or poor education facilities as being one of their challenges, respectively. Meanwhile, 4.6% said a lack of proper transportation and services was their main challenge. As such, 51.1% indicated a shortage of adequate health facilities; 25.5% reported that inefficient water services were the main issue within their area; and the remaining 11.6% indicated inadequate biodiversity maintenance. On the other hand, 121 respondents said they have a primary education, with 2.4% of them indicating lack of adequate electricity supply as their daily challenge; 0.8% indicating lack of food insecurity; and 6.6% indicating lack of proper transportation and services as their main challenge. Meanwhile, 5.7% indicated a shortage of adequate health facilities. Another 15.7% said inefficient water services, while 68.5% said that inadequate biodiversity maintenance was their major day-to-day challenge.

The data also show that 125 respondents have a secondary school education, while 19.2% reported lack of adequate electricity supply as their day-to-day challenge and 10.4% said food insecurity was their main challenge. Furthermore, 2.4% reported a lack of proper transportation and services as their main difficulty; 20.8% indicated a shortage of adequate health facilities; and 44.0% complained about inefficient water services within their area. The remainder (3.2%) reported inadequate biodiversity maintenance as their major day-to-day challenge. Thus, 81 respondents have tertiary education, with 6.1% citing a lack of adequate electricity supply as their day-to-day challenge. Another 3.7% indicated food insecurity as their difficulty. Furthermore, 2.4% reported a lack of proper transportation and services as their main challenge, while another 2.4% indicated a shortage of adequate health facilities. Furthermore, 28.3% complained about inefficient water services, while 56.7% reported that inadequate biodiversity maintenance was their major daily challenge. Overall, the data show that there is an average influence of education on the day-to-day challenges for the respondents in the study area. For example, it is not too surprising that respondents with no formal education seem to be more concerned with health facilities; this is confirmed by 51.1% who reported a lack of adequate health facilities, which is the highest percentage in this category. This could be attributed to the fact that, generally, in rural areas, most of the elderly lack any significant education; hence, they are the ones facing frail health issues due to ageing. As such, they are the ones who contribute the highest proportion in this category.

Overall, the data also indicates the significance of education status in influencing environmental awareness. This is confirmed by only 11.6% of respondents with no formal education, who pointed out lack of adequate biodiversity management as their

main challenge, as opposed to 56.7% with a tertiary education, who cited lack of adequate biodiversity management as the main problem within their area. A better tourism strategy, together with decent ecotourism applications, would improve environmental education among the local communities, as environmental education is one of the priorities of ecotourism, while also improving the socio-economic status of the communities.

5.3.9 Cross-tabulation of Educational status and Income level [Section, A Q8 (a) X Q8 (b)]

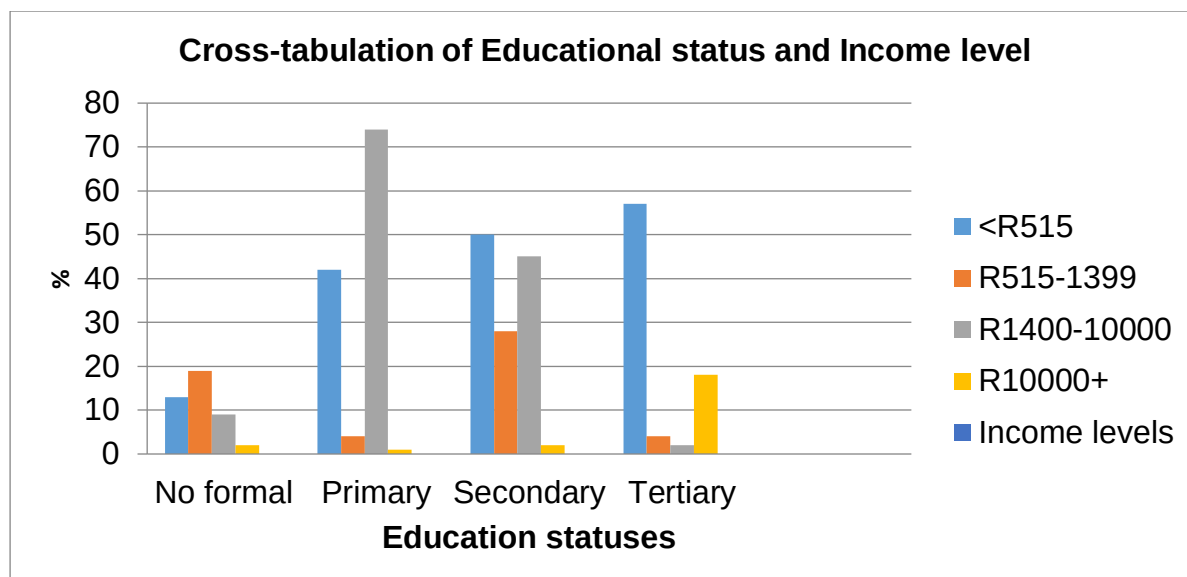


Figure 5.16: Cross-tabulation of Educational status and Income level

The data in Figure 5.16 above demonstrate the significance of education in income generation. The responses of those who had tertiary-level education and earned R10000+ constituted 22% of the respondents; 30% had no formal education and earned less than R515 per month, as compared to 5 percent who earned R10000+. However, 2% of the respondents who had a secondary education reported a monthly salary above R10000; 0.8% who had a primary education earned more than R10000, as compared to 40% and 35% who had a primary and a secondary education, both earning less than R515. This shows the significance of better education in

commanding a good salary and, hence, solving the socio-economic challenges in the study area.

5.3.10 Cross-tabulation of Educational status and Household size [Section A, Q8 (a) X Q3]

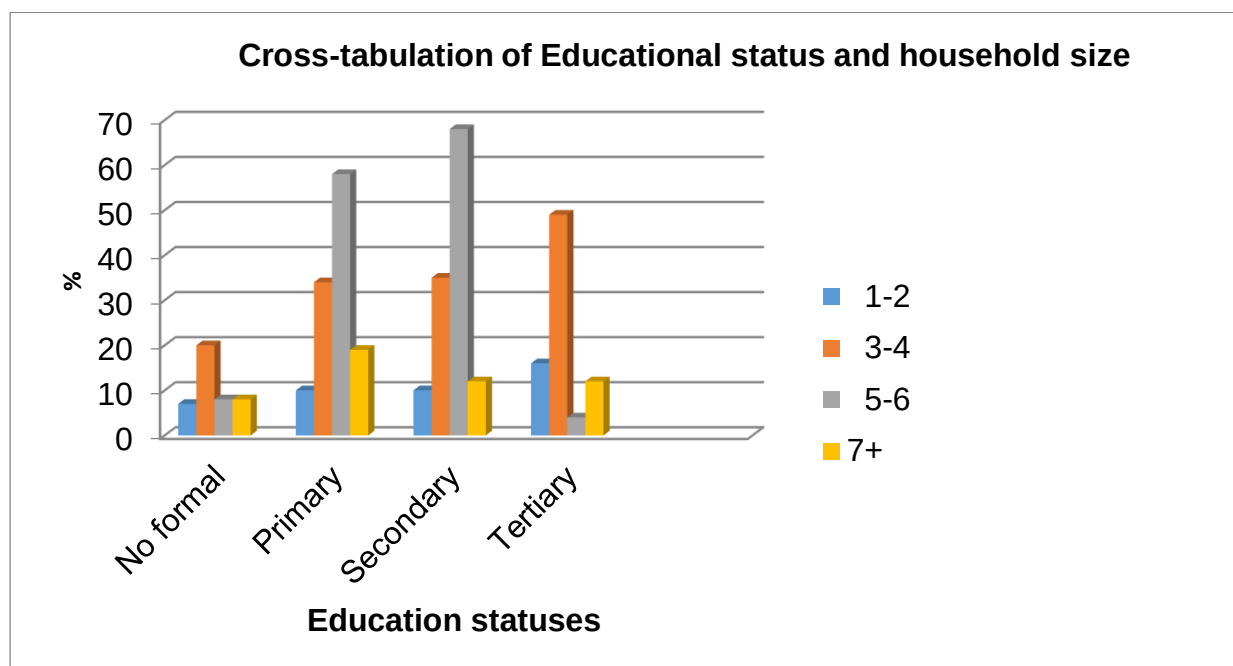


Figure 5.17: Cross-tabulation of Educational status and Household size

The data in Figure 5.17 above show how educational status and household size influence each other. The data show that 15 percent of the respondents had a tertiary education and had more than 7 family members, while 20% had 1-2 family members, and 10% of the respondents with a secondary education had more than 7 family members. On the other hand, a total of 19% of the respondents with no formal education had more than 7 family members, and 16% of the respondents with a primary education had more than 7 family members. This shows that the higher the level of education, the higher the awareness of family planning among smaller family members. Sukhwana (1998) indicated that people who have a little education are obliged to choose cheaper activities because they are absorbed in blue-collar jobs. Hence, such people tend to have larger families, which further complicates their ability

to meet their basic needs. For instance, the data show that 64% of the respondents without a primary education had between 5 and 7 family members, as compared to 20% of respondents with a tertiary education, who had the same number of family members. This further consolidates the findings of the study, namely that the higher the level of education, the greater the likelihood of maintaining smaller families (Sukhwana, 1998; Ramaano, 2019).

5.3.11 Cross-tabulation of Monthly income and Day-to-day challenges [Section A, Q8 (b) X Section B, Q1 (b)]

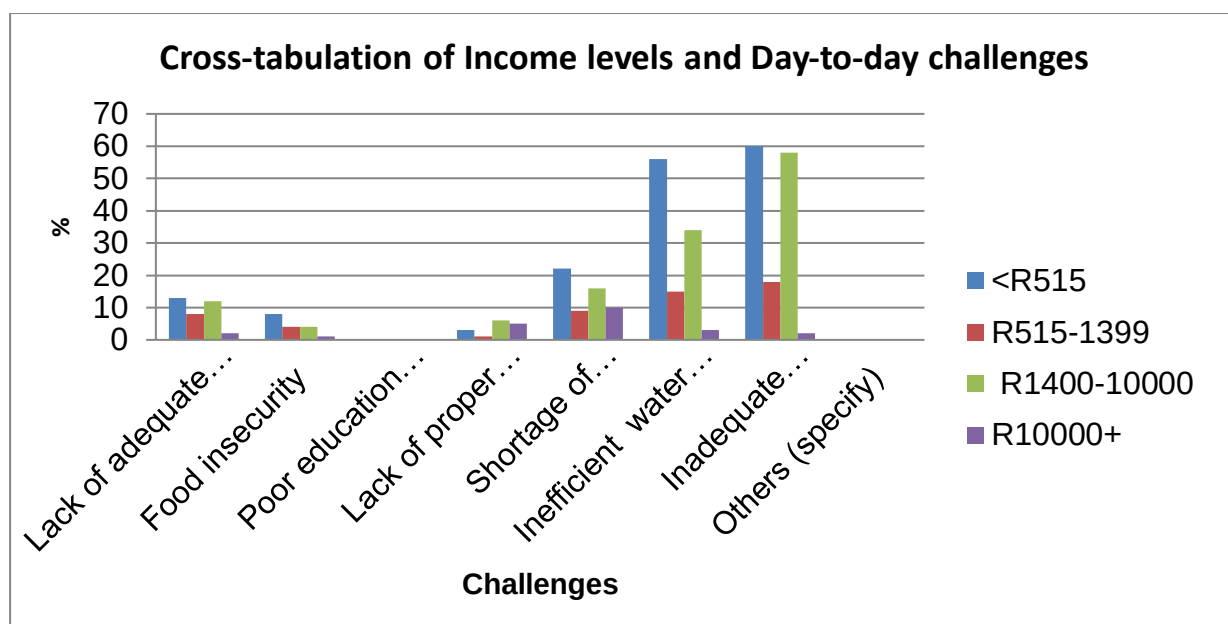


Figure 5.18: Cross-tabulation of Monthly income and Day-to-day challenges

The data in Figure 5.18 above shows how monthly incomes are related to the day-to-day challenges of the respondents. The data show that 162 respondents earned R515, and 8.0% of them indicated lack of adequate electricity supply as their main challenge, while 4.9% reported food insecurity.

The data showed that 1.8% lacked proper transport facilities. Furthermore, 13.5% said the shortage of adequate health services was their main difficulty; 34.5% mentioned inefficient water supply as their problem; and the remaining 37.0% said inadequate biodiversity management was a major challenge within their area. The data further

indicate that 55 respondents earned R515–1399; 14.5% indicated a lack of adequate electricity supply, while 7.2% indicated food insecurity as their challenge. The remaining 1.8% indicated a lack of proper transport facilities as their major problem. Furthermore, 16.3% said the shortage of adequate health services was their day-to-day challenge; 27.2% said inefficient water supply was their main problem; and the remaining 32.7% reported that inadequate biodiversity management within their area was a serious challenge. The data also show that 130 respondents earned between R1400 and 10000, and 9.2% indicated lack of adequate electricity supply as their main challenge; 3.0% indicated food insecurity as their main challenge; and 4.6% indicated lack of proper transport facilities as their major problem. Moreover, 12.3% said that a shortage of adequate health services was their major problem, and 26.1% mentioned that an inefficient water supply was their major problem. The other 46.1% maintained that inadequate biodiversity management within their area was their daily challenge. Data again illustrate that 23 respondents earned R10000+, and 8.6% reported lack of adequate electricity supply as their main challenge; 4.3% indicated food insecurity as their main difficulty; and 21.7% reported lack of proper transport facilities. Furthermore, 43.4% said a shortage of adequate health services was their main problem, and 13.0% mentioned an inefficient water supply. The remaining 18.6% said inadequate biodiversity management was a serious challenge in their area. The largest proportion of respondents earning R1400–10000 per month (44.6%) replied that inadequate biodiversity management was the major challenge within their area. Therefore, perceptions of the daily challenges vary with the level of income. Thus, a decent tourism strategy, together with sustainable livelihoods and sustainable tourism frameworks and ideals, can assist future tourism endeavours in the study area. Such

a strategy would have the main goal of unveiling the prospect of using the tourism industry to advance community livelihoods in the study area.

5.3.12 Cross-tabulation of Educational status and Tourism empowerment from the main or another venture in their vicinity [Section A, Q8 (a) X Section B, Q2 (b)]

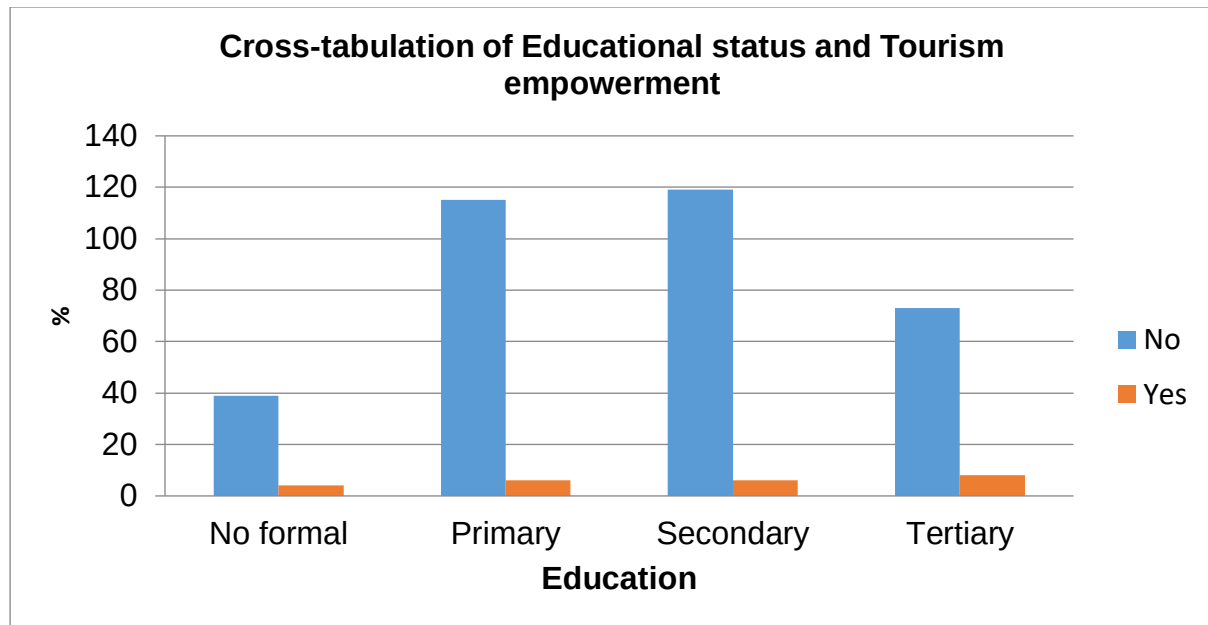


Figure 5.19: Cross-tabulation of Educational status and Tourism empowerment from the main or another venture in their vicinity

The data in Figure 5.19 above show that being educated did not have a significant influence on knowledge of tourism empowerment. Seventy-three percent of the respondents who had a tertiary education did not agree that tourism can bring about community empowerment, and only 9.8% agreed. In contrast, 95% of the respondents who had secondary education did not know about the empowerment of tourism. Furthermore, 95% of the respondents who had a primary school education and 91% of those with no formal education did not know about empowerment through tourism. Only 5% of the respondents who went to primary school and those with no formal education were aware of empowerment in tourism. The results show that there is a high need for environmental education and tourism development skills in the area. Education did not appear to influence knowledge of tourism development activities.

5.3.13 Cross-tabulation of Educational status and the role players in Tourism strategy envisaged by communities [Section, A Q8 (a) X Section B, Q13]

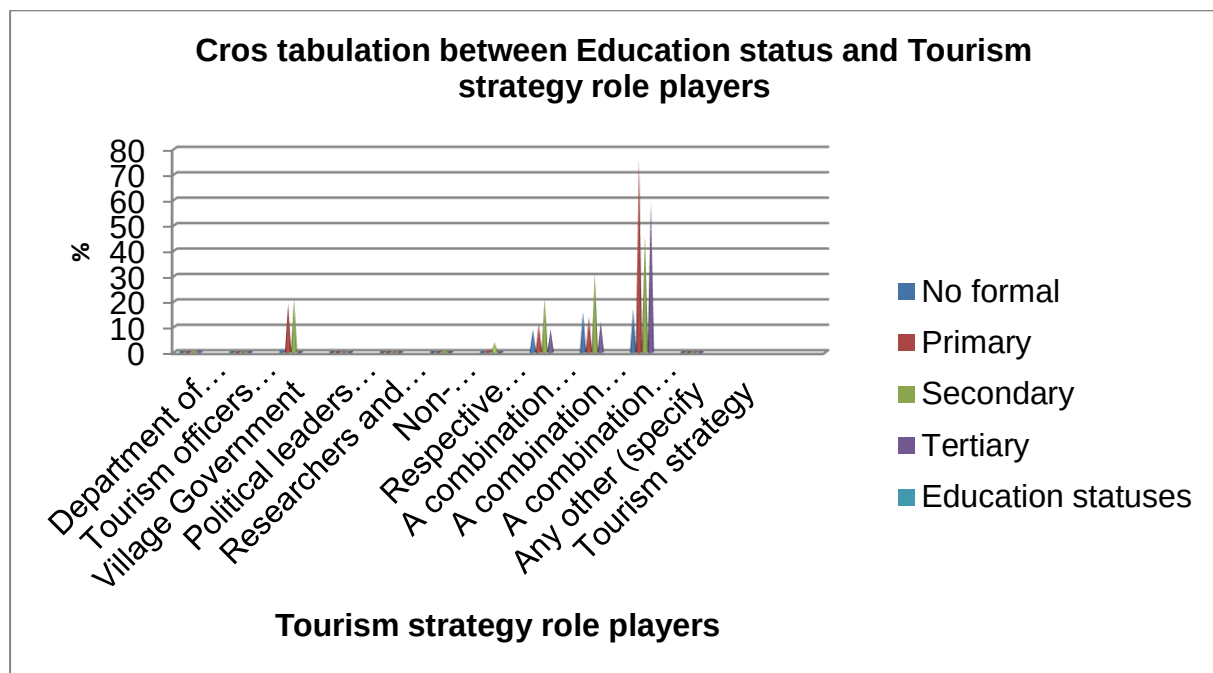


Figure 5.20: Cross-tabulation of Educational status and the Tourism role players in strategy envisaged by communities

Data in Figure 5.20 above show that 43 respondents have no formal education, with 2.3% indicating the "village government" as their preferred potential role player in a tourism strategy; 20.9% said a combination between local communities and government was their choice; and 37.2% replied that a combination of local communities and non-governmental organisations dealing with rural and sustainable tourism is their preferred choice. However, 39.5% indicated a combination of local communities, government, and non-governmental organisations dealing with rural and sustainable tourism as their preference.

The data also shows that 121 respondents have a primary education, with 15.7% citing the village government as their preferred potential role player in tourism strategy; 0.8% indicated the community (*tourism resource landowners and potential adjacent tourism venture owners*) as their envisaged potential effective role player in tourism strategy.

The other 9.0% said it was a combination of local communities and NGOs; 11.5% replied that a combination of local communities and non-governmental organisations dealing with rural and sustainable tourism is their preferred choice; and 62.8% indicated a combination between local communities, the government, and non-governmental organisations dealing with rural and sustainable tourism as their preference. Data also illustrate that 125 respondents have a secondary education, with 0.8% indicating that the Department of Environmental Affairs and Tourism was their preferred potential role player in developing a tourism strategy in their area. On the other hand, 16.8% indicated the village government as their preferred potential role player in tourism strategy; 0.8% said non-governmental organisations dealing with rural and sustainable tourism were their preferred potential role players. However, 3.2% indicated that community organisations (*tourism resource landowners and potential adjacent tourism venture owners*) were their preferred potential role players, while 16.8% said a combination of local communities and government was their preferred choice. Furthermore, 24.8% replied that a combination of local communities and non-governmental organisations dealing with rural and sustainable tourism was their preferred choice, while 36.8% indicated a combination between local communities, the government, and non-governmental organisations dealing with rural and sustainable tourism as their preference. The data also illustrate that 81 respondents have a tertiary education, with 1.2% indicating that the Department of Environmental Affairs was their preferred potential role player in tourism strategy; 11.1% said a combination of local communities and the government; and 14.8% said a combination of local communities and non-governmental organisations dealing with rural and sustainable tourism was their preferred choice. The other 72.8% indicated that a combination of local communities, government, and non-governmental

organisations dealing with rural and sustainable tourism was their preferred role player. Significantly, the overall data show that education status did not have much influence on the respondents' choice of an effective role player in a potential tourism strategy in their area. This is supported by the fact that all education status categories constitute a majority in one specified choice that pointed out a combination between local communities, government, and non-governmental organisations dealing with rural and sustainable tourism as their major preference. Hence, a better tourism strategy alongside sustainable tourism principles would advance the local communities' educational abilities, among other aspects, thus achieving responsible tourism and sustainable tourism.

5.4 Summary

This section presents the cross-tabulations of demographic and socio-economic data amongst themselves and overlaps with other selected significant data about tourism activities and general conditions within the study area. The cross-tabulations were imperative to uncover the relationship between demographic data and various development activities in the study area. The latter were significant in making a referral assumption on how sustainable tourism could positively impact the livelihoods of the communities. Thus, the section assisted in broadly highlighting the essence of mutual influence between the socioeconomic status of the communities and sustainable tourism endeavours in the study area.

5.5 FOCUS GROUP DISCUSSIONS (FOR STUDY OBJECTIVE 1)

Focus group discussions were conducted in all four sampled villages (*17 March 2019–20 March 2019*) (*Gumela in the morning, Tshipise in the late morning, Zwigodini in the afternoon, and Folovhodwe in the late afternoon, respectively*) ($n = 20$). A group of five was involved in focus group discussions within the sampled communities. The focus

groups provided supplementary information on the nature of tourism development activities in the study area. In this regard, focus group discussion helped in the assessment of study objective 1. Overall, within all the villages, tourism potential was reported as follows: However, this is particularly unsatisfactory due to the potential not attached to any such demographics, such as males, females, and age groups, employment within tourism ventures, or the lack of jobs within the adjacent conservation entities, as per the participants' opinions.

Objective no.1

(i) Focus group discussions study objective number 1 and village 1 (Gumela village)

Eighty percent (80%) of respondents explained that tourism potential is abundant within their vicinity, compared to 20% who responded in the negative. They appreciated and stressed the value and details of the Nwanedi nature reserve to them. They further explained the attractiveness of both the Nwanedi Dam and the Luphephe Dam, including the hiking and trail activities of the Nwanedi Nature Reserve. They also mentioned the potential attraction of the waterfalls. Finally, the abundance of tree species such as marula and mopane trees was highlighted as having tourism value.

(ii) Focus group discussions for study objective number 1 and village 2 (Folovhodwe village)

All (100% of the respondents) explained that there was plenty of tourism potential within their vicinity. For example, they mentioned the value and significance of the Nwanedi Nature Reserve. They further indicated the attractiveness of tourist resources in the area. Hence, the role of game activities within the Nwanedi Nature Reserve

Agricultural and mining tourism potentials, as well as the abundance of tree species such as aloe plants and mopane trees within their area, were also cited.

(iii) Focus group discussions for study objective number 1 and village 3

(Tshipise village)

All (100%) respondents explained that tourism potential is abundant within and around their vicinity. They stressed the value of Sagole Spa in their village. They further explained the tourist attractions from agricultural activities and the source of the warm water ("hot spring") and the mineral deposits there as further potential attractions. Also, university geology students came to study the rocks there. They further talked about the abundance of tree species such as baobab, marula, and mopane trees.

(iv) Focus group discussions for study objective number 1 and village 4

(Zwigodini village)

Eighty percent (80%) of respondents admitted the abundance of tourism, reported it, and aired their opinion and feelings about the plenty of tourism potential in their area, compared to 20% who did not. The first group emphasised the value of the Big Tree Nature Reserve as well as the Big Tree holiday accommodations, including the Beria Madzonga resort within their village. They further mentioned the tourism potential from both natural rain-based agricultural activities and the significance of tree species such as baobab, marula, and mopane trees within their area.

5.6 FIELD OBSERVATIONS (FOR STUDY OBJECTIVE 1)

Field observation assisted in affirming several tourism resource conditions within the study area. *(Apart from all the days of the questionnaire survey, interviews, and focus group discussions that inevitably assisted in capturing pictures and doing preliminary*

field surveys, a field examination was also exclusively done on March 23 and March 26 within all the villages and tourism ventures.) They, therefore, aided in strengthening data from other methods. This section was also significant in advocating for the dire need to incorporate sustainable tourism into local community development in the study area.

- **Objective no.1**

(i) Field observation for study objective number 1 and village 1 (Gumela)

Plenty of actual and potential tourism activities were physically viewed and observed around Gumela Village. They ranged from the Nwanedi Nature Reserve and Resort to significant tree species such as marula and mopane trees. A few agricultural sites that rely on natural irrigation were also viewed, including cattle herds. The latter have tourism potential. The adjacent mountain has a hidden waterfall and thus has future tourism potential. Several art craft portrayals from some of the visited households during the questionnaire survey were also physically observed. From the researcher's overall observation, tourism and conservation-based enterprises and activities seem to be less prevalent in terms of their lifestyles and specific demographic attachments.

(ii) Field observation for study objective number 1 and village 2 (Folovhodwe)

The researcher physically viewed the Nwanedi Dam and Luphephe Dam within the Nwanedi Nature Reserve alongside Folovhodwe. The researcher further inspected the accommodation facilities at Nwanedi Forever Resort, which consist of different structures and shapes according to their catering and prices. Agricultural entities, including livestock, were also physically observed by the researcher. The latter constituted an agri-tourism potential basis. Historical heaps and remains of the "Calina

mines," now called the Ven Mag white stone mine, outside and inside the area, were also viewed. These show the mining and heritage tourism potential. Hence, the Nwanedi Reserve was part of a residential area before its demarcation as a protected area. The white stone mine has since been rejuvenated and is operational on the other residential side of the village. It is called the "Ven Mag mine." The Folovhodwe rural campsite and the hillside and stony local park site were both physically viewed by the researcher. Aloe species, mopane trees, marula trees, and baobab trees are abundant in the area. The latter attracts tourists on their way to Nwanedi. The marula trees contribute to domestic tourism during the traditional marula beer festival, and they are a source of income for some of the villagers. Mopani trees also have such activities within the area and other parts of the municipality by luring locals and outsiders to visit and collect mopane worms, which they can later sell amongst themselves and tourists. The Mopani tree is also a source of "honey," wherein certain small flying insects called "*mbongolane*" make honey if they find cavities within the tree. The same is also true of Marula trees, where certain flying species also make honey called "*done*." The baobab trees can also offer a hive for bees to make honey; they have multiple other uses, such as producing fibres and fruits, which both Marula and Mopani also offer. The latter shows that these trees influence tourism while also having various consumption and economic values. This ranges from nourishing oil, fibres, fruits, snacks called "*mabote*" in Tshivenda language from mopane trees, "*mbani*" (honey) also from the mopani tree, and "done" honey from Marula trees. "Mbuyu" is the fruit from the baobab tree; "*Nnzi*" are the fibres from all the trees that locals use to tie their bundles of wood or other material. Thus, these significant trees have the potential to boost the possible strategy and advance the sustainable livelihoods of the local communities (Ramaano, 2021g).

(iii) Field observation for study objective number 1 and village 3 (Tshipise)

Sagole Spa and its original warm water fountain spot were viewed as entities with tourism potential within Tshipise village. The spa, in its current state, has historical and heritage value. Tourists are, however, still slightly attracted by it. However, the economic value of tourism has diminished. Currently, the accommodation and spa facilities are not generating any income. Furthermore, abundant and significant tree species, such as baobab, marula, and mopane trees, were also viewed. Finally, the agricultural schemes rely on the overflow of the fountain.

5.7 Conclusion

This chapter presented results on tourism-associated demographics and livelihood data. The latter included data on the nature of tourism development implications through probes such as tourism-related jobs, activities involved, and professional job profiles. Amongst others, cross-tabulating data findings was significant in providing a clear picture of the numerous variables and the influence they had on each other and other variables in the tourism-oriented questions within the study area. Apart from being a core variable for objective one, the chapter provided a foundation and clarification of the aims of data analysis and discussions in chapters six, seven, eight, and nine. The chapter was also underpinned by local resource background in Chapter 3. The next one outlines the impacts of tourism development on community livelihoods in the study area.

CHAPTER SIX: THE IMPACTS OF TOURISM DEVELOPMENT ON THE COMMUNITY LIVELIHOODS (STUDY OBJECTIVE 2).

6.1 Introduction

This chapter focuses on how the varied nature of tourism potential and development activities impact the livelihoods in the study area. It also assesses the attitude of the local people towards tourism projects as well as the potential contribution of sustainable tourism to socio-economic enhancements within their area. Figure 6.1 shows the road signage to Tshipise "Sagole," other tourism ventures, and activities such as Dambale Bushmen Rock Paintings, Sagole Spa, and Domboni Caves within the study area.



Figure 6.1: Road signage to Tshipise 'Sagole' and other sampled areas Source: Researcher, 2019.

6.2 Responses to open-ended and closed-ended questions on tourism-related and general implications from community members

6.2.1 Responses to questions on day to day challenges

Table 6.1: Day to day challenges

Section B, Q1 (b) day to day Challenges?										
		<i>Lack of adequate electricity supply</i>	<i>Food insecurity</i>	<i>Poor education services</i>	<i>Lack of proper transportation and services</i>	<i>Shortage of adequate health facilities</i>	<i>Inefficient water services</i>	<i>Inadequate biodiversity maintenance</i>	<i>Others (specify)</i>	Total
Gumela	Count	3	0	0	5	4	16	1	0	29
	%	10.3%	0.0%	0.0%	17.2%	13.7%	55.1%	3.4%	0.0%	100.0%
Folovhodwe	Count	15	7	0	8	30	64	87	0	211
	%	7.1%	3.3%	0.0%	3.7%	14.2%	30.3%	41.2%	0.0%	100.0%
Tshipise	Count	10	8	0	2	13	17	28	0	78
	%	12.8%	10.2%	0.0%	2.5%	16.6%	21.7%	35.8%	0.0%	100.0%
Zwigodini	Count	7	2	0	0	10	11	22	0	52
	%	13.4%	3.8%	0.0%	0.0%	19.2%	21.1%	42.3%	0.0%	100.0%
Total	Count	35	17	0	15	57	108	138	0	370
	%	9.4%	4.5%	0.0%	4.0%	15.4%	29.1%	37.2%	0.0%	100.0%

Source: Survey by the Author, 2019.

The data in Table 6.1 show that 138 respondents selected "*inadequate biodiversity maintenance*" as the response to the question on the nature of their daily challenge (n = 370). It shows that 108 respondents selected "*inefficient water services*," 57 selected "*shortage of adequate health facilities*," and 35 respondents chose "*lack of adequate electricity supply*." Only 17 respondents selected the "*food insecurity*" response, and none selected "*poor education*," followed by "*Others*," also with zero representation. Therefore, the data also illustrate that three categories were more evidently represented than others. Thus, 37.2% for "*inadequate biodiversity maintenance*," 29.1% for "*inefficient water services*," and 15.4% for "*shortage of adequate health facilities*" The data epitomises what is currently the most challenging service delivery obligation for most villages in rural areas. *Inefficient water services, inadequate health services, and biodiversity mismanagement* are the most disturbing problems affecting the environmental status and service delivery in the study area (Ramaano, 2019,

2021a, c, d). The prospect of using the tourism industry to advance community livelihoods should rest on devising a holistic and comprehensive strategy that capitalises on the synergies of all valuable resources and biodiversity in the study area. Hence, tourism is a trendsetter, an incentive, and a motivating aspect. The latter will tackle debilitating challenges such as inefficient water services, inadequate health services, and a lack of biodiversity management, among others, in the study area. Figure 6.2 below shows a Tshipise resident waiting for a potential customer to buy his Marula fruits. Figure 6.3 further presents the endeavours of one of the local citizens within the sampled villages. The resort built in the area has multiple opportunities for improving the livelihoods of these local communities.



Figure 6.2: Tshipise village and resident selling Maralu fruits along the road

Source: Researcher, 2019.



Figure 6.3: Relaxation spot for swimmers in Beria Madzonga Resort Source: Researcher, 2019.

6.2.2 Responses to questions on the major tourism ventures close to respondents

Table 6.2: Names of major the tourism ventures close to respondents

Section B, Q2 (a) What is the name of the (major attraction) tourism venture (activity/enterprise) in your area of residence or closer to you?												
		Big tree holiday accomodat on	Big tree nature reserve	Manal ani lodge	Nwanedi nature reserve and resort	Mapung ubwe Internati onal heritage site	Musina nature reserve	Tshipi se foreve r	Tshipise Sagole spa	Others	Total	
Gumela	Count	0	0	0	0	29	0	0	0	0	29	
	%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Folovhodwe	Count	0	0	0	0	211	0	0	0	0	211	
	%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Tshipise	Count	0	0	0	0	0	0	0	78	0	78	
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
Zwigodini	Count	0	0	52	0	0	0	0	0	0	52	
	%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Total	Count	0	0	52	0	240	0	0	78	0	370	
	%	0.0%	0.0%	14.0%	0.0%	64.8%	0.0%	0.0%	21.0%	0.0%	0.0%	100.0%

Source: Survey by the Author, 2019.

Data in Table 6.2 indicate that 240 respondents reported that "Nwanedi Nature Reserve and Resort" was the venture or activity that they were aware of, closer to, or in their study area. However, 52 respondents reported that it was "The Big Tree Nature

Reserve," followed by 78 respondents who said "Tshipise Sagole Spa." As such, 0.0% and 14.0% of respondents represent the smallest percentages. On the other hand, 64.8% represents the highest percentage of respondents, according to the preceding table. In this regard, one would have naturally anticipated that Nwanedi Nature Reserve and Resort would be the dominant choices, as they are the major ventures for Gumela and Folovhodwe villages. Hence, the variation within the respondents was influenced by the number of community members within their area.

6.2.3 Responses to questions on other tourism ventures within Musina municipality, except the above

Table 6.3: Any other tourism venture they are aware of in the study area

Section B, Q2 (a) (ii) What is the name of any other tourism venture that you are aware of within Musina municipality, except the above?												
		Big tree Beria Madzo nga resort	Big tree holiday accom modation lodge	Big tree nature reserve s	Dambal e bushme painting	Dombon i caves	Nwane di nature reserve and resort	Musin a nature reserv e	Tshipis e forever resort	Tshipise Sagole spa	Others	Total
Gumela	Count	0	0	20	0	0	0	2	0	2	5	29
	%	0.0%	0.0%	68.9%	0.0%	0.0%	0.0%	6.8%	0.0%	6.8%	17.2%	100.0%
Folovhodwe	Count	8	10	9	23	46	0	35	21	22	37	211
	%	3.7%	4.7%	4.2%	10.9%	21.8%	0.0%	16.5%	9.9%	10.4%	17.5%	100.0%
Tshipise	Count	0	0	5	4	36	1	14	4	0	14	78
	%	0.0%	0.0%	6.4%	5.1%	46.1%	1.2%	17.9%	5.1%	0.0%	17.9%	100.0%
Zwigodini	Count	0	0	0	2	17	1	4	7	17	4	52
	%	0.0%	0.0%	0.0%	3.8%	32.6%	1.9%	7.6%	13.4%	32.6%	7.6%	100.0%
Total	Count	8	10	34	29	99	2	55	32	41	60	370
	%	2.1%	2.7%	9.1%	7.8%	26.7%	1.0%	14.8%	8.6%	11.0%	16.2%	100.0%

Source: Survey by the Author, 2019.

Data in in Table 6.3 indicate that 99 respondents listed Domboni Caves as the other venture or activity that they were aware of, either close to them or within their study

area. However, two respondents indicated "Nwanedi Nature Reserve and Resort" to be other ventures or activities. Hence, 1.0% of the respondents represented the smallest percentage ($n = 370$), while 26.7% represented the highest percentage. In this regard, one would expect "Nwanedi Nature Reserve and Resort" to be the dominant choice, as it is among the oldest ventures. Instead, respondents seemed to remember the newer activities close to them. Another reason would be that entities like "Nwanedi Nature Reserve and Resort" are considered primary ventures by villages from Folovhodwe and Gumela.

6.2.4 Responses to questions on empowerment or benefits from the adjacent tourism ventures

Table 6.4: Empowerment or benefits from adjacent tourism venture

Section B, Q2 (b) Do you receive any empowerment or benefits from the adjacent tourism venture?				
		No	Yes	Total
Gumela	Count	22	7	29
	%	75.8%	24.1%	100.0%
Folovhodwe	Count	201	10	211
	%	95.2%	4.7%	100.0%
Tshipise	Count	76	2	78
	%	97.4%	2.5%	100.0%
Zwigodini	Count	47	5	52
	%	90.3%	9.6%	100.0%
Total	Count	346	24	370
	%	93.5%	6.4%	100.0%

Source: Survey by the Author, 2019.

Data in Table 6.4 indicate that 346 respondents responded negatively to receiving any empowerment or benefits from a major or any entity within their area or a nearby

tourism venture or enterprise in their area. The other 24 replied in the affirmative to receiving any empowerment. Simply put, the majority (93.5% of respondents) were not aware of any benefits and responded in the negative, while just 6.4% reported in the affirmative to receiving any empowerment from any major, any within their area, or any nearby tourism venture or enterprise in the study area ($n = 370$). This again shows that tourism affairs are not efficiently conducted within the study area. Tourism development seems to be doing little to improve the economies and livelihoods of the communities. Therefore, there is an urgent need to improve tourism endeavours, underpinned by a robust tourism strategy and master plan (Ramaano, 2021a, b, c, d, e). *On this account, the central tendency for the negative responses was 86.5 mean (m), 61.5 median (M), and 22, 201, 76, 47 mode values (Mo), with a standard deviation value (s) of 68.813. The positive response was 6 mean (m), 6 median (M), and 7, 10, 2, 5 mode values (Mo), with a standard deviation value (s) of 2.915. The higher the mean value, the more pressing the issue, and a low standard deviation would imply data that is more grouped around the mean. Thus, alongside the reliability and validity breakdown, Folovhodwe was the most prevalent negative response, and Gumela was the most distinctive in displaying knowledge of empowerment from adjacent tourism ventures.*

6.2.4.1 Responses to questions on how the entity empowers or benefits them as local communities. Section B.Q2 (b) (i) please tell us how it empowers or benefits you as local communities

While only 24 respondents agreed to have some sort of benefit from major or any tourism venture or enterprise within their area or nearby, they failed to give any significant explanation as to how they benefit from such ventures or enterprises ($n = 370$). They would only tick "yes" but struggled to offer either any further indication or a

clear explanation thereof. For an insignificant number who attempted to render something, their benefits sounded more social and psychological than economic.

6.2.4.2 Responses to questions on how tourism affects socio-economic status, livelihoods, and their daily basic needs

Table 6.5: How tourism benefits affect their livelihoods and daily basic needs.

Section B, Q2 (b) (ii) Show us how does it affect your socioeconomic status, livelihoods and daily life basic needs?						
		None (nothing at all)	Insignificantl y (not enough)	Significantly (enough)	Very significantl y (more than enough)	Total
Gumela	Count	16	13	0	0	29
	%	55.1%	44.8%	0.0%	0.0%	100.0%
Folovhodwe	Count	198	13	0	0	211
	%	93.8%	6.1%	0.0%	0.0%	100.0%
Tshipise	Count	76	2	0	0	78
	%	97.4%	2.5%	0.0%	0.0%	100.0%
Zwigodini	Count	47	5	0	0	52
	%	90.3%	9.6%	0.0%	0.0%	100.0%
Total	Count	337	33	0	0	370
	%	91.0%	8.9%	0.0%	0.0%	100.0%

Source: Survey by the Author, 2019.

Data in Table 6.5 indicate that 37 respondents replied "none" to socio-economic benefits from the use of any within their area or nearby tourism ventures or enterprises in the study area. The other 33 respondents replied that they received insignificant socio-economic benefits. Accordingly, 91.0% of respondents indicated "none." Furthermore, none selected "significantly" or "very significantly." Therefore, the second-highest number of respondents (8.9%) indicated "insignificant" socio-economic benefit (n = 370). Therefore, the data tell us that, at the moment, the major or any tourism ventures or enterprises within their area or nearby are not in their best positions to mobilise a desirable socio-economic development in the study area.

Therefore, a future initiative has to target the functioning of tourism ventures and enterprises.

6.2.5 Responses to questions on unexplored tourism entities in their village or area

Table 6.6: Any yet unexplored tourism potential entities in their villages/area

Section, Q 3(a) any yet unexplored tourism potential entities in your villages/area?		No	Yes	Total
Gumela	Count	23	6	29
	%	79.3%	20.6%	100.0%
Folovhodwe	Count	2	209	211
	%	0.9%	99.0%	100.0%
Tshipise	Count	2	76	78
	%	2.5%	97.4%	100.0%
Zwigodini	Count	1	51	52
	%	1.9%	98.0%	100.0%
Total	Count	28	342	370
	%	7.5%	92.4%	100.0%

Source: Survey by the Author, 2019.

Data in Table 6.6 indicate that a total of 28 respondents replied negatively to the availability of any yet unexplored tourism potential activities within their area. The remainder consists of 342 respondents who were optimistic about any unused tourism potential in the area. Hence, a small number (0.5%) of respondents responded with a "no," as opposed to the 7.5% who replied "yes" to the availability of such potential activities in their area. It is evident from this study that the Musina Municipality and the study area are rich in tourism resources. There is an inevitable duty to build on what is presently available while at the same time finding a way to use the potential resources. Hence the perpetual and sustainable exploitation of tourism resources in the area. *To this end, the central tendency for the negative responses was 7 mean (m), 2 median (M), and 2 mode values (Mo), with a standard deviation value (s) of 9.246. The positive response was 85.5 mean (m), 63.5 median (M), and 6, 209, 76, 51 mode values (Mo), with a standard deviation value (s) of 75.586. The higher the*

mean value, the more critical the matter, and a low standard deviation would imply data that is more grouped around the mean. Therefore, within the reliability and validity analysis, Gumela was the most prevalent negative response, and Folovhodwe was the most noteworthy in displaying knowledge of unexplored tourism entities in their village.

6.2.5.1 Responses to questions on activities related to the development of major potential tourism attractions

Table 6.7: Major potential tourism development attractions activities

Section B, Q3 (a) (i) What are the major potential tourism development attractions activities from the table below?													
		Nature reserve s(parks) and Nationa l park	Game reserves , parks and resorts	Accom modation lodges and B&B	Heritag e sites	Natural Cultural heritage sites	Agricultur al sites	Tree species e.g. Baobab tree, Marula or Mopani.	Ancient rock paintin gs	Art crafts (specify)	Others	None	Total
Gumela	Count	1	0	0	0	3	1	1	0	0	0	23	29
	%	3.4%	0.0%	0.0%	0.0%	10.3%	3.4%	3.4%	0.0%	0.0%	0.0%	79.3%	100.0%
Folovhodwe	Count	0	0	0	0	4	92	94	1	17	1	2	211
	%	0.0%	0.0%	0.0%	0.0%	1.8%	43.6%	44.5%	0.4%	8.0%	0.4%	0.9%	100.0%
Tshipise	Count	0	0	0	0	5	3	54	4	10	0	2	78
	%	0.0%	0.0%	0.0%	0.0%	6.4%	3.8%	69.2%	5.1%	12.8%	0.0%	2.5%	100.0%
Zwigodini	Count	0	0	0	0	7	1	33	3	7	0	1	52
	%	0.0%	0.0%	0.0%	0.0%	13.4%	1.9%	63.4%	5.7%	13.4%	0.0%	1.9%	100.0%
Total	Count	1	0	0	0	19	97	182	8	34	1	28	370
	%	0.2%	0.0%	0.0%	0.0%	5.1%	26.2%	49.1%	2.1%	9.1%	0.2%	7.5%	100.0%

Source: Survey by the Author, 2019.

The data in Table 6.7 show that a total of 182 respondents selected tree species, e.g., baobab [*Adansonia*], marula [*Sclerocarya birrea*], or mopani [*Colophospermum mopane*], as the answers to the posed question. For the question on the [major

potential tourism development attractions activities in your area], 97 respondents selected [agricultural sites]; 34 respondents chose [art crafts], while 28 respondents chose the [none] category. On the other hand, 19 respondents selected the [natural heritage tourism] category, and only eight respondents selected [ancient rock paintings], followed by other categories. Therefore, the data in the table also show that four categories got majority representation: (49.1%) for [plant and tree species], (26.2%) for [agricultural sites], (9.1%) for [art crafts], and (7.5%) for (none). As such, game reserves and accommodation lodges were among the least represented, with a 0.0% response rate (n = 370). The reason for game reserves and accommodation lodges to be less represented in this regard could be that the question was looking at other potential and not what currently exists. The data also shows that tree species are among the main potential tourist attractions in the area. Trees such as marula attract domestic tourists to gather and drink traditional beer made from marula fruit. The latter enables income generation from domestic tourists buying the beer. Other significant species, such as baobabs [*Adansonia digitata*], have various significant values, ranging from their fruit to the production of oil and juice from their fruit and seeds. Furthermore, the tree bark is believed to have pharmaceutical and food values. Hence, they can supplement the area's tourism potential.

Exploration of the same species would set an example for other potential species in the area. e.g., medical, adventure, cultural, and eco-tourism could collaborate to be essential. Further developments on anything related to the enhancement of the planned conservation of these species are vital. Thus, production from the yielding would eventually bring local, social, and economic benefits, with or without the help of tourism. Hence, such species have the potential to influence and be influenced by tourism. For instance, an industry based on producing and marketing local products

such as "marula beer" from marula trees [*Sclerocarya birrea*] could exist within the respective rural communities (Ramaano, 2021a, b). The latter would have tourism value and also have independent economic value. Such strides would resonate with national and international economic benefits without waiting for the arrival of local tourists. Therefore, there exists a potential translation of domestic tourists into regional, national, and possibly international dimensions. Thus, local economic development could be strengthened. The latter would only be possible if effective measures existed for promoting tourism development in conjunction with conservation. Hence, the study emphasises the inclusion of these species in the sustainable tourism strategy. This will lead to flourishing tourism and the improvement of communities' livelihoods in the study area.

6.2.6 Responses to questions on other actual tourism activities in the area

Table 6.8: Any other actual tourism activities in the vicinity of their area

Section B, Q3 (b) Are there any other actual tourism activities in the vicinity of your area?		No	Yes	Total
Gumela	Count	1	28	29
	%	3.4%	96.5%	100.0%
Folovhodwe	Count	1	210	211
	%	0.4%	99.5%	100.0%
Tshipise	Count	0	78	78
	%	0.0%	100.0%	100.0%
Zwigodini	Count	0	52	52
	%	0.0%	100.0%	100.0%
Total	Count	2	368	370
	%	0.5%	99.4%	100.0%

Source: Survey by the Author, 2019.

Data in Table 6.8 show that an average of 2 respondents replied negatively to any other actual tourism activities within or in the vicinity of their area. The other 368 respondents selected "yes" to the presence of any other actual tourism activities. A small number (0.5%) of respondents responded "no" to "any other actual tourism

activities," as opposed to 99.4% who said "yes" to the presence of any other actual tourism activities within or in the vicinity of the study area. Given this, the study area is generally a tourism-bound area and has better tourism potential. Therefore, the only thing missing is a scheme devoted to the efficient application and management of tourism-based initiatives to generate maximum profits for the custodians and adjacent communities.

6.2.6.1 Responses to questions on other actual tourism activities in their vicinity

Table 6.9: The other actual tourism activities in the vicinity of their area

Section B, Q3 (b) (i) what are they from the table?												
		Cultural tourism	Ethnic tourism	Heritage tourism	Ecotourism	Community based tourism(CBT);(community based Natural resource Management)(CBNRM)	Agriculture tourism and sustainable Agriculture	Pro-poor tourism	Empowerment tourism	Others (specify)	None	Total
Gumela	Count	2	0	0	21	4	0	1	0	1	0	29
	%	6.8%	0.0%	0.0%	72.4%	13.7%	0.0%	3.4%	0.0%	3.4%	0.0%	100.0%
Folovhodwe	Count	4	0	19	128	32	7	0	0	21	0	211
	%	1.8%	0.0%	9.0%	60.6%	15.1%	3.3%	0.0%	0.0%	9.9%	0.0%	100.0%
Tshipise	Count	1	0	3	47	27	0	0	0	0	0	78
	%	1.2%	0.0%	3.8%	60.2%	34.6%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Zwigodini	Count	6	0	5	25	10	0	0	0	6	0	52
	%	11.5%	0.0%	9.6%	48.0%	19.2%	0.0%	0.0%	0.0%	11.5%	0.0%	100.0%
Total	Count	13	0	27	221	73	7	1	0	28	0	370
	%	3.5%	0.0%	7.2%	59.7%	19.7%	1.8%	0.2%	0.0%	7.5%	0.0%	100.0%

Source: Survey by the Author, 2019.

The data in Table 6.9 illustrate that 221 respondents chose "ecotourism." Thus, what are other actual tourism activities within or in the vicinity of your area? Hence, 73 respondents chose "community-based tourism," whereas 27 respondents opted for "heritage tourism," and 28 respondents represented the "others" category. On the

other hand, just 13 respondents chose "cultural tourism." Meanwhile, seven respondents selected "agric tourism," followed by a few others. The data in the mentioned table also indicate that six categories of respondents got a more fair representation than others. Hence, (59.7%) for "eco-tourism," (19.7%) for community-based tourism (CBT) and CBNRM (community-based natural resource management), (7.5%) for "others," (7.2%) for "heritage tourism," and (3.5%) for "cultural tourism," and lastly, (1.8%) for "agric tourism" (n = 370). These show that the study area is generally well characterised by various types of tourism. They manifest in both actual and potential tourism activities. In essence, it means that the Musina Municipality in Limpopo may be dry, but it is blessed with tourism and ecotourism potential. It will be a good step for the communities to be involved in ground-breaking tourism schemes to boost their livelihoods through tourism profits.

6.2.6.2 Responses to questions on the contribution of actual tourism activities to their socio-economic benefits and daily life needs

Table 6.10: The contribution of actual tourism activities to their socio-economic benefits and daily life needs

Section B, Q3 (b) (ii) How do they contribute to your socio-economic benefits and daily life basic needs?						
		None (nothing at all)	Insignificantl y (not enough)	Significantl y (enough)	Very significantly (more than enough)	Total
Gumela	Count	11	18	0	0	29
	%	37.9%	62.0%	0.0%	0.0%	100.0%
Folovhodwe	Count	57	154	0	0	211
	%	27.0%	72.9%	0.0%	0.0%	100.0%
Tshipise	Count	9	69	0	0	78
	%	11.5%	88.4%	0.0%	0.0%	100.0%
Zwigodini	Count	6	46	0	0	52
	%	11.5%	88.4%	0.0%	0.0%	100.0%
Total	Count	83	287	0	0	370
	%	22.4%	77.5%	0.0%	0.0%	100.0%

Source: Survey by the Author, 2019.

Data in Table 6.10 show that a total of 83 respondents replied "none" to the question on benefits from the use of other actual tourism activities. Thus, 287 respondents responded that they were insignificantly receiving benefits that contributed to their basic needs from the mentioned activities. Another 22.4% indicated "none," while none (0.0%) indicated "significantly" or "very significantly." Therefore, the highest number of respondents (77.5%) indicated [insignificantly] that they would benefit from such activities to contribute to their daily life needs ($n = 370$). As such, the data indicate that other actual tourism activities have insignificantly benefited communities. This is still the case, even though tourism activities such as ecotourism, heritage tourism, and community-based tourism dominate the profile of the researched activities in the area. It seems that a lack of skills in operating and managing them is currently the problem.

6.3 INTERVIEW QUESTIONS FOR TOURISM VENTURES AND ENTITIES IN MUSINA MUNICIPALITY (FOR STUDY OBJECTIVE 2)

This section presents the interview data ($n = 30$). (Key informant interviews within the six sampled tourism ventures and entities, between 17/18/19 March and 8/9/10 April 2019, during the mornings and afternoons.) The respondents were from different tourism ventures and entities, in line with the first two objectives of the research. Respondents at six tourism entities were asked about tourism-related matters and their relationship with the adjacent communities. The ventures ranged from Musina Local Community LED and tourism info structures to the primary and closer entities within the local communities of the sampled villages; e.g., Nwanedi nature reserve and holiday resort, closer to Gumela and Folovhodwe villages; the Big Tree nature reserve and Big Tree holiday accommodation, closer to Zwigodini village. The interviews also included, among others, the Manalani Lodge entity in Tshipise Village. Figure 6.4 below depicts a conference hall at one of the ventures visited for interviews.



Figure 6.4: Conference Hall within the “Big Tree” holiday accommodation lodge Source: Researcher, 2019.

6.3.1 Responses to questions on their gender in the study area’s entities

Table 6.11: Gender in the study area’s ventures and entities

		Interview Q1.Gender		
		Female	Male	Total
Beria Madzonga resort (Zwigodini village)	Count	3	2	5
	%	60.0%	40.0%	100.0%
Big tree holiday accommodation(Madifha Zwigodini)	Count	3	2	5
	%	60.0%	40.0%	100.0%
Big tree nature reserve(Zwigodini ‘Madifha’)	Count	2	3	
	%	40.0%	60.0%	100.0%
LED & Tourism info center(Musina municipal offices)	Count	2	3	5
	%	40.0%	60.0%	100.0%
Manalani lodge(Tshipise village)	Count	4	1	5
	%	80.0%	20.0%	100.0%
Nwanedi nature reserve and resort(Gumela and Folovhodwe villages gates)	Count	3	2	5
	%	60.0%	40.0%	100.0%
Total	Count	17	13	30
	%	56.6%	43.3%	100.0%

Source: Interview by the Author, 2019.

Table 6.11 shows that women had an edge of 56.6% amongst the workers and employees within the ventures and entities. This advocates for the empowerment of women and gender equity. This could be because females are better suited for jobs, for example, as cooks or cleaners in lodging ventures. However, lately, there has been a new trend and an influx of women in security jobs all over the country. One would, therefore, hope for a 50-50 percentage split representation in a futuristic development that caters to the improvement of communities' livelihoods in the study area. As mentors and housekeepers, women can encourage the development of tourism in rural areas to bring about community development and socio-economic improvement. They can actively help mould a booming tourism industry in rural environments. Women can also work as entrepreneurs, travel agents, policy creators, entertainers, tour guides, game rangers, drivers, guest-house operators, managers, and restaurateurs. Thus, they can maintain themselves in the execution of community projects that could exert desirable environmental, social, and economic effects (Wickens and Briedenhann, 2004; Holden, 2013). (Key informant interviews within the six sampled tourism ventures and entities, between 17/18/19 March and 8/9/10 April 2019, during the mornings and afternoons.)

6.3.2 Responses to questions on their age group in the study area

Table 6.12: Age group in the study area

Interview Q2 (a) Under which age group do you belong?							
		11-19	20-35	36-45	46-65	65+	Total
Beria Madzonga resort (Zwigodini village)	Count	0	3	0	2	0	5
	%	0.0%	60.0%	0.0%	40.0%	0.0%	100.0%
Big tree holiday accommodation(Madifha Zwigodini)	Count	0	1	1	3	0	5
	%	0.0%	20.0%	20.0%	60.0%	0.0%	100.0%
Big tree nature reserve (Zwigodini 'Madifha')	Count	0	1	2	2	0	5
	%	0.0%	20.0%	40.0%	40.0%	0.0%	100.0%
LED & Tourism info center(Musina municipal offices)	Count	0	2	1	2	0	5
	%	0.0%	40.0%	20.0%	40.0%	0.0%	100.0%
Manalani lodge(Tshipise village)	Count	0	1	2	1	1	5
	%	0.0%	20.0%	40.0%	20.0%	20.0%	100.0%
Nwanedi nature reserve and resort(Gumela and Folovhodwe villages gates)	Count	0	2	3	0	0	5
	%	0.0%	40.0%	60.0%	0.0%	0.0%	100.0%
Total	Count	0	10	9	10	1	30
	%	0.0%	33.3%	30.0%	33.3%	3.3%	100.0%

Source: Interview by the Author, 2019.

Table 6.12 indicates that 33.3% was shared by respondents in the 20–35 and 45–65 age groups. This was followed by the middle-aged group of 36–45 years, with 30%. This is a good distribution, as the percentage is a balance of the young, active, and middle-aged groups ($n = 30$). Hence, it is vital for their awareness and responses to activities around tourism. It also indicates that the tourism ventures and entities have been balancing their employment profiles by employing all age groups. Tourism can thus be the silver bullet for advancing the livelihoods of local communities in the study area.

6.3.3 Responses to questions on the purposes of tourism ventures and entities

Table 6.13: The purposes of tourism ventures and entities

Interview Q2 (d). What is nature and purpose (mandate) for your tourism venture or entity?								
		Accommodation and entertainment	Accommodation and community services	Accommodation and ecotourism	Conservation, tourism and accommodation	Conservation and ecotourism	Community development and tourism services	Total
Beria Madzonga resort	Count	5	0	0	0	0	0	5
	%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Big tree holiday accommodation	Count	0	0	5	0	0	0	5
	%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
Big tree nature reserve	Count	0	0	0	0	5	0	5
	%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
LED & Tourism info center(Musina municipal offices)	Count	0	0	0	0	0	5	5
	%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
Manalani lodge	Count	0	5	0	0	0	0	5
	%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Nwanedi nature reserve and resort	Count	0	0	0	5	0	0	5
	%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
Total	Count	5	5	5	5	5	5	30
	%	16.6%	16.6%	16.6%	16.6%	16.6%	16.6%	100.0%

Source: Interview by the Author, 2019.

Table 6.13 depicts evenly balanced responses from the interviewees, with 16.6% apiece for the type of use and purposes of their ventures and entities. The answers had to be uniform for all the respondents, as the relevant categories of ventures and entities offer specific products and services.

6.3.4 Responses to questions on communities' type of work within their ventures and entities

Table 6.14: The type of work within their ventures and entities

Interview Q2 (e). How/what do you work as?									
		Administrator	Cleaner	Receptionist	Security	Intern	Volunteer	Others(specify Total)	
Beria Madzonga resort	Count	0	2	1	1	0	0	1	5
	%	0.0%	40.0%	20.0%	20.0%	0.0%	0.0%	20.0%	100.0%
Big tree holiday accommodation	Count	0	2	1	1	0	0	1	5
	%	0.0%	40.0%	20.0%	20.0%	0.0%	0.0%	20.0%	100.0%
Big tree nature reserve	Count	0	1	2	1	0	0	1	5
	%	0.0%	20.0%	40.0%	20.0%	0.0%	0.0%	20.0%	100.0%
LED & Tourism info center(Musina municipal offices)	Count	0	2	0	0	0	0	3	5
	%	0.0%	40.0%	0.0%	0.0%	0.0%	0.0%	60.0%	100.0%
Manalani lodge	Count	1	2	1	0	0	0	1	5
	%	20.0%	40.0%	20%	0.0%	0.0%	0.0%	20.0%	100.0%
Nwanedi nature reserve and resort	Count	1	1	1	2	0	0	0	5
	%	20.0%	20.0%	20.0%	40.0%	0.0%	0.0%	0.0%	100.0%
Total	Count	2	10	6	5	0	0	7	30
	%	6.6.0%	33.3%	20.0%	16.6%	0.0%	0.0%	23.3%	100.0%

Source: Interview by the Author, 2019.

Table 6.14 shows that 33.3% represent cleaners within the explored tourism ventures and entities. According to the study and field observations, cleaners and receptionists were predominantly women. Thus, from Table 6.14, 23% represented other jobs (n = 30). The latter job category was represented by personnel such as managers, shopkeepers, and other tourism officials. It is not surprising that women have a transparent niche in the cleaning section of the tourism industry. They are the best, and they master the job early in their homes. Women also have a better niche in working as receptionists within many tourism entities around the world. Therefore, the

prospect of using the tourism industry to advance communities' livelihoods has to build on and improve on the various significant roles of women while empowering everyone else, including men. The possible effects on both men and women can enhance livelihoods. Urban migration to cities by men seeking job opportunities has had a dismal effect on rural women, who continue to endure hard labour in rural schemes with compromised access to basic amenities and infrastructure. Therefore, tourism developments that require the active participation of both men and women can reduce such problems in rural settings (Wickens and Briedenhann, 2004).

6.3.5 Responses to questions on communities' rank of work within the tourism ventures and entities

Table 6.15: Communities' rank of work within their tourism ventures and entities

		Interview Q2 (f). Which rank do you occupy in your work?							
		Senior personnel	Junior personnel	Manager	Supervisor	Director	Deputy director	Others(specify)	Total
Beria Madzonga resort	Count	0	0	0	1	0	0	4	5
	%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	80.0%	100.0%
Big tree holiday accommodation	Count	0	0	1	0	0	0	4	5
	%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	80.0%	100.0%
Big tree nature reserve	Count	0	0	0	1	0	0	4	5
	%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	80.0%	100.0%
LED & Tourism info center(Musina municipal offices)	Count	1	1	1	0	0	0	2	5
	%	20.0%	20.0%	20.0%	0.0%	0.0%	0.0%	40.0%	100.0%
Manalani lodge	Count	0	0	1	0	0	0	4	5
	%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	80.0%	100.0%
Nwanedi nature reserve and resort	Count	0	0	0	1	0	0	4	5
	%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	80.0%	100.0%
Total	Count	1	1	3	3	0	0	22	30
	%	3.3%	3.3%	10.0%	10.0%	0.0%	0.0%	73.3%	100.0%

Source: Interview by the Author, 2019.

Table 6.15 indicates that 73% of respondents belong to other ranks of work. Thus, 3.3% of senior personnel and junior personnel are each 10% of the manager and supervisor. Within the 73% of the other group, it is evident that every 13.3% and 6.63% of its building blocks represent cleaners (n = 30). (Key informant interviews within the six sampled tourism ventures and entities, between 17/18/19 March and 8/9/10 April 2019, during the mornings and afternoons.) Cleaners do not necessarily get to be categorised in junior and senior personnel in many cases. The latter is also testimony that cleaners and receptionists comprised the majority of respondents for the tourism ventures' and entities' interviews in this study. Therefore, amongst other measures for using the tourism industry as a strategy of community advancement, evenly distributed jobs such as cleaners and receptionists should be categorised and ranked for a transparent bureaucracy and motivation amongst employees; hence, a better working environment and product. Figure 6.5 shows a front view of one of the ventures visited *"just after greeting the receptionist"* the day for the interviews.



Figure 6.5: Front view of the reception of the venture visited Source: Researcher, 20

6.3.6 Responses to questions on the activities of the development of major potential tourism

Table 6.16: Major potential tourism development activities

Interview Q2 (g). Which major tourism potential activity (enterprise/entities) you believe is the most prevalent in this municipality?												
		Game reserve	Nature reserves (national and parks)	Accommodation (lodges and B&B,	Cultural Heritage sites	Natural heritage sites	Agricultural sites	Tree species e.g. Baobab trees	Ancient rock paintings	Art facts and crafts	others	Total
Beria												
Madzonga												
resort	Count	0	0	0	0	0	0	5	0	0		5
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
Big tree holiday												
accommodation	Count	0	0	1	0	0	0	4	0	0	0	5
	%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	80.0%	0.0%	0.0%	0.0%	100.0%
Big tree nature												
reserve	Count	0	0	0	1	0	0	4	0	0	0	5
	%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	80.0%	0.0%	0.0%	0.0%	100.0%
LED & Tourism												
info												
center(Musina												
municipal												
offices)	Count	1	0	1	1	0	0	2	0	0	0	5
	%	20.0%	0.0%	20.0%	20.0%	0.0%	0.0%	40.0%	0.0%	0.0%	0.0%	100.0%
Manalani lodge												
	Count	0	0	0	0	0	0	5	0	0	0	5
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
Nwanedi nature												
reserve and												
resort	Count	0	0	0	0	0	0	5	0	0	0	5
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
Total												
	Count	1	0	2	2	0	0	25	0	0	0	30
	%	3.3%	0.0%	6.6%	6.6%	0.0%	0.0%	83.3%	0.0%	0.0%	0.0%	100.0%

Source: Interview by the Author, 2019.

Table 6.16 shows that 83% of the respondents indicated some potential tourism development in the tree species. It could be that the Musina municipality and the study area are rich with natural biodiversity. Among the biodiversity, significant indigenous

tree species are abundant, including "Marula" (*Sclerocarya birrea*), "Mopani" (*Colophospermum mopane*), "Baobab" (*Adansonia digitata*), and "Aloe" (*Aloe vera/Aloe barbadensis* Miller species). Tourism activities can assist new developments by integrating and appreciating the diverse value of these tree species. Synergies between various types of tourism and developments to conserve significant tree species have two ways and multiple values (Ramaano, 2021a). Thus, multiplying them by domestic plantations can play a vital role for the local communities and tourism. Development of projects around such significant species could attract tourism for different activities while affording communities opportunities to sell products from these species to tourists. Suffice to say, tree species are part of various types of tourism, such as heritage tourism, cultural tourism, ecotourism, agritourism, and adventure tourism. Hence, they form a significant part of national parks and nature reserves. Figure 6.6 below presents one of the species from one of the sampled villages.



Figure 6.6: Marula tree in Tshipise “Sagole” village Source: Researcher, 2019

6.3.7 Responses to questions on the empowerment of adjacent local communities through their tourism ventures and entities

Table 6.17: Empowerment of adjacent local communities by tourism ventures and entities

		Interview Q 3(a).		
		No	Yes	Total
Beria Madzonga resort (Zwigodini village)	Count	0	5	5
	%	0.0%	100.0%	100.0%
Big tree holiday accommodation(Madifha Zwigodini)	Count	0	5	5
	%	0.0%	100.0%	100.0%
Big tree nature reserve(Zwigodini 'Madifha')	Count	0	5	5
	%	0.0%	100.0%	100.0%
LED & Tourism info center(Musina municipal offices)	Count	3	2	5
	%	60.0%	40.0%	100.0%
Manalani lodge(Tshipise village)	Count	0	5	5
	%	0.0%	100.0%	100.0%
Nwanedi nature reserve and resort(Gumela and Folovhodwe villages gates)	Count	0	5	5
	%	0.0%	100.0%	100.0%
Total	Count	3	27	30
	%	10.0%	90.0%	100.0%

Source: Interview by the Author, 2019

Table 6.17 reveals that 90% of the respondents believed that the tourism ventures and entities helped the local communities and empowered them. The other 10% disputed that viewpoint. However, what is significant is that the overwhelming majority felt that tourism was a beneficial and significant activity for the nearby communities' livelihoods. Hence, the ventures, entities, and locals must build on this platform to make things even better through the inception of more ventures.

6.3.7.1 Respondents' description of how the ventures empower communities.

Interview.Q3 (a) (i) Explain how the ventures empower communities

Of the majority [27] respondents who replied "yes" to such respective ventures empowering communities, all of them per entity and village indicated similar answers (n = 30). For example, in Beria Madzonga resort (Zwigodini village), all the respondents with a "yes" said their venture helps the community by promoting sports tournaments and supporting the local football team. All necessities, from food, kit tools, accommodations, and transport, The offering of holiday accommodations and entertainment to visitors and locals From the Big Tree holiday accommodation ("Madifha" Zwigodini), all respondents indicated that they benefit local communities by giving them free slots for swimming pools and social relaxation, in addition to offering holiday accommodation and entertainment to visitors and locals. The Big Tree Nature Reserve (Zwigodini "Madifha") indicated that they empower the locals by giving them ecotourism education as tour guides. They sometimes also offer a subsidised price during a certain period of the year to get in and relax within the reserve; apart from that, ecotourism visits the destination for tourists and locals. LED and Tourism Info Centre (Musina municipal offices) respondents all indicated that they offer communities special education on tourism and organise certain functions for entertaining communities. They went on to say that they have better plans for the future. From Manalani Lodge (Tshipise village), all respondents indicated that they help communities by offering their relatives accommodations at much reduced prices during funerals and other occasions.

Respondents from the Nwanedi Nature Reserve and Resort (Gumela and Folovhodwe village gates) all indicated that the locals get benefits from holiday visits. They went on to say that they used to kill animals and distribute them to the locals, something they intended to do again. They also said that most of their staff was sourced from the two neighbouring villages. However, the responses differ slightly from the overall

survey questionnaires. The locals expressed overall dissatisfaction about receiving empowerment from all tourism ventures and entities around them. This is an indication that everyone stands their ground. Even though there is little that the communities receive, it is enough. Hence, there is a need for a better tourism strategy within the study area.

6.3.8 Responses to questions on adjacent local communities' satisfaction with the tourism ventures and entities

Table 6.18: The satisfaction level from the empowerment of communities through their tourism ventures and entities

Interview Q 3(a) (ii) Do you think such empowerment on adjacent local communities is satisfactory and enough?				
		No	Yes	Total
Beria Madzonga resort (Zwigodini village)	Count	0	5	5
	%	0.0%	100.0%	100.0%
Big tree holiday accommodation(Madifha Zwigodini)	Count	0	5	5
	%	0.0%	100.0%	100.0%
Big tree nature reserve(Zwigodini 'Madifha')	Count	2	3	5
	%	40.0%	60.0%	100.0%
LED & Tourism info center(Musina municipal offices)	Count	4	1	5
	%	80.0%	20.0%	100.0%
Manalani lodge(Tshipise village)	Count	1	4	5
	%	20.0%	80.0%	100.0%
Nwanedi nature reserve and resort(Gumela and Folovhodwe villages gates)	Count	1	4	5
	%	20.0%	80.0%	100.0%
Total	Count	8	22	30
	%	26.6%	73.3%	100.0%

Source: Interview by the Author, 2019.

Table 6.18 shows that among the interviewed respondents, 73.3% reported that they were satisfied with the contribution and empowerment from the tourism ventures to the adjacent communities. However, 26.6% asserted that they were not satisfied with the contribution of tourism ventures in their area. The latter again calls for an improvement and strategy in dealing with tourism ventures, entities, and communities' relationships for mutual and tangible benefits.

6.4 Summary

This section presented the interview findings of the respondents from the tourism ventures and entities. Hence, Beria Madzonga Resort (Zwigodini village), Big Tree holiday accommodation (Madifha village in Zwigodini), and others. It also sought to show the impact of tourism development activities on the livelihoods of ventures and entities.

6.5 FOCUS GROUP DISCUSSIONS (FOR STUDY OBJECTIVE 2)

Focus group discussions were undertaken in all the sampled villages. A group of about five was targeted and engaged with for focus group discussions within all the villages (17 March 2019–20 March 2019) (*Gumela in the morning, Tshipise in the late morning, Zwigodini in the afternoon, and Folovhodwe in the late afternoon, respectively*) ($n = 20$). Focus group discussion aimed at getting additional information regarding objective 2 of the research; in this regard, it helped to assess objective 2 of this study.

- **Objective no.2**

(i) Focus group discussions for study objective number 2 and village 1

(Gumela village)

All (100%) of the respondents explained that they were not receiving any or enough benefits from the surrounding Nwanedi reserve and resort. They complained that they

had been forced to leave the area many years earlier. They further explained that the construction of the nature reserve caused their displacement and relocation. In the early stages, the nature reserve used to distribute game meat at a reduced price, an "activity that is no longer happening these days." As such, they felt the tourism potential of the area and the nearby reserve were not benefiting them at all, and they wanted changes and a strategy to foster a better relationship between them and the place in terms of fully tapping into the tourism potential and its benefits.

**(ii) Focus group discussions for study objective number two and village 2
(Folovhodwe village)**

Sixty percent (60%) of the respondents said they were not receiving enough benefits from the surrounding Nwanedi reserve and resort. Only 40% said they did. They also indicated that they used to have their homes within the newly-demarcated protected area. They were relocated a long time ago. They shared the same sentiments with the Gumela village residents, who are the other custodians of the reserve. Hence the second reserve gate on the south side of the area. Gumela residents also maintained that tourism was not empowering them enough, and they wanted to see some changes. However, they felt that the venture was helping a little by providing different jobs to the residents. They wanted to collect wood or graze their livestock within some parts of the reserve. The communities felt that community-based natural resource management (CBNRM) or some bioprospecting could help. They also wanted venison to be sold to them again at reduced prices. Currently, no game meat is sold to the residents at all (Ramaano, 2021b).

**(iii) Focus group discussions for study objective number two and village 3
(Tshipise village)**

All (100% of the respondents) felt that they were not receiving enough benefits from the Sagole Spa venture, as it was no longer active and tourists were no longer booking there. However, tourists still visit the village to view the original spot of the "hot spring" within the area. They indicated that poor management of the Sagole Spa venture reduced the touristic nature of the place. Community members were trying to fill up the gap by constructing lodges. They also indicated an urgent need to revamp the Sagole Spa to its original vibrant and renowned state. They also revealed planned negotiations between Chief Rambuda and the citizens for the trust to control the venture and for furthering the tourism business to benefit locals. They further blamed corruption for the failure of the venture. They mentioned the disappearance of monies initially allocated for the revamping duty. They also maintained that the tourism potential of their area was not adequately empowering them. They wanted some change. Therefore, there was a dire need for quick intervention in the establishment of the strategy for managing tourism activities between them and the spa.

(iv) Focus group discussions for study objective number two and village 4

(Zwigodini village)

Eighty percent (80%) of respondents complained that they were not receiving enough benefits and empowerment from the Big Tree Nature Reserve within their area. They further stressed that the tree was not well protected, as people did as they wished while inside the protected area. They felt that more efficient protection was required to sustain it. Hence, internal fencing should be prioritised. There was a need for more workers and entertainment facilities. Visitors are damaging the tree and marking their respective days of visits. The base and stem of the tree were also damaged. This will affect the tree's life span. They further indicated that people from the Limpopo Tourism Association came to view the reserve and expressed some concern regarding the

grading system, that is, whether the grading of the tree and the venture is national, provincial, or municipal. They further indicated that once the grading problem was sorted, they would be the first to improve the running and protection of the reserve. Hence, they advocated for the second fence around the tree to prevent its further destruction. The latter would simultaneously increase the tourism potential by charging more for viewing or taking pictures at the tree. This could be achieved through the construction of conference halls and swimming pools within the reserve.

A woman named Sarah from Cape Town was reportedly conducting a baobab seedling collection initiative. She would buy the seedlings from the locals. They made lotion products from these. This led to the popularity of the baobab trees in the area. The latter shows that tourism and the beneficial use of tree species such as marula, mopane, baobab, and others can have synergies and multiple-way relationships in promoting tourism development and other economic activities within the area. Hence, the latter could be a potential ingredient of the envisaged strategy to reinforce tourism and advance community livelihoods. As such, communities felt the tourism potential and ventures were not sufficiently benefiting them.

6.6 FIELD OBSERVATIONS (FOR STUDY OBJECTIVE 2)

Field observation afforded a fresh and physical view of the conditions within the study area (*apart from all the days of a questionnaire survey, interview, and focus group discussions that inevitably assisted in capturing pictures and doing a preliminary field survey, a field observation was also exclusively done on March 23 and 26, 2019 within all the villages and tourism ventures*). This helped to solidify the data obtained from other data collection methods. This section helps to reinforce the need for specific intervention.

- **Objective 2**

(i) Field observation for study objective number 2 and village 1(Gumela village)

It became evident from the physical observation that the community was not gaining much from its closeness to the surrounding Nwanedi Reserve and Resort. In many cases, tourists preferred the Folovhodwe gate due to the bad road infrastructure in Gumela village. Hence, development would reduce the frequent interaction of tourists at Nwanedi.

(ii) Field observation for study objective number 2 and village 2 (Folovhodwe village)

It was clear that tourism was doing something for the communities in conjunction with the Nwanedi Nature Reserve and Resort. However, they wanted to see more than the four people working at the gate. Those included securities and administrators. Furthermore, communities in the focus group discussion denied receiving any empowerment from their adjacent ventures. Some of them were calling for bio-prospecting activities and felt deprived of grazing land for their livestock. Women from the local markets were seen selling vegetables to white tourists heading to Nwanedi Reserve and Resort. Agricultural products were harvested from extensive local agriculture schemes. However, it became clear that road signage within the village needed to be improved to cater for both Nwanedi Reserve and Folovhodwe agricultural scheme sites and rural campsites. Improving the tourism base and its various interests will lead to the maximum benefit for locals. As observed by the researcher, a better tourism marketing and signage implementation would link the tourism routes amongst Musina town tourism, Tshipise Forever Resort, Mapungubwe

tourism, and the Pafuri Gate with Nwanedi Reserve, the Big Tree Reserve, and Tshipise Sagole Spa within Musina Municipality. This would create a good tourism strategy for the locals and the entire Musina Municipality.

(iii) Field observation for study objective number 2 and village 3 (Tshipise village)

It was clear from the physical observation that Tshipise Village has great tourism potential within the study area, as the area is famous for its spa (currently defunct) and collective tribal and sporting activities. The latter is still visible through road signage. Locals were seen selling Marula fruit. It was evident that Tshipise village was still enjoying the benefits of its popularity and the renowned rural tourism destination status in the area, even though both popularity and tourism activities are not as profound as in the past. Locals were also seen selling agricultural produce from their agriculture schemes. They relied on the overflow of their hot water fountain.

(iv) Field observation for study objective number two and village 4 (Zwigodini village)

The communities were seen selling wild fruits to the tourists visiting the Big Tree Nature Reserve. They later explore the Big Tree Holiday Accommodation Lodge. Although a variety of respondents earlier expressed that they are not receiving enough benefits and empowerment from the embedding of Big Tree Nature Reserve within their area, despite this, they at least gain something from tourism, as viewed by the researcher. The administrator, security, and ground sweepers (cleaners) at the gate were all locals, which also implicated them in the benefits of tourism in their area. Schoolchildren were seen making a special visit to the swimming pools inside the Big

Tree lodges. Apart from the accommodation rondavels within the Big Tree holiday accommodation facilities, a conference centre was also seen.

6.7 Conclusion

This chapter focused on how different tourism development activities impact livelihoods and, in turn, the socioeconomic status of communities. Significantly, it looked at how the current and potential tourism resources can benefit the communities. The chapter also further assisted in investigating the attitude of the local people towards sustainable tourism, particularly its potential contribution to sustainability within the area. The next chapter presents the nature of tourism development policy in the study area. It will outline the perceptions of comprehensive respondents about the existence of tourism and development policies and their role in the study area.

CHAPTER SEVEN: THE NATURE OF TOURISM DEVELOPMENT POLICY (STUDY OBJECTIVE 3)

7.1 Introduction

This chapter presents data analysis and an interpretation of the nature of tourism development policy. It also outlines cross-tabulations of the interview data from the sampled tourism ventures and entities with demographic profiles and other vital tourism aspects in the study area.

7.2 Responses to questions on other development activities

Table 7.1: Other development activities

Section B, Q8 (a) What are other development activities in your area?								
		Agriculture (Agro forestry)	Forestry\ (Particip atory forest manage ment)	Mining	Fishing	Others (specify)	None	Total
Gumela	Count	8	0	0	16	0	5	29
	%	27.5%	0.0%	0.0%	55.1%	0.0%	17.2%	100.0%
Folovhodwe	Count	159	0	33	18	1	0	211
	%	75.3%	0.0%	15.6%	8.5%	0.4%	0.0%	100.0%
Tshipise	Count	76	0	0	2	0	0	78
	%	97.4%	0.0%	0.0%	2.5%	0.0%	%	100.0%
Zwigodini	Count	45	0	6	0	1	0	52
	%	86.5%	0.0%	11.5%	0.0%	1.9%	0.0%	100.0%
Total	Count	288	0	39	36	2	5	370
	%	77.8%	0.0%	10.5%	9.7%	0.5%	1.3%	100.0%

Source: Survey by the Author, 2019.

Data in Table 7.1 indicate that 288 respondents listed "agriculture" as the other major development activity in their area; 39 respondents selected "mining," and 36 said "fishing." Another 5 respondents selected "none," while the other 2 chose "others." Therefore, Table 7.1 depicts three representative categories of responses: 77.8% for

"agriculture/agroforestry," 10.5% for "mining," and 9.7% for "fishing" (n = 370). The categories "agriculture and fishing" are among the most popular primary activities practised by rural communities in remote areas. As such, both agriculture and fishing have always been linked to the generation of additional income for communities in the study area (Ramaano, 2008, 2021a, b). However, there is still potential for more agritourism to be practised for additional income for the communities, wherein products are sold locally or to tourists. Additionally, both active and abandoned mines have potential for adventure and heritage tourism. Furthermore, fishing can be both a recreational and economic activity within the paradigms of both adventure and ecotourism fans. In this regard, fishing and agriculture constitute better platforms for a potential strategic tourism development and management plan in the study area (Ramaano, 2021b).

7.2.1 Responses to questions on socio-economic benefits derived from the mentioned developments

Table 7.2: Socio-economic benefits from tourism development

Section B, Q8 (b) Do you get any socio-economic benefits from the mentioned developments?				
		No	Yes	Total
Gumela	Count	16	13	29
	%	55.1%	44.8%	100.0%
Folovhodwe	Count	31	180	211
	%	14.6%	85.3%	100.0%
Tshipise	Count	21	57	78
	%	26.9%	73.0%	100.0%
Zwigodini	Count	17	35	52
	%	32.6%	67.3%	100.0%
Total	Count	85	285	370
	%	22.9%	77.0%	100.0%

Source: Survey by the Author, 2019.

Table 7.2 shows that 85 respondents did not receive any socio-economic benefits from development activities in the study area, while 285 (77%) did. Agriculture was the most commonly cited activity for the respondents. This is because in rural areas, agriculture has some potential within a holistic tourism strategy. A strategy is thus required, as an intervention in efficient and integrated development and operational tourism policy, to improve the use of existing activities to obtain community benefits. The focus groups responded positively to such suggestions. Examples of such benefits can come from agricultural activities in the area, such as the Nwanedi irrigation scheme and the adjacent orchards.

Figure 7.1 below shows grown papaw trees in Zwigodini village, which depend on both rainfall and borehole water.



Figure 7.1: Paw paws grown in a dry area irrigation scheme in Zwigodini village
Source: Researcher, 2019.

7.2.2 Responses to questions on the contribution of other developments to communities' socio-economic and daily need

Table 7.3: The contribution of other developments to their socio-economic and daily needs

Section B, Q 8(b) (i) How do they contribute to your socio-economic and daily needs?						
		None (nothing at all)	Insignificantl y (not enough)	Significantly (enough)	Very significantl y (more than enough)	Total
Gumela	Count	14	15	0	0	29
	%	48.2%	51.7%	0.0%	0.0%	100.0%
Folovhodwe	Count	32	179	0	0	211
	%	15.1%	84.8%	0.0%	0.0%	100.0%
Tshipise	Count	22	56	0	0	78
	%	28.2%	71.7%	0.0%	0.0%	100.0%
Zwigodini	Count	16	36	0	0	52
	%	30.7%	69.2%	0.0%	0.0%	100.0%
Total	Count	84	286	0	0	0
	%	22.7%	77.2%	0.0%	0.0%	100.0%

Source: Survey by the Author, 2019.

Table 7.3 shows that respondents selected "none" for socio-economic benefits derived from the use of other major development activities to meet their daily basic needs. A total of 286 respondents selected "insignificant contribution" to the question. This implies that agriculture alone cannot offer the best solution to helping communities with their basic needs. It is suggested that an integrated development strategy that combines sustainable tourism with agricultural, mining, and fishing activities would create opportunities for the local communities. Document review and physical observation also showed evidence of several agricultural initiatives, especially within the three sampled villages that do not have irrigation or river systems and rely on rainfall. However, given that the municipality is in one of the hottest and driest places in the country, there is insufficient rain and irrigation water in the area. This implies that the full potential of the area is not being realised. Sights of abandoned white stone mining and polluted scenes of the Nwanedi river system within the sampled areas were also witnessed (Musina Municipality, 2019; Ramaano, 2021a, b).

7.3 Responses to questions on the cultural activities and practises

Table 7.4: The cultural activities and practices

Section B, Q9 (a) What are the cultural activities and practises in your area?										
		Pottery/ arts craft	Tshikona dance	Tshifasi dance	Malende dance	Domba dance	Ritual performances	Others (specify)	None	Total
Gumela	Count	1	1	5	8	0	0	1	13	29
	%	3.4%	3.4%	17.2%	27.5%	0.0%	0.0%	3.4%	44.8%	100.0%
Folovhodwe	Count	55	28	59	51	3	0	14	1	211
	%	26.0%	13.2%	27.9%	24.1%	1.4%	0.0%	6.6%	0.4%	100.0%
Tshipise	Count	7	2	31	22	1	0	11	4	78
	%	8.9%	2.5%	39.7%	28.2%	1.2%	0.0%	14.1%	5.1%	100.0%
Zwigodini	Count	17	3	16	6	0	0	9	1	52
	%	32.6%	5.7%	30.7%	11.5%	0.0%	0.0%	17.3%	1.9%	100.0%
Total	Count	80	34	111	87	4	0	35	19	370
	%	21.6%	9.1%	30.0%	23.5%	1.0%	0.0%	9.4%	5.1%	100.0%

Source: Survey by the Author, 2019.

Table 7.4 indicates that 111 respondents selected Tshifasi dance as the cultural activity practised in their area; 80 respondents selected "pottery/art craft," 87 respondents selected "Malende dance," and 34 respondents listed "Tshikona dance." An additional [4] respondents chose "Domba," 35 respondents chose "others," and 19 respondents ticked the "others" category. Thus, the data show that three categories of respondents were the most prevalent, which constituted the highest number (30.0%) of respondents. These categories were for tshifasi, followed by 23.5% for malende and 21.6% for pottery or art craft (n = 370). Tshikona and malende dances are both popular dances that the Venda tribe performs. They perform them at different occasions, ranging from cultural to ritual and ceremonial functions. Hence, there is

entertainment potential for tourism within the area. On a related note, 90% of the respondents to the focus group discussions agreed on the availability of cultural resources and practises. This group selected tshifasi dance, malende dance, domba, and tshikona dance. The other 10% selected pottery or arts and crafts practises.

7.3.1 Responses to questions on socio-economic benefits derived from the cultural activities

Table 7.5: Socio-economic benefits derived from the cultural activities

Section B, Q9 (b) Do you get any socio-economic benefit from the cultural activities mentioned?				
		No	Yes	Total
Gumela	Count	25	4	29
	%	86.2%	13.7%	100.0%
Folovhodwe	Count	174	37	211
	%	82.4%	17.5%	100.0%
Tshipise	Count	73	5	78
	%	93.5%	6.4%	100.0%
Zwigodini	Count	41	11	52
	%	78.8%	21.1%	100.0%
Total	Count	313	57	370
	%	84.5%	15.4%	100.0%

Source: Survey by the Author, 2019.

Table 7.5 shows that 313 respondents disputed receiving any socio-economic benefits from the cultural activities in the study area. However, the other 57 respondents said they did receive some benefits from the cultural activities in their area. In other words, 84.5% of the respondents were not benefiting from these tourism ventures; only 15.4% said they did receive the benefits (n = 370). Therefore, generally, the results in Table 7.5 also show that there is little use of cultural activities to benefit the community in the study area. That requires some urgent intervention in terms of improving the use of cultural activities for community benefit in the study area. Cultural activities and materials are the backbone of certain types of tourism in rural areas. These range from cultural tourism to ethnic tourism, heritage tourism, and agricultural tourism, among

others. The latter types of tourism can be combined to form an attraction base that boosts ecotourism, community-based natural resource management, and sustainable tourism development in the study area. This would be a beneficial strategy for tourism to advance the communities in the study area.

7.3.2 Responses to questions on how cultural activities contribute to communities' socio-economic and daily basic needs

Table 7.6: The contribution of cultural activities to communities' socio-economic and daily basic needs

Section B, Q9 (i) How do cultural activities contribute to your socioeconomic and daily basic needs?						
		None (nothing at all)	Insignificantl y (not enough)	Significantl y(enough)	Very significantly (more than enough)	Total
Gumela	Count %	19 65.5%	9 31.0%	0 0.0%	1 3.4%	29 100.0%
Folovhodwe	Count %	174 82.4%	37 17.5%	0 0.0%	0 0.0%	211 100.0%
Tshipise	Count %	71 91.0%	7 8.9%	0 0.0%	0 0.0%	78 100.0%
Zwigodini	Count %	41 78.8%	11 21.1%	0 0.0%	0 0.0%	52 100.0%
Total	Count %	305 82.4%	64 17.2%	0 0.0%	1 0.20%	370 100.0%

Source: Survey by the Author, 2019.

Table 7.6 shows that 305 respondents selected "none" to the question on socio-economic benefits from cultural activities and, hence, their contribution to the basic daily needs. Only one respondent replied "very significantly" to the question. The remaining 64 respondents indicated "insignificantly" in the contribution to basic needs question. Thus, 82.4% of the respondents selected "none." A further 0.20% indicated "very significantly," while 17.2% indicated "insignificantly" to the question on benefits derived from cultural activities (n = 370). Thus, the data shows that cultural activities

have not been fully exploited to boost communities' livelihoods. Cultural resources are a vital cultural tourism resource. This is because they can be successfully used for many forms of tourism in rural areas, thereby uplifting communities' livelihoods. The significance of this cultural resource base is vital for the envisaged tourism strategy for local community development in the study area.

7.4. Responses to questions on the significance of indigenous tree and plant species for tourism purposes

Table 7.7: Significant use of indigenous tree and plant species for different forms of tourism

Section B, Q10 (a) Do you have any indigenous tree and plant species you can use for different tourism forms?				
		No	Yes	Total
Gumela	Count	5	24	29
	%	17.2%	82.7%	100.0%
Folovhodwe	Count	0	211	211
	%	0.0%	100.0%	100.0%
Tshipise	Count	0	78	78
	%	0.0%	100%	100.0%
Zwigodini	Count	0	52	52
	%	0.0%	100.0%	100.0%
Total	Count	5	365	370
	%	1.3%	98.6%	100.0%

Source: Survey by the Author, 2019.

Table 7.7 shows us that five respondents indicated that they did not have any significant indigenous tree and plant species of tourism value in their area. The remaining 365 indicated that they were aware of some indigenous trees and plant species in their area that could be appealing to tourists. Thus, only 1.3% of respondents said "no" (no trees with a tourism value), while 98.6% said "yes" (n = 370). This is an indication that there is an abundance of biodiversity potential in the study area. Biodiversity can be used to boost the local economy. Generally, significant tree and plant species have various uses, ranging from tourism to economic value. . An assortment of trees and plant species of tourism value were viewed by the current

researcher. These have the potential to solidify the potential tourism strategy and develop the local communities both socially and economically. Activities such as cultural tourism, ethnic tourism, and heritage tourism can combine the material and economic value of significant indigenous species while improving local communities' livelihoods. In this regard, tourism can act as both a catalyst and a variable for economic development within communities in the study area. Significant indigenous tree and plant species provide food, fruits, and artistic materials for tourists and local citizens. They also have the potential to generate tourism revenue. For example, medicinal herbs and trees can attract both adventure and medicinal tourists. Orchards attract agricultural tourists, while majestic trees such as the baobabs are renowned for eco-tourism and adventure tourism in Limpopo Province. Thus, the tourism industry in the area has substantial areas to explore for alternative tourism strategies for sustainability.

7.4.1 Responses to questions on the significant indigenous tree and plant species

Table 7.8: Significant indigenous tree and plant species

Section B, Q10a(i) Show us what they are below:									
		<i>Marula tree</i>	<i>Aloe plant</i>	<i>Mopani trees</i>	<i>Baoba trees</i>	<i>Acacia trees\shrubs</i>	<i>Others (specify)</i>	<i>None</i>	<i>Total</i>
Gumela	Count	10	1	11	1	0	0	6	29
	%	34.4%	3.4%	37.9%	3.4%	0.0%	0.0%	20.6%	100.0%
Folovhodwe	Count	99	18	40	53	1	0	0	211
	%	46.9%	8.5%	18.9%	25.1%	0.4%	0.0%	0.0%	100.0%
Tshipise	Count	25	0	17	33	3	0	0	78
	%	32.0%	0.0%	21.7%	42.3%	3.8%	0.0%	0.0%	100.0%
Zwigodini	Count	22	0	14	16	0	0	0	52
	%	42.3%	0.0%	26.9%	30.7%	0.0%	0.0%	0.0%	100.0%
Total	Count	156	19	82	103	4	0	6	370
		42.1%	5.1%	22.1%	27.8%	1.0%	0.0%	1.6%	100.0%

Source: Survey by the Author, 2019.

Table 7.8 shows that 156 respondents selected "Marula trees [*Sclerocarya birrea*]" as the main significant indigenous tree and plant species in the study area. Another 103 respondents selected baobab trees [*Adansonia*], 82 selected mopani trees [*Colophospermum mopane*], and 19 selected aloe plants [*Aloe barbadensis Miller*]. A further 4 respondents selected acacia trees [*Vachellia*], and 6 selected "none"; hence, there were no respondents selecting the "others" category. Thus, four tree species were the most dominant. Responses were 42.1% for marula trees and 27.8% for baobab trees. The table also shows 22.1% for mopani trees and 5.1% for aloe plants. Meanwhile, 1.0% represents the lowest response, which was for acacia tree species, apart from the 0.0% for the "none" category (n = 370). As already indicated, material use is vital for initiatives such as art and crafts. They are also important for tourists and local communities; for example, the harvesting of mopani worms [*Gonimbrasia belina*] from mopani trees [*Colophospermum mopane*]. Trees can also be used for medicinal innovations and products; for example, aloe vera species [*Aloe barbadensis Miller*], amongst others.

7.4.2 Responses to questions on the possible general use of such indigenous trees and plant species

distinct forms of culture and social life (Volo, 2017). Consequently, a decent tourism strategy has to integrate these species with the overall indigenous resources and biodiversity in the area.

7.4.3 Responses to questions on socio-economic benefits derived from indigenous trees and plant species

Table 7.10: Socio-economic benefits derived from indigenous trees and plant species

Section B, Q10(c) Do you get any socio-economic benefits from these activities?				
		No	Yes	Total
Gumela	Count	18	11	29
	%	62.0%	37.9%	100.0%
Folovhodwe	Count	9	202	211
	%	4.2%	95.7%	100.0%
Tshipise	Count	4	74	78
	%	5.1%	94.8%	100.0%
Zwigodini	Count	2	50	52
	%	3.8%	96.1%	100.0%
Total	Count	33	337	370
	%	8.9%	91.0%	100.0%

Source: Survey by the Author, 2019.

Table 7.10 indicates that 33 respondents disputed (replied "no") when asked about benefiting from indigenous trees and plant species in their area. The majority (337) replied "yes." In other words, 8.9% of the respondents replied "no," while 91.1% replied "yes." The data imply that there should be measures to educate communities and enable them to receive benefits from natural resources without overusing them. Activities such as those for ecotourism promote the utilisation of natural resources to benefit the environment and the local communities (Ramaano, 2021a).

7.4.4 Responses to questions on how significant the use of indigenous trees and plant species contributes to their socioeconomic and daily life needs

Table 7.11: How significant use of indigenous trees and plant species, contribute to their socio-economic and daily life needs

		Section B, Q(c) (i) Indicate how they contribute to your socio-economic and daily life needs				Total
		None (nothing all)	Insignificant at ly (not enough)	Significantl y(enough)	Very significantly (more than enough)	
Gumela	Count	13	14	1	1	29
	%	44.8%	48.2%	3.4%	3.4%	100.0%
Folovhodwe	Count	10	201	0	0	211
	%	4.7%	95.2%	0.0%	0.0%	100.0%
Tshipise	Count	5	73	0	0	78
	%	6.4%	93.5%	0.0%	0.0%	100.0%
Zwigodini	Count	2	50	0	0	52
	%	3.8%	96.1%	0.0%	0.0%	100.0%
Total	Count	30	338	1	1	370
	%	8.1%	91.3%	0.2%	0.2%	100.0%

Source: Survey by the Author, 2019.

Table 7.11 shows that 30 respondents selected "none" for socio-economic benefits from the use of the most significant indigenous tree and plant species and their contribution to daily life needs. There was 1 respondent each for the "significantly" and "very significantly" categories. Another 338 people selected "insignificantly" for this question. A further 8.1% selected "none," while "significantly" and "very significantly" were selected by 0.2% each. The majority (91.3%) selected "insignificantly" for the question on socio-economic benefits. Hence, a good tourism strategy within the study area should also look at the contribution of these major species to a mutual confluence of economic activities (Ramaano, 2021a).

7.5. Responses to questions on communities' knowledge regarding the existence and application of tourism or development policy

Section B, Q11 (a) Do you know about the existence and application of tourism or development policy in your area/village?				
		No	Yes	Total
Gumela	Count	24	5	29
	%	82.7%	17.2%	100.0%
Folovhodwe	Count	209	2	211
	%	99.0%	0.9%	100.0%
Tshipise	Count	76	2	78
	%	97.4%	2.5%	100.0%
Zwigodini	Count	49	3	52
	%	94.2%	5.7%	100.0%
Total	Count	358	12	370
	%	96.7%	3.2%	100.0%

Table 7.12: Knowledge about the existence and application of tourism or development policy

Source: Survey by the Author, 2019.

Table 7.12 indicates that 358 respondents (96.7%) replied in the negative (no) to having any knowledge about the existence and application of tourism or development policy within the study area. Another 12 (3.2%) replied in the affirmative (yes) to the question (n = 370). Therefore, the data indicate significant potential in the industry. An appropriate tourism development policy would advantageously combine environmental and conservation principles to guide sustainable use of both conservation and tourism resources, ultimately enhancing the livelihoods and socio-economic status of the local community within the area (Ramaano, 2021b). *On this account, the central tendency for the negative responses was 89.5 mean (m), 62.5 median (M), and 24, 209, 76, 49 mode values (Mo), with a standard deviation value (s) of 71.402. The positive response was 3 mean (m), 2.5 median (M), and 2 mode value (Mo), with a standard deviation value (s) of 1.224. The higher the mean value, the more pressing the issue, and a low standard deviation would imply data that is more grouped around the mean. Thus, alongside the reliability and validity breakdown,*

Folovhodwe was the most prevalent negative response, and Gumela was the most distinctive in displaying knowledge of the application of the tourism or development policy.

7.5.1 Respondents' descriptions of the nature and significance of development and tourism policy. Section B.Q11 (a) (i) tell us the nature and significance within your day to day interactions with your environment and natural resources

The 12 respondents replied in the affirmative regarding their knowledge of and significance of development and tourism policy in their day-to-day interactions with the environment and natural resources. However, the respondents struggled to provide any clear explanation as to the nature and significance of a tourism development policy. That is, although they selected "yes," they did not seem to have the reason for what that implied. There is therefore a need for environmental education within the study area; ecotourism education and tourism strategy could provide such knowledge.

7.6 INTERVIEW QUESTIONS FOR TOURISM VENTURES AND ENTITIES IN MUSINA MUNICIPALITY (FOR STUDY OBJECTIVE 3)

This section presents the interview data for the respondents from different tourism ventures and entities. This was in line with study objective 3. Six tourism entities were interviewed about tourism-related issues and their association with the adjacent communities (n = 30). Figure 7.2 shows the signage for one of the interviewed entities.



Figure 7.2: Road signage to the Big Tree Holiday Lodge Source: Researcher, 2019.

7.6.1 Responses to questions on the existence of other tourism ventures and entities

Interview Q 4(c) (i) What is the name of any other tourism venture or entity that you are aware of within Musina municipality, except the one you are entitled to?												
		Beria Madzonga resort	Big tree holiday accommodation	Big tree nature reserve	LED & Tourism info center (Musina municipal offices)	Manalani lodge	Nwanedi nature reserve and resort	Mapungubwe Internatinal heritage site	Musina nature reserve	Tshipise forever resort	Tshipise Sagole spa	Total
Beria Madzonga resort	Count	0	2	0	0	0	2	0	0	1	0	5
	%	0.0%	40.0%	0.0%	0.0%	0.0%	40.0%	0.0%	0.0%	20.0%	0.0%	100.0%
Big tree holiday accommodation	Count	1	0	0	0	1	2	0	0	0	1	5
	%	20.0%	0.0%	0.0%	0.0%	20.0%	40.0%	0.0%	0.0%	0.0%	20.0%	100.0%
Big tree nature reserve	Count	0	1	0	0	0	3	0	0	0	1	5
	%	0.0%	20.0%	0.0%	0.0%	0.0%	60.0%	0.0%	0.0%	0.0%	20.0%	100.0%
LED & Tourism info center (Musina municipal offices)	Count	0	0	1	0	0	0	1	2	1	0	5
	%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	20.0%	40.0%	20.0%	0.0%	100.0%
Manalani lodge	Count	0	0	3	0	0	2	0	0	0	0	5
	%	0.0%	0.0%	60%	0.0%	0.0%	40.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Nwanedi nature reserve and resort	Count	0	0	2	0	0	0	0	2	1	0	5
	%	0.0%	0.0%	40.0%	0.0%	0.0%	0.0%	0.0%	40.0%	20.0%	0.0%	100.0%
Total	Count	1	3	6	0	1	9	1	4	3	2	30
	%	3.3%	10.0%	20.0%	0.0%	3.3%	30.0%	3.3%	13.3%	10.0%	6.7%	100.0%

% 3.3% 10.0% 20.0% 0.0% 3.3% 30.0% 3.3% 13.3% 10.0% 6.6% 100.0%

Table 7.13: Other tourism ventures and entities

Source: Interview by the Author, 2019.

Table 7.13 indicates that the Nwanedi Nature Reserve and Resort seemed to be the most popular. It is well established in the minds of the interviewed respondents within tourism ventures and entities: 30% representation, followed by the Big Tree Nature Reserve, with 20% representation, and the Musina Nature Reserve, with 13.3%; Tshipise Forever Resorts, with 10% representation, and the Big Tree Holiday Resort, with 10% representation, respectively. Tshipise's Sagole Spa followed with 6.6% representation.

Ventures and entities such as Beria Madzonga Resort, Manalani Lodge, and Mapungubwe Heritage Site all received 3.3% of the responses. Musina Tourism Info was not selected by the respondents. The responses of the respective entities were influenced by many aspects. The age of the venture and entity, as well as reputation, distance, marketing, and signage related to ventures and entities, seemed vital. Nwanedi Resort is among the oldest in Musina Municipality; hence, its popularity. On the other hand, ventures and entities such as Mapungubwe and the Musina Tourism Info Centre were possibly disadvantaged by the general inadequate signage on Musina Municipality roads. For example, ventures such as Beria Madzonga and Manalani Lodge in Zwigodini and Tshipise's relative unpopularity were disadvantaged by the age of their inception, as they are some of the newest ventures. Marketing in the tourism industry is also vital. This is because it nurtures the supply and demand of tourism services and products. The same applies to signage in the promotion of tourism destinations. An effective marketing strategy should have a carefully selected tourism strategy to advance community livelihoods in the study area.

7.6.1.1 Responses to questions on whether such tourism ventures and entities around communities empower local communities

Table 7.14: Knowledge of whether such tourism ventures and entities within them empower local communities

Interview Q 4(c) (i) Do you know if such entities empower local communities?				
		No	Yes	Total
Beria Madzonga resort (Zwigodini village)	Count	5	0	5
	%	100.0%	0.0%	100.0%
Big tree holiday accommodation(Ma difha Zwigodini	Count	5	0	5
	%	100.0%	0.0%	100.0%
Big tree nature reserve(Zwigodini 'Madifha')	Count	3	2	5
	%	60.0%	40.0%	100.0%
LED & Tourism info center(Musina municipal offices)	Count	4	1	5
	%	80.0%	20.0%	100.0%
Manalani lodge(Tshipise village)	Count	5	0	5
	%	100.0%	0.0%	100.0%
Nwanedi nature reserve and resort(Gumela and Folovhodwe villages gates)	Count	1	4	5
	%	20.0%	80.0%	100.0%
Total	Count	23	7	30
	%	76.6%	23.3%	100.0%

Source: Interview by the Author, 2019.

Table 7.14 reveals that 76% of the respondents within the tourism ventures and entities reported that they did not know if other tourism ventures and entities empowered the adjacent local communities in their region. The others (23.3%) indicated that they knew about the empowerment from these ventures and entities. This could be attributed to ignorance, which could be altered through environmental education (n = 30).

7.6.1.2 Respondents' descriptions of how such ventures empower communities

Interview Q4 (c) (ii) Please explain how these ventures empower local communities.

Of the 7 respondents who answered "yes" to acknowledging that tourism ventures and entities within and around them empower local communities, all of them were from the Big Tree Nature Reserve (Zwigodini "Madifha") area. They all responded that they recognise that people receive jobs from their associated ventures around them. On the other hand, respondents from the LED & Tourism Info Centre (Musina Municipality) reported that people benefit from activities such as exchanging their local artefacts with the tourists. Furthermore, some of the locals get jobs within the entities. It appears that respondents from Nwanedi Nature Reserve and Resort (Gumela and Folovhodwe villages' gates) had uniform knowledge, as would be found at the LED & Tourism Info Centre (brochures) about employment and tourism-associated entrepreneurship in the area. Musina Municipality and the study area have clear tourism potential. There is a requirement to enable conjunctive profit-bearing enterprises. If the potential is effectively tapped, the benefits will trickle down to the locals (Ramaano, 2021a, b).

7.6.2 Responses to questions on a turnaround strategy for the betterment of the adjacent communities

Table 7.15: Turnaround strategy for the betterment of the adjacent communities

Interview Q7 (a) Is there any turnaround strategy planned from your management for the betterment of the adjacent communities?				
		No	Yes	Total
Beria Madzonga resort (Zwigodini village)	Count	5	0	5
	%	100.0%	0.0%	100.0%
Big tree holiday accommodation(Madifha Zwigodini)	Count	5	0	5
	%	100.0%	0.0%	100.0%
Big tree nature reserve(Zwigodini 'Madifha')	Count	5	0	5
	%	100.0%	0.0%	100.0%
LED & Tourism info center(Musina municipal offices)	Count	4	1	5
	%	80.0%	20.0%	100.0%
Manalani lodge(Tshipise village)	Count	5	0	5
	%	100.0%	0.0%	100.0%
Nwanedi nature reserve and resort(Gumela and Folovhodwe villages gates)	Count	4	1	5
	%	80.0%	20.0%	100.0%
Total	Count	28	2	30
	%	93.3%	6.6%	100.0%

Source: Interview by the Author, 2019.

Table 7.15 shows that 93.3% of the interviewed respondents within the tourism ventures and entities said that there was no turnaround plan within their ventures and entities. The remaining 6.6% said the management had such a plan or strategy. A turnaround plan is vital to rectifying what is going wrong and improving the situation. The tourism stakeholders in the study area should therefore plan for its socio-economic turnaround. Better management of tourism affairs and a potential tourism strategy to advance community livelihoods are crucial ($n = 30$). This emerged from the key informant interviews within the six sampled tourism ventures and entities (8/9/10 April 2019) (Ramaano, 2021a, b, c, 2022a).

7.6.2.1 Respondents' descriptions of a turnaround strategy for the betterment of adjacent communities. Interview. Q7 (a) (i) Please explain what the turnaround strategy is.

Only two respondents responded "yes" to the question on a turnaround strategy for the prosperity of the communities in the study area. From the LED and Tourism Info Centre (Musina municipal offices), only a single respondent affirmed that there are plans to enhance tourism running within the area, starting with the town and covering all the villages within the municipality. The respondent alluded to the additional park facilities in different communities that would provide entertainment, environmental education, and tourism education in the communities. Similar answers were found among respondents from the Nwanedi Nature Reserve and Resort (Gumela and Folovhodwe villages' gates). One respondent indicated that the venture wants to revert to killing and selling wild animals as well as promote fishing activities within the two dams (Luphephe and Nwanedi) (Ramaano, 2021a, b, c, d, e, 2022a).

7.6.3 Responses to questions on whether community ventures and entities promote any tourism or development policy

Table 7.16: Whether their ventures and entities promote any tourism or development policy

Interview Q8 (a) Do the tourism ventures or entities in your area promote any tourism or development policy?				
		No	Yes	Total
Beria Madzonga resort (Zwigodini village)	Count	0	5	5
	%	0.0%	100.0%	100.0%
Big tree holiday accommodation(Madifha Zwigodini	Count	0	5	5
	%	0.0%	100.0%	100.0%
Big tree nature reserve(Zwigodini 'Madifha')	Count	1	4	5
	%	20.0%	80.0%	100.0%
LED & Tourism info center(Musina municipal offices)	Count	2	3	5
	%	40.0%	60.0%	100.0%
Manalani lodge(Tshipise village)	Count	2	3	5
	%	40.0%	60.0%	100.0%
Nwanedi nature reserve and resort(Gumela and Folovhodwe villages gates)	Count	0	5	5
	%	0.0%	100.0%	100.0%
Total	Count	5	25	30
	%	16.6%	83.3%	100.0%

Source: Interview by the Author, 2019.

Table 7.16 reveals that 83.3% of the respondents within the tourism ventures and entities admit that their businesses promote tourism or development. The other 16.6% disputed this. (n=30) (Key informant interviews within the six sampled tourism ventures and entities, between 17/18/19 March and 8/9/10 April 2019, during the mornings and afternoons.) The policy that manages tourism development or any community, in general, is urgent in advising the day-to-day proceedings of development-related activities to check such systems while fostering sustainability (Ramaano, 2021a, b). It is on this basis that the tourism industry should advance tourism efforts and ensure the sustainability of community livelihoods in the study area. *To this end, the central tendency for the negative responses was 0.83 mean (m), 0.5 median (M), and 0 mode value (Mo), with a standard deviation value (s) of 0.897. The positive response was 4.16 mean (m), 4.5 median (M), and 5 mode value (Mo), with a standard deviation value (s) of 0.897. The higher the mean value, the more critical the matter, and a low standard deviation would imply data that is more grouped around the mean. Therefore, within the reliability and validity analysis, Gumela LED & Tourism Info Center (Musina municipal offices) and Manalani Lodge were the most prevalent negative responses, and Beria Madzonga Resort (Zwigodini village) and Nwanedi Nature Reserve and Resort (Gumela and Folovhodwe village gates) were among the three most noteworthy in displaying knowledge on whether community ventures and entities promote any tourism or development policy.*

7.6.3.1 Respondents' descriptions of the nature and details of such tourism or development policy. Interview Q8 (a) (i) Describe the nature of such tourism or development policy in your area

The 25 respondents who answered "yes" to the tourism or development policy supplied similar motivations for their answers. The Beria Madzonga Resort (Zwigodini village), the Big Tree Holidays (Madifha Zwigodini), Gumela and Folovhodwe village's gates, the LED & Tourism Info Centre (Musina Municipality), and Manalani Lodge (Tshipise village) all indicated that tourism and development policies promote comprehensive and regulated natural resources as well as conservation and sustainable tourism initiatives.

Figure 7.3 shows one of the beautiful views of Nwanedi Resort for tourists' relaxation, while Figure 7.4 shows the original "hot" spot of the warm water of Tshipise Forever Resort, outside Musina. Tourism policies are significant in ensuring better tourism undertakings.



Figure 7.3: Nwanedi resort' park

Source: Researcher, 2019.



Figure 7.4: The original “hot” spot of the warm water at Tshipise Forever Resort, outside Musina

Source: Researcher, 2019

7.6.4 Summary

This section presented the interview findings from respondents at the various adjacent tourism ventures and entities. These included entities such as Beria Madzonga Resort (Zwigodini village), Big Tree Holidays (Madifha village in Zwigodini), the Big Tree Nature Reserve (Madifha village in Zwigodini), Musina Local Community LED, and tourism information structures in Musina town. Manalani Lodge in Tshipise village, as well as the Nwanedi Nature Reserve between Gumela village and Folovhodwe village. The interviews were conducted with up to five interviewees per venture and entity. Data from the interviews was significant in juxtaposing and verifying the findings from other research methods, such as the survey questionnaires within the villages, document reviews, focus group discussions, and field observations.

7.7 CROSS-TABULATION OF RESPONDENTS' ANSWERS FROM TOURISM VENTURES AND ENTITIES INTERVIEWS

This section presents the cross-tabulations of interview data to get a clearer picture of tourism initiatives and their conditions within the study area. Such cross-tabulations offer more clarification on the actual and potential tourism activities, their significance and contribution to local communities, environmental conservation, and sustainability.

7.7.1 Cross-tabulation of age group of both genders, with their type of work, for interviewees

Table 7.17: Crosss-tabulation of age group of both genders, with their type of work for the interviewees

Cross tabulations; interviews [Q2(a) X Q2(e)] Age groups and type of woks cross tabulations									
		Administrator	Cleaner	Receptionist	Security	Intern	volunteer	Others(specify)	Total
11-19	Count	0	0	0	0	0	0	0	0
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
20-35	Count	1	3	3	1	0	0	2	10
	%	10.0%	30.0%	30.0%	10.0%	0.0%	0.0%	20.0%	100.0%
36-45	Count	1	2	3	2	0	0	1	9
	%	11.1%	22.2%	33.3%	22.2%	0.0%	0.0%	11.1%	100.0%
46-65	Count	0	5	0	2	0	0	3	10
	%	0.0%	50.0%	0.0%	20.0%	0.0%	0.0%	30.0%	100.0%
65+	Count	0	0	0	0	0	0	1	1
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
Total	Count	2	10	6	5	0	0	7	30
	%	6.6%	33.3%	20.0%	16.6%	0.0%	0.0%	23.3%	100.0%

Source: Interview by the Author, 2019.

Table 7.17 reveals that 33.3% of the interview respondents within the tourism ventures and entities were cleaners aged between 20 and 65 years. The latter is a good indication that tourism offers jobs to individuals of all ages as cleaners. However, many of the cleaners are in the 46–65 age groups, with a 50% representation. Receptionists and security followed with 20% and 16% representations, respectively. The study data also shows that cleaners, receptionists, and security jobs are the most represented jobs collectively in tourism ventures and entities in the study area. Another 23% represent various other personnel, such as managers and shopkeepers. There is no doubt that tourism can offer jobs to the communities in the study area and elsewhere. Therefore, it is important to ensure that an effective strategy is adopted for strengthening the tourism industry to advance community livelihoods in the study area. Figure 7.5 shows the conference hall.



Figure 7.5: Mphephu Conference Center in Nwanedi Resort Source: Researcher, 2019.

7.7.2 Cross-tabulation of gender (female) and type of work for the interviewees

Cross tabulations: interviews [Q1 X Q2(e)] Females and type of work-cross tabulations

		Administrator	Cleaner	Receptionist	Security	Intern	volunteer	Others(specify)	Total (Female)
Beria Madzonga resort	Count	0	1	1	0	0	0	1	3
	%	0.0%	33.3%	33.3%	0.0%	0.0%	0.0%	33.3%	100.0%
Big tree holiday accommodation	Count	0	2	0	0	0	0	1	3
	%	0.0%	66.6%	0.0%	0.0%	0.0%	0.0%	33.3%	100.0%
Big tree nature reserve	Count	0	0	2	0	0	0	0	2
	%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Musina municipal offices & tourism info	Count	0	1	0	0	0	0	1	2
	%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	100.0%
Manalani lodge	Count	1	2	1	0	0	0	0	4
	%	25.0%	50.0%	25.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Nwanedi nature reserve and resort	Count	0	1	1	1	0	0	0	3
	%	0.0%	33.3%	33.3%	33.3%	0.0%	0.0%	0.0%	100.0%
Total	Count	1	7	5	1	0	0	3	17
	%	5.8%	41.1%	29.4%	5.8%	0.0%	0.0%	17.6%	100.0%

Table 7.18: Cross-tabulation of gender (females) and type of work for interviewees

Source: Interview by the Author, 2019.

Table 7.18 reveals that 41.1% of the female respondents within the tourism ventures and entities were cleaners. The latter is a good indication that tourism offers jobs to women as cleaners. However, the second-highest number of women worked as receptionists, with a 29% representation. As already shown, cleaners and receptionists dominated the job profiles for females within the tourism ventures and entities. The study also showed that female representation was 17.6% in other jobs, such as managers and tourism officers. Although women mostly worked in cleaning

and receptionist jobs, it is pleasing to see that they also held other positions in the study area. Thus, Figure 7.6 shows the Nwanedi Resort relaxation spot, which requires frequent cleaning services.



Figure 7.6: Nwanedi Resort relaxation spot

Source: Researcher, 2019.

7.7.3 Cross-tabulation of gender (male) and type of work for the interviewees

Table 7.19: Cross-tabulation of gender (males) and type of work for interviewees

Cross tabulations; interviews [Q1 X Q2(e)] Male and type of works cross tabulations									
		Administrato r	Cleaner	Receptionist	Security	Intern	volunteer	Others(spec ify)	Total (Male)
Beria Madzonga resort	Count	0	1	0	1	0	0	0	2
	%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	100.0%
Big tree holiday accommodati on	Count	0	0	1	1	0	0	0	2
	%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	100.0%
Big tree nature reserve	Count	0	1	0	1	0	0	1	3
	%	0.0%	33.3%	0.0%	33.3%	0.0%	0.0%	33.3%	100.0%
LED & Tourism info center(Musina municipal offices)	Count	0	1	0	0	0	0	2	3
	%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	66.6%	100.0%
Manalani lodge	Count	0	0	0	0	0	0	1	1
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
Nwanedi nature reserve and resort	Count	1	0	0	1	0	0	0	2
	%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	100.0%
Total	Count	1	3	1	4	0	0	4	13
	%	7.6%	23.3%	7.6%	30.6%	0.0%	0.0%	30.7%	100.0%

Source: Interview by the Author, 2019.

Table 7.19 shows that 30.7% of the male respondents within the tourism ventures and entities fell within the other group category, such as managers and tourism officers. This shows that tourism offers jobs to men just as it does for women. Furthermore, the data shows that security was the second most prevalent job for men, with a 30.6% representation. As already shown, security, cleaning, and receptionist jobs are the most prevalent jobs for people within tourism ventures and entities. Thus, men were the ones holding the most security jobs. The study also showed men were also

involved in cleaning jobs, with a 10% representation. This shows that men are also involved in the cleaning category in the study area. Figure 7.7 shows that the area around the tourism information centre venue needs some attention.



Figure 7.7: Infrastructure within the Musina Municipality Tourist Information Center

Source: Researcher, 2019.

7.7.4 Cross-tabulation of gender (female) and age of interviewees

Table 7.20: Cross-tabulation of gender (female) and age group of interviewees

Cross tabulations; interviews [Q1 X Q2(a)] Gender (females) and Age groups cross-tabulations							
		11-19	20-35	36-45	46-65	65+	Total(Female)
Beria Madzonga resort (Zwigodini village)	Count	0	3	0	0	0	3
	%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
Big tree holiday accommodation (Madifha Zwigodini)	Count	0	0	1	2	0	3
	%	0.0%	0.0%	33.3%	66.6%	0.0%	100.0%
Big tree nature reserve (Zwigodini 'Madifha')	Count	0	1	1	0	0	2
	%	0.0%	50.0%	50.0%	0.0%	0.0%	100.0%
LED & Tourism info center(Musina municipal offices)	Count	0	1	0	1	0	2
	%	0.0%	50.0%	0.0%	50.0%	0.0%	100.0%
Manalani lodge(Tshipise village)	Count	0	1	2	1	0	4
	%	0.0%	25.0%	50.0%	25.0%	0.0%	100.0%
Nwanedi nature reserve and resort(Gumela and Folovhodwe villages gates)	Count	0	1	2	0	0	3
	%	0.0%	33.3%	66.6%	0.0%	0.0%	100.0%
Total	Count	0	7	6	4	0	17
	%	0.0%	41.1%	35.2%	23.5%	0.0%	100.0%

Source: Interview by the Author, 2019.

Table 7.20 shows that 41.1% of the female respondents within the tourism ventures and entities fell within the age group category of 20–35 years, followed by the 36–45 years group, with 35%, and the 46–65 years group, with a 23.5% representation. The latter shows that women are represented within all the age groups in the study area. This should be a benchmark for future tourism initiatives and projects.

Figure 7.8 shows a signage board inside one of the visited ventures, where women of various age groups were working. Figure 7.9 below shows the primary infrastructure of the Musina Municipality Tourism Info. However, women were not evenly represented during the interviews there.



Figure 7.8: Signage board by the gate of Big tree holiday accommodation
Source: Researcher, 2019.



Figure 7.9: Main infrastructure of the Musina Municipality Tourism Info Centre.
Source: Researcher, 2019

7.7.5 Cross-tabulation of gender (male) and age of interviewees

Cross tabulations; interviews [Q1 X Q2(a)]Gender (males) and Age groups cross tabulations							
		11-19	20-35	36-45	46-65	65+	Total (Male)
Beria Madzonga resort (Zwigodini village)	Count	0	0	0	2	0	2
	%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Big tree holiday accommodation(Madifha Zwigodini village)	Count	0	1	0	1	0	2
	%	0.0%	50.0%	0.0%	50.0%	0.0%	100.0%
Big tree nature reserve (Zwigodini 'Madifha' village)	Count	0	0	1	2	0	3
	%	0.0%	0.0%	33.3%	66.6%	0.0%	100.0%
LED & Tourism info center(Musina municipal offices)	Count	0	1	1	1	0	3
	%	0.0%	33.3%	33.3%	33.3%	0.0%	100.0%
Manalani lodge(Tshipise village)	Count	0	0	0	0	1	1
	%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
Nwanedi nature reserve and resort(Gumela and Folovhodwe villages gates)	Count	0	1	1	0	0	2
	%	0.0%	50.0%	50.0%	0.0%	0.0%	100.0%
Total	Count	0	3	3	6	1	13
	%	0.0%	23.0%	23.0%	46.1%	7.6%	100.0%

Table 7.21: Cross-tabulation of gender (male) and age of interviewees

Source: Interview by the Author, 2019.

Table 7.21 indicates that 46.1% of the male respondents within the tourism ventures and entities fell within the age group of 46–65 years, followed by the 36–45 years category, with 23%, and, lastly, the 20–35 years group, with a 10% representation. This shows that men are also fairly represented in all age groups within the tourism ventures and entities in the study area. This should be the basis for future tourism development strategies.

7.7.6 Cross-tabulation of type of work with response on empowerment of adjacent communities for interviewees

Table 7.22: Cross-tabulation of type of work with response on empowerment of adjacent communities for interviewees

Cross-tabulation interviews [Q2(e) X Q3(a)] Type of work and tourism empowerment of adjacent communities				
		No	Yes	Total
Administrator	Count	2	0	2
	%	100.0%	0.0%	100.0%
Cleaner	Count	2	8	10
	%	20.0%	80.0%	100.0%
Receptionist	Count	1	5	6
	%	16.6%	83.6%	100.0%
Security	Count	0	5	5
	%	0.0%	100.0%	100.0%
Intern	Count	0	0	0
	%	0.0%	0.0%	0.0%
Volunteer	Count	0	0	0
	%	0.0%	0.0%	0.0%
Others (specify)	Count	1	6	7
	%	14.2%	85.7%	100.0%
Total	Count	6	24	30
	%	20.0%	80.0%	100.0%

Source: Interview by the Author, 2019.

Table 7.22 shows that 24 (80%) of the interviewed respondents within the tourism ventures and entities agreed that their entities empower the local communities. Thus, 8 out of a total of 10 (80%) respondents were cleaners. Furthermore, 5 out of 6 (83.6%)

were receptionists. Also, all five (100%) respondents were securities. It shows that cleaners and receptionists are not the only dominant positions within tourism. Figure 7.10 presents a view of one of the most recent initiatives that had a community empowerment theme before its establishment.



Figure 7.10: A Beria Madzonga Resort swimming pool Source: Researcher, 2019.

7.7.7 Cross-tabulation of type of work with responses on adherence to sustainable tourism

Table 7.23: Cross-tabulation of type of work with responses on adherence to sustainable tourism for interviewees

Cross-tabulations: interviews [Q2(e) X Q4(a)] Type of work and sustainable tourism awareness				
		No	Yes	Total
Administrator	Count	1	1	2
	%	50.0%	50.0%	100.0%
Cleaner	Count	3	7	10
	%	30.0%	70.0%	100.0%
Receptionist	Count	0	6	6
	%	0.0%	100.0%	100.0%
Security	Count	1	4	5
	%	20.0%	80.0%	100.0%
Intern	Count	0	0	0
	%	0.0%	0.0%	0.0%
Volunteer	Count	0	0	0
	%	0.0%	0.0%	0.0%
Others (specify)	Count	2	5	7
	%	28.5%	71.4%	100.0%
Total	Count	7	23	30
	%	23.3%	76.6%	100.0%

Source: Interview by the Author, 2019.

Table 7.23 shows that 23 (76.6%) of the interview respondents within the tourism ventures and entities agreed that their entities adhere to sustainable tourism, with 76% agreeing. Furthermore, all 6 (100%) respondents were receptionists, followed by 7 (70%) who were cleaners, 4 (80%) who were securities, and 1 (50%) who was an administrator. It should be remembered that receptionists and administrators are like advocates for their tourism ventures and entities. Hence, a hundred percent and fifty percent, respectively, followed by other groups that were not too far behind, is a notable achievement. The remaining 7 (23%) maintained that their ventures and entities do not adhere to sustainable tourism. These figures further demonstrated the

special significance and sophisticated roles of cleaners, receptionists, and securities in the tourism industry. Figure 7.11 shows a beautiful environment and signage at the Tshipise Forever Resort. It shows glimpses of responsible tourism in the area.



Figure 7.11: Tshipise Forever Resort's baobab trees outside Musina town
Source: Researcher, 2019.

7.7.8 Cross-tabulation of type of work with adherence to responsible tourism for interviewees

Table 7.24: Cross-tabulation of type of work with adherence to responsible tourism

Cross-tabulations: interviews [Q2(e) X Q4(b)] Type of work and responsible tourism awareness				
		No	Yes	Total
Administrator	Count	0	2	2
	%	0.0%	100.0%	100.0%
Cleaner	Count	3	7	10
	%	30.0%	70.0%	100.0%
Receptionist	Count	1	5	6
	%	16.6%	83.6%	100.0%
Security	Count	1	4	5
	%	20.0%	80.0%	100.0%
Intern	Count	0	0	0
	%	0.0%	0.0%	0.0%
Volunteer	Count	0	0	0
	%	0.0%	0.0%	0.0%
Others (specify)	Count	3	4	7
	%	42.8%	57.1%	100.0%
Total	Count	8	22	30
	%	26.6%	73.3%	100.0%

Source: Survey by the Author, 2019.

Table 7.24 shows that 22 (73.3%) of the interviewed respondents within tourism ventures and entities agreed that their entities adhere to responsible tourism, with 73.3% agreeing. Furthermore, 5 (83%) respondents were receptionists, followed by 7 (70%) who were cleaners, 4 (80%) out of 5 who were securities, and 2 (100%) who were administrators (n = 30). The remaining 8 (26.6%) indicated that their ventures and entities do not adhere to responsible tourism (n = 30).

Figure 7.12 shows a beautiful and clean view of the entertainment facility, while Figure 7.13 shows the front view of the Musina Municipality offices in Musina town. The office plays a major role in tourism development and responsible tourism education.



Figure 7.12: Sports and entertainment facility in Tshipise Forever Resort outside Musina town Source: Researcher, 2019.



Figure 7.13: Musina Municipality offices in Musina town Source: Researcher, 2019.

7.7.9 Cross-tabulation of type of work with responses on the promotion of development or tourism policy for interviewees

Table 7.25: Cross-tabulation of type of work with responses on the promotion of development or tourism policy for interviewees

Cross-tabulations: interviews (Q2(e)X Q8(a) Type of work and promotion of tourism and development policy				
		No	Yes	Total
Administrator	Count	0	2	2
	%	0.0%	100.0%	100.0%
Cleaner	Count	3	7	10
	%	30.0%	70.0%	100.0%
Receptionist	Count	1	5	6
	%	16.6%	83.3%	100.0%
Security	Count	1	4	5
	%	20.0%	80.0%	100.0%
Intern	Count	0	0	0
	%	0.0%	0.0%	0.0%
Volunteer	Count	0	0	0
	%	0.0%	0.0%	0.0%
Others (specify)	Count	0	7	7
	%	0.0%	100.0%	100.0%
Total	Count	5	25	30
	%	16.6%	83.3%	100.0%

Source: Interview by the Author, 2019.

Table 7.25 shows that 25 (83.3%) of the interview respondents within the tourism ventures and entities agreed that their entities adhere to the promotion of development or tourism policy, within 83.3%. Furthermore, 7 (100%) respondents belonged to other groups, followed by 2 (100%) who were administrators, 5 (83.3%) who were receptionists, and 4 (80%) who were securities. The latter tells us that the "other" group category, which was mainly composed of mana, such as tourism and development

policies, had a hundred percent representation. The remaining 5 (16.6%) respondents maintained that their ventures and entities do not adhere to development and tourism policies. Tourism and development policies should form the backbone of every tourism business for effective tourism projects (Ramaano, 22021a, b, e, f).

7.7.10 Cross-tabulation of type of work with a turnaround strategy for environmental sustainability for interviewees

Table 7.26: Cross-tabulation of type of work with the turnaround strategy for environmental sustainability of tourism and overall sustainability

Cross-tabulations: interviews [Q(2(e) X Q9(a)] Type of work and turnaround strategy on environmental sustainability of tourism				
		No	Yes	Total
Administrator	Count	2	0	2
	%	100.0%	0.0%	100.0%
Cleaner	Count	10	0	10
	%	100.0%	0.0%	100.0%
Receptionist	Count	6	0	6
	%	100.0%	0.0%	100.0%
Security	Count	5	0	5
	%	100.0%	0.0%	100.0%
Intern	Count	0	0	0
	%	0.0%	0.0%	0.0%
Volunteer	Count	0	0	0
	%	0.0%	0.0%	0.0%
Others (specify)	Count	5	2	7
	%	71.4%	28.5%	100.0%
Total	Count	28	2	30
	%	93.3%	6.6%	100.0%

Source: Interview by the Author, 2019.

Table 7.26 indicates that 28 (93.3%) individuals within the tourism ventures and entities disagreed that their entities have a turnaround strategy for the environmental sustainability of tourism and overall sustainability in the study area. The proportion was 93.3%. Furthermore, all 10 (100%) respondents were cleaners, followed by 2 (100%) administrators, 5 (100%) securities, and 6 (100%) receptionists (n = 30). The

two remaining respondents (6.6%) maintained that their ventures and entities have a turnaround strategy. The "other" category consisted of managers and tourism officers that dealt with critical strategic issues ($n = 30$).

Figure 7.14 shows the signage at some of the tourist attraction magnets at Nwanedi Nature Reserve and Resort within Luphephe and Nwanedi dams. They are a significant part of the strategic development of the ventures.



Figure 7.14: Signage boards at Luphephe and Nwanedi dams Source: Researcher, 2019.

7.7.11 Cross-tabulation of type of work with potential environmental and tourism stakeholder

Table 7.27: Cross-tabulation of type of work with potential environmental and tourism

Cross-tabulations; interviews [Q2(e) X Q10] Type of work and tourism stake holders on desirable participation level on promotion of sustainable tourism												
					Political leaders e.g. Members of Parliament	Research ers and other professionals.	Non- Governmental Organisations dealing with rural and sustainable tourism.	Respective communities (Tourism resource land owners Potential adjacent tourism ventures)	A combination between local communities and Government	A combination between local communities and Government	A combination between local communities and Government	Total
			Department of Environmental affairs and Tourism	Tourism officers at District level.	Village Government.							
Administrator	Count	0	0	0	0	0	0	0	0	0	2	2
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
Cleaner	Count	0	0	0	0	0	0	0	5	0	5	10
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	100.0%
Receptionist	Count	0	0	0	0	0	0	0	3	0	3	6
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	100.0%
Security	Count	0	0	0	0	0	0	0	0	1	4	5
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	80.0%	100.0%
Intern	Count	0	0	0	0	0	0	0	0	0	0	0
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Volunteer	Count	0	0	0	0	0	0	0	0	0	0	0
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others(specify)	Count	0	0	0	0	0	0	0	0	1	6	7
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.2%	85.7%	100.0%
Total	Count	0	0	0	0	0	0	0	8	2	20	30
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.6%	6.6%	66.6%	100.0%

Source: Interview by the Author, 2019.

Table 7.27 indicates that 20 (66.6%) individuals chose a combination of local communities, government, and non-governmental organisations to deal with rural and sustainable tourism as an alternative and potentially effective strategy for the local community. Among these, all 2 (100%) respondents were administrators; 4 (80%) were securities; all 5 (100%) were cleaners; and 3 (50%) were receptionists. The remaining 2 respondents (6.6%) maintained that a combination of local communities and non-governmental organisations could deal with rural and sustainable tourism. All category groups on stakeholder preferences were represented by the choices of a combination of local communities, the government, and non-governmental organisations dealing with rural and sustainable tourism. All categories of workers were similar in their choices, spelling out their significance. This could be because all ventures are run by a combination of local communities and non-governmental organisations, or a mix between local communities and the government. Figure 7.15 shows the swimming pool in Nwanedi Resort, a platform that needs improvement to increase numbers. The latter shows that there is little current vision and management strategy for the entity. There is therefore a need for the engagement of relevant stakeholders in running local tourism businesses to improve the outlook and services of the entity.



Figure 7.15: Nwanedi resort swimming pool Source: Researcher, 2019.

7.7.12 Cross-tabulation of respondents' work rank with environmental tourism and desirable stakeholder roles

Table 7.28 reveals that 19 (63.3%) individuals recommended a combination of local communities, government, and non-governmental organisations to deal with rural and sustainable tourism and advance community livelihoods. Within the 63.3%, 1 (100%) was a senior personnel officer; 1 (100%) was a junior personnel officer; and 2 (66%) were managers. Furthermore, 13 (59%) belonged to other groups. The other three (10%) maintained that a combination of local communities and non-governmental organisations to deal with rural and sustainable tourism could be an effective strategy for sustainable tourism. Within the 10%, 1 (33.3%) was a supervisor, and 1 (33.3%) was a manager. Another 8 (26.6%) chose a combination of local communities and government. Supervisors, managers, and senior personnel are more knowledgeable about the best ways to manage tourism businesses in the study area.

Figure 7.17 shows the entrance gate to the Big Tree Nature Reserve. The venture needs a focused strategy to maintain it and protect the baobab trees because it is a tourist asset in the study area (Ramaano, 2021a, b, c, e).



Figure 7.16: The Big tree nature reserve entrance gate Source: Researcher, 2019.

7.8 Summary

This section presented cross-tabulations of interview findings among each other. Cross-tabulations offered better perspectives on the running of tourism ventures near the sampled villages. The cross-tabulations also provided better descriptions of the structures and their implications for the workers. They also helped in identifying areas requiring prioritisation and improvement within the spectrum of tourism development policy. The chapter also helped in showing how the nearby communities viewed the tourism ventures, together with the managers' planned development agendas. They also revealed how each variable relied on and influenced each other; for example, it was interesting to note that workers such as receptionists and cleaners at the ventures had more vivid awareness about the knowledge and significance of responsible tourism practises. The latter could be a good platform for effective tourism development policy. This is also linked to the value and nature of their work and how these influence effective tourism services.

7.9 FOCUS GROUP DISCUSSIONS (FOR STUDY OBJECTIVE 3)

Focus group discussions were conducted in all four sampled villages. (*Focus group discussions, March 17–20, 2019*) (*Gumela in the morning, Tshipise in the late morning, Zwigodini in the afternoon, and Folovhodwe in the late afternoon*). A group of about five people was engaged in focus group discussions in all the concerned villages ($n = 20$). Focus group discussions targeted the gathering of additional data for the research. Hence, focus group discussions helped in providing data for study objective 3.

- **Study objective 3**

(i) Focus group discussions for study objective three and village 1 (Gumela village)

Ninety-five percent (95%) of respondents reported that they were not aware of development or tourism policy with conservation, tourism ventures, or entities in their areas. Only 5% said they did. The former group further revealed that they had been moved from their original places of residence during the construction of the reserve. The high figure calls for the community's better knowledge regarding the environment and land. Ecotourism is one platform that sensitises communities to the natural environment through environmental education, improvements in political freedom, and all issues pertaining to land.

(ii) Focus group discussions for study objective three and village 2 (Folovhodwe village)

Ninety percent (90%) of the respondents indicated that they were not aware of the significance of development or tourism policy within the conservation, tourism ventures, and entities in their area. They expressed their dissatisfaction with how the reserves and parks around them seemed to be independent and controlled the land that was previously theirs. Tourism and ecotourism can help communities revisit discussions about the value of these, which will lead to improved empowerment and land rights knowledge. Therefore, a good tourism strategy to advance and liberate the community is required.

(iii) Focus group discussions for study objective three and village 3 (Tshipise village)

Ninety percent (90%) of the respondents indicated that they are not familiar with the enforcement of development or tourism policies in conjunction with environmental and ecotourism matters in their areas. Only a paltry 10% of the respondents said they were aware of these issues. They further indicated that the deteriorating nature of their spa raised more questions than answers in terms of who has full control and rights over the venture and entity, among the government, the higher chief, the local chief, and the communities.

(iv) Focus group discussions for study objective three and village 4 (Zwigodini village)

Ninety-five percent (95%) of the respondents revealed that they are not aware of the development or tourism policy issues in the area. Only 5% of the respondents were aware of these issues. The former group further expressed dissatisfaction with the state in which the Big Tree Nature Reserve was. Issues ranged from a lack of support to a lack of entertainment activities at the venture. Hence, lack of proper nurturing and protection of the central attraction tree, insufficient personnel within the reserve, and a lack of tangible benefits were believed to be behind the deterioration of the resort. Therefore, the formulation of an effective tourism strategy will bring back patrons and lead to the advancement of community livelihoods.

7.10 FIELD OBSERVATIONS (FOR STUDY OBJECTIVE 3)

Field observations were carried out in all the sampled villages. *Apart from the days of the survey questionnaires, interviews, and focus group discussions that inevitably assisted in capturing pictures and the preliminary field survey, a field examination was exclusively done on the 23rd of March 2019 to the 26th of March 2019 within all the villages and tourism ventures.* Field observation contributed to the pure and physical

views of the circumstances within the study area. The above assisted in reinforcing data from other data gathering methods. The method also assisted in actively mobilising the needs for specific and significant interventions, guided by the physical views of the conditions within the respective areas.

- **Objective no. 3**

(i) Field observation for study objective three and village 1, village 2, village 3 and village 4 (Gumela, Folovhodwe, Tshipise, and Zwigodini)

The physical observations were conducted in the four villages. The observations revealed problems with tourism policy enforcement, which was shown to be ineffective. This was attributed to poor environmental management. Thus, one would identify polluted scenes, with empty beer cans and bottles scattered around the reserves and resorts. This situation is one of the signs of a weak tourism development policy. In other examples, in Gumela and Folovhodwe, the road infrastructure leading to tourism areas was crumbling.

7.11 Conclusion

The chapter focused on investigating and accumulating data on the livelihoods and sustainability aspects of tourism in the study area, with a focus on policy development and perception. The researcher analysed the attitudes of communities towards tourism development and sustainable applications. The findings showed that broad knowledge of the existence and enforcement of tourism development policies was unsatisfactory in the study area. This implies that intervention in the form of environmental education and a tourism development strategy were required in the study area. The next chapter focuses on the environmental impacts of tourism in the study area.

CHAPTER EIGHT: EVALUATION OF THE ENVIRONMENTAL IMPACTS OF TOURISM IN MUSINA MUNICIPALITY (STUDY OBJECTIVE 4)

8.1 Introduction

This chapter presents a comprehensive data analysis for Objective 4. The interpretation helps in understanding the environmental impacts of tourism in the study area. The researcher started by investigating community adherence to sustainable and responsible tourism concepts.

8.2 Responses to questions on community adherence to sustainable tourism practises

Table 8.1: Community adherence to sustainable tourism practises

Section B, Q4 (a) Do your village and local communities adhere to sustainable tourism practises?				
		No	Yes	Total
Gumela	Count	25	4	29
	%	86.2%	13.7%	100.0%
Folovhodwe	Count	207	4	211
	%	98.1%	1.8%	100.0%
Tshipise	Count	71	7	78
	%	91.0%	8.9%	100.0%
Zwigodini	Count	49	3	52
	%	94.2%	5.7%	100.0%
Total	Count	352	18	370
	%	95.1%	4.8%	100.0%

Source: Survey by the Author, 2019.

The data in Table 8.1 show that 352 respondents answered in the negative regarding knowledge about their village adhering to sustainable practises. The remaining 18 respondents said they were following all sustainable tourism practises in the study area. The 95.1% who selected "no" imply that environmental education and tourism development lessons need to be conducted in the area. Only 4.5% said "yes" to the question on adherence to sustainable tourism practises in the study area. Therefore, intervention will contribute to the betterment of the livelihoods of the local community.

A tourism strategy developed around sustainable tourism principles will lead to a positive environment and sustainable outcomes for communities in the study area (Ramaano, 2021b, e, f). *On this account, the central tendency for the negative responses was 88 mean (m), 60 median (M), and 25, 207, 71, 49 mode values (Mo), with a standard deviation value (s) of 70.604. The positive response was 4.5 mean (m), 4 median (M), and 4 mode value (Mo), with a standard deviation value (s) of 1.224. The higher the mean value, the more pressing the issue, and a low standard deviation would imply data that is more grouped around the mean. Thus, alongside the reliability and validity breakdown, Folovhodwe was the most prevalent negative response, and Tshipise was the most distinctive in displaying knowledge of sustainable tourism practices.*

8.2.1 Respondents' explanation of how such activities are fulfilled. Section B.Q4

(a) (i) Explain how you /they fulfill such activities

Only 18 respondents replied "yes" regarding adherence to sustainable tourism practises in the study area. However, almost all of them failed to give any significant explanation as to how they adhered to those environmental practises. They just selected "yes" without offering any explanation. Those who did list the practises showing adherence wrote down irrelevant information. For example, they would say they were adhering because they are the custodians of those ventures or entities without listing the actual practises. The findings indicate a general lack of knowledge on environmental and sustainability matters within the study area.

The Figure 8.1 signage below is a classical example of information about the history and significance of a specific entity within the Musina Municipality. Admittedly, this is imperative for tourist education, along with the essence of niche tourism and inclusive

tourism dynamics. Therefore, it would be useful for heritage, eco-tourism, and geo-tourism developments within the area and its rural and peri-urban communities (Ramaano, 2021a, b, c, d, e).



Figure 8.1: Signage board inside Tshipise Forever Resort (formerly called Tshipise Aventura) along the road to Musina Source: Researcher, 2019.

8.3 Responses to questions on villagers' adherence to responsible tourism practises

Table 8.2: Villagers' adherence to responsible tourism practises

Section B, Q5 (a) Do your village and local communities adhere to responsible tourism practise?				
		No	Yes	Total
Gumela	Count	24	5	29
	%	82.7%	17.2%	100.0%
Folovhodwe	Count	207	4	211
	%	98.1%	1.8%	100.0%
Tshipise	Count	72	6	78
	%	92.3%	7.6%	100.0%
Zwigodini	Count	50	2	52
	%	96.1%	3.8%	100.0%
Total	Count	353	17	370
	%	95.4%	4.5%	100.0%

Source: Survey by the Author, 2019.

Data in Table 8.2 show that 353 respondents indicated that they had no knowledge about their village and local communities adhering to responsible tourism practises in the study area. The other 17 said they did. However, the latter is an insignificant number. This area therefore requires urgent environmental education and responsible tourism lessons. This is because the majority (95.4%) do not have that information ($n = 370$). Responsible tourism requires everyone to act with responsibility when interacting with the natural environment to ensure sustainable utilisation of environmental resources (Ramaano, 2021b). Responsible tourism prevents a negative impact on the natural environment and society. Therefore, it positively influences the economy of local communities. As such, it would enhance both environmental and socio-economic development within the communities. A tourism strategy based on the ideals and principles of responsible tourism would encourage and ensure overall sustainability in the area.

8.3.1 Respondents' explanation of how such adherence is fulfilled. Section B.Q5

(a) (i) Explain how you /they fulfill such adherence

While only 17 respondents replied "yes" about their village and local communities adhering to responsible tourism practises in the study area, the majority failed to give any explanation as to how their practises show adherence to responsible tourism ($n = 370$). In other words, they only replied "yes" without explaining what it meant. Even for the small number who attempted to give any indications, their adherence practises sounded more irrelevant. It deviated from the actual meaning of the term "responsible tourism." For example, they alluded to the fact that they believed they were abiding because they admired those ventures or entities without mentioning any effort to protect the ventures or educate others about the significance of such tourism entities.

It indicated a common lack of significant expertise about biodiversity and responsible tourism issues within the study area.

8.4 Responses to questions on a turnaround strategy planned for sustainable tourism

Table 8.3: A turnaround strategy planned for sustainable tourism

Section B, Q6 (a) Is there any planned turnaround strategy by your traditional leaders, local associations and communities for sustainable tourism in your area?		No	Yes	Total
Gumela	Count	24	5	29
	%	82.7%	17.2%	100.0%
Folovhodwe	Count	207	4	211
	%	98.1%	1.8%	100.0%
Tshipise	Count	75	3	78
	%	96.1%	3.8%	100.0%
Zwigodini	Count	50	2	52
	%	96.1%	3.8%	100.0%
Total	Count	356	14	370
	%	96.2%	3.7%	100.0%

Source: Survey by the Author, 2019.

Data in Table 8.3 indicate that 356 respondents responded in the negative (NO) regarding having a planned turnaround strategy for sustainable tourism within their area. The remaining 14 responded in the affirmative (yes) to the question on a turnaround strategy for sustainable tourism in the study area. As such, 96.2% of respondents were not aware of any strategy, which is a disturbing state of affairs. The fact that only 3.7% said "yes" to the presence of a turnaround strategy (n = 370) suggests that tourism is not practised sustainably in the study area. Therefore, there is a need for a potential decent tourism strategy and tourism education engagement with the community (Ramaano, 2021a, b, c, d, 2022a). This will lead to the full tapping of the wealth of tourism potential within the study area.

8.4.1 Respondents' description of what the strategy is. Section B.Q6 (a) (i) explain what the strategy is?

The 14 respondents replied "yes" to the existence of a planned turnaround strategy for sustainable tourism. However, the respondents do not seem to understand what their "yes" implies regarding sustainable tourism ($n = 370$). They only picked "yes" without saying what practises constituted adherence to sustainable tourism. The small number of people who attempted to provide such practises ended up saying they were irrelevant. The answers consisted of hearsay, perhaps something they had heard more than 5 to 7 years before, which translated into empty promises. For example, in Tshipise village, there had been many Khoro or "Imbizo" (meetings) on the urgent need to rejuvenate the Sagole Spa. However, this never happened. Thus, some focus group discussions referred to those meeting resolutions as adherence to sustainable tourism. Therefore, there is a dire need for a proper tourism strategy to turn things around and advance community livelihoods in the area (Ramaano, 2021a, b).

Figure 8.2 portrays one of the problems at the Big Tree Nature Reserve: crumbling infrastructure.



Figure 8.2: A crumbling “lapa” and a polluted site at the Big Tree Nature Reserve

Source: Researcher, 2019.

8.5 Responses to questions on a planned turnaround strategy for the better management of natural resources and responsible tourism in the area

Table 8.4: A planned turnaround strategy for the better management of natural resources and responsible tourism

Section B, Q7 (a) Is there any turnaround strategy planned by your traditional leaders, local associations and communities for the better management of natural resources and responsible tourism in your area?				
		No	Yes	Total
Gumela	Count	25	4	29
	%	86.2%	13.7%	100.0%
Folovhodwe	Count	207	4	211
	%	98.1%	1.8%	100.0%
Tshipise	Count	76	2	78
	%	97.4%	2.5%	100.0%
Zwigodini	Count	49	3	52
	%	94.2%	5.7%	100.0%
Total	Count	357	13	370
	%	96.4%	3.5%	100.0%

Source: Survey by the Author, 2019.

Data in Table 8.4 show that 357 respondents answered in the negative (NO) regarding having any planned turnaround strategy for the better management of natural resources and responsible tourism in their area. Only 13 respondents responded in the affirmative (yes) to the existence of a turnaround strategy. As such, the overwhelming majority (96.4%) of respondents were not aware of a sustainable tourism turnaround strategy, and only 3.5% were aware of such a strategy (replied, "Yes") (n = 370). Therefore, one could deduce that little is being done about the improvement of tourism activities in the area (Ramaano, 2021a, b, c, d). A prolific tourism strategy would ensure advancement within the natural environmental protection paradigm. Furthermore, better tourism enterprises and successful local economies in Musina Municipality in the study area would lead to economic development.

8.5.1 Respondents' explanation of what such a turnaround strategy is. Section B.Q7 (a) (i) explain what the turnaround strategy is

The 13 respondents replied positively about the existence of a turnaround strategy but failed to provide any evidence of that in terms of tourism activities. They would only select "yes" but struggle to provide proof of it (n = 370). For those who tried to offer any explanation, their explanations sounded more like rumours without any truth to them. For example, in "Zwigodini" and "Madifha" villages, there have been many gatherings that have discussed the protection of the "big baobab tree" of the Big Tree Nature Reserve. The tree is prone to abuse by visitors, who make markings on the tree to indicate their days of visit. That was one of the issues discussed during focus group discussions (Ramaano, 2021a, b, c, d). A few survey questionnaires attempted to capture the fact that there had been a visit by some delegates from the Musina Municipality LED section regarding that. There is therefore a dire need for a proper tourism strategy to turn things around and genuinely empower the community while offering natural resource protection in the area.

Figure 8.3 portrays some of the markings on the baobab tree of the Big Tree Nature Reserve by tourists.



Figure 8.3: A damaged baobab tree stem at the Big Tree Nature Reserve
Source: Researcher, 2019.

8.6 Responses to questions on having a turnaround strategy for overall sustainability within the villages and the local municipality

Table 8.5: A Turnaround strategy for environmental sustainability of tourism and overall sustainability

Section B, Q12 (a) Is there any planned turnaround strategy for the betterment of environmental sustainability of tourism and overall sustainability within your villages and the local municipality?		No	Yes	Total
Gumela	Count	25	4	29
	%	86.2%	13.7%	100.0%
Folovhodwe	Count	209	2	211
	%	99.0%	0.9%	100.0%
Tshipise	Count	75	3	78
	%	96.1%	3.8%	100.0%
Zwigodini	Count	50	2	52
	%	96.1%	3.8%	100.0%
Total	Count	359	11	370
	%	97.0%	2.9%	100.0%

Source: Survey by the Author, 2019.

Data in Table 8.5 indicate that 359 respondents said they had no knowledge about any turnaround or improving strategy for environmental sustainability of tourism and overall sustainability within their villages (Ramaano, 2021b, e). The remaining 11 respondents said they were aware of a turnaround strategy and efforts. As such, the overwhelming majority (97.0%) of respondents were not aware of a planned strategy (selected "no"), while only 2.9% said they did (selected "yes") have such knowledge (n = 370). Therefore, the data in the table above could only mean that there is a dire need for a well-informed tourism strategy to fix existing tourism activities.

8.6.1 Respondents' description of a turnaround strategy for environmental sustainability of tourism and overall sustainability. Section B.Q12 (a) (i) explain what the strategy is

The 11 respondents replied "yes" to the existence of a planned turnaround strategy for the betterment of the environmental sustainability of tourism and overall sustainability within their villages and the local municipality (n = 370). However, they could not produce any evidence of such strategies in their tourism practises. The few who did lacked coherence. For example, they talked about something that had been on everyone's lips for many years, such as promises by politicians about revamping tourism entities. For example, in Folovhodwe and Gumela villages, during social gatherings, there were discussions about the need to effectively improve the relationship and communication between the Nwanedi Nature Reserve and Resort ventures and the two adjacent communities to improve benefits. This would ensure that the nearby locals were discouraged from conducting unsustainable actions, such as poaching, hunting, or collecting herbs or firewood without consent. Bioprospecting and natural resource management in ventures and communities must promote the environmental sustainability of tourism. Hence, sustainable rural tourism perspectives must be applied. Thus, there is a fundamental need for a proper tourism strategy to turn things around and genuinely empower the community while fostering proper natural resource protection in the area (Ramaano, 2021a, b, c, d, e).

8.7 INTERVIEW QUESTIONS FOR TOURISM VENTURES AND ENTITIES IN MUSINA MUNICIPALITY (FOR STUDY OBJECTIVE 4)

This section presents the interview data from different tourism ventures and entities, in line with study objectives 3 and 4. Employees of six tourism entities were interviewed regarding tourism-related issues and their association with the adjacent communities (n = 30). Figure 8.4 shows the infrastructure in one of the ventures.



Figure 8.4: Tourism administration infrastructure in Nwanedi Resort Source: Researcher, 2019.

8.7.1 Responses to questions on whether the Tourism ventures and entities adhere to sustainable tourism

Table 8.6: Whether their Tourism ventures and entities adhere to sustainable tourism

		Interview Q 4(a) Does your tourism venture or entity adhere to sustainable tourism practise?		
		No	Yes	Total
Beria Madzonga resort (Zwigodini village)	Count	0	5	5
	%	0.0%	100.0%	100.0%
Big Tree Holidays (Madifha Zwigodini)	Count	1	4	5
	%	20.0%	80.0%	100.0%
Big Tree Nature Reserve(Zwigodini 'Madifha')	Count	2	3	5
	%	40.0%	60.0%	100.0%
LED & Tourism Info Centre(Musina municipal offices)	Count	3	2	5
	%	60.0%	40.0%	100.0%
Manalani Lodge(Tshipise village)	Count	1	4	5
	%	20.0%	80.0%	100.0%
Nwanedi Nature Reserve and Resort (Gumela and Folovhodwe villages gates)	Count	0	5	5
	%	0.0%	100.0%	100.0%
Total	Count	7	23	30
	%	23.3%	76.6%	100.0%

Source: Interview by the Author, 2019.

Table 8.6 indicates that 76.6% of interviewed respondents attested to adhering to sustainable tourism. The remaining 23.3% replied in the negative (answered "no"), maintaining a lack of sustainable tourism practises and principles ($n = 30$). Sustainable tourism is the backbone of the flourishing tourism industry, as it ensures conservation, economic, and social benefits to adjacent communities. Hence, it is a prospective strategy that seeks to utilise tourism as a viable strategy (Ramaano, 2021b, e, f). With this in mind, in order to advance community livelihoods, the community should adopt sustainable tourism practises and their three significant pillars, namely, environment, economic, and social efficiencies. *To this end, the central tendency for the negative responses was 1.16 mean (m), 1 median (M), and 0, 1 mode value (Mo), with a standard deviation value (s) of 1.067. The positive response was 3.83 mean (m), 4 median (M), and 5, 4 mode values (Mo), with a standard deviation value (s) of 1.067. The higher the mean value, the more critical the matter, and a low standard deviation would imply data that is more grouped around the mean. Therefore, within the reliability and validity analysis, Gumela LED & Tourism Info Center (Musina municipal offices) and Big Tree Nature Reserve (Zwigodini 'Madifha') were the most prevalent negative responses, and Beria Madzonga Resort (Zwigodini village) and Nwanedi Nature Reserve and Resort (Gumela and Folovhodwe village gates) were among the three most noteworthy in displaying knowledge of sustainable tourism practices.*

8.7.1.1 Respondents' description of how their tourism ventures and entities adhere to sustainable tourism. Interview.Q4 (a) (i) Explain how your tourism practises achieve this.

For this question, 23 respondents replied "yes" regarding adherence to sustainable tourism in the study area; however, all of them provided irrelevant evidence as

motivation for their responses. For example, some said that they promote environmental conservation and sustainable tourism education to their visitors through coupons ($n = 30$). Hence, Figure 8.5 presents one of the new initiatives for accommodation facilities around the sampled villages.



Figure 8.5: Lodging facilities at the Big Tree Holiday Resort Source: Researcher, 2019.

8.7.2 Responses to questions on whether the tourism ventures and entities adhere to responsible tourism

Table 8.7: Whether the tourism ventures and entities adhere to responsible tourism

Interview Q 4(b) Does your tourism venture or entity adhere to responsible tourism practices?		No	Yes	Total
Beria Madzonga resort (Zwigodini village)	Count %	0 0.0%	5 100.0%	5 100.0%
Big Tree Holiday accommodation(Madifha Zwigodini)	Count %	1 20.0%	4 80.0%	5 100.0%
Big Tree Nature Reserve(Zwigodini 'Madifha')	Count %	3 60.0%	2 40.0%	5 100.0%
LED & Tourism Info Centre (Musina municipal offices)	Count %	4 80.0%	1 20.0%	5 100.0%
Manalani Lodge (Tshipise village)	Count %	1 20.0%	4 80.0%	5 100.0%
Nwanedi Nature Reserve and Resort (Gumela and Folovhodwe villages gates)	Count %	0 0.0%	5 100.0%	5 100.0%
Total	Count %	9 30.0%	21 70.0%	30 100.0%

Source: Interview by the Author, 2019.

Table 8.7 indicates that 70% of interviewed respondents said they adhere to responsible tourism. The remaining 30% did not adhere to any responsible tourism principles. Responsible tourism is the backbone of the sustainable tourism initiative (n = 30). The two terms are used interchangeably. Responsible tourism emanated from the belief that people were not doing enough to abide by the sustainable tourism concept. During the subsequent convention, it was a necessary concept. Thus, it is

encouraging responsible behaviour from individuals to achieve sustainable tourism goals. Responsible tourism is about conduct and behaviour. It is more than just a type of tourism, as it encourages responsible tourism behaviour amongst different stakeholders, including tourists, business people, and locals. Its concept is essential for the actual and prospective tourism activities in the study area. Both sustainable tourism and responsible tourism are nurtured and centralised around counteracting the negative impacts of mass tourism, among other purposes. The prospect of utilising tourism as a strategic and viable tool to advance local communities should go with both sustainable and responsible tourism in the study area (Ramaano, 2021b, e, f).

8.7.2.1 Respondents' explanation on how their tourism ventures and entities adhere to responsible tourism. Interview.Q4 (b) (i) Explain to us how it fulfil such activity.

Most of the 21 respondents who replied "yes" to the question on adherence to responsible tourism in the study area did not provide any coherent evidence. For example, most of them said that they promote environmental conservation and responsible tourism education to all their visitors through coupons and signage within and around their ventures and that they anticipate extending this to other ventures both locally and abroad (n = 30).

8.7.3 Responses to question on the entities' registration with the relevant regulatory authorities

Table 8.8: Entities' registration with the relevant regulatory authorities

Interview Q5 (a) Is your tourism venture or entity registered with the relevant regulatory authorities?				
		No	Yes	Total
Beria Madzonga resort (Zwigodini village)	Count	0	5	5
	%	0.0%	100.0%	100.0%
Big Tree Holidays accommodation(Madifha Zwigodini)	Count	0	5	5
	%	0.0%	100.0%	100.0%
Big Tree Nature Reserve(Zwigodini 'Madifha')	Count	0	5	5
	%	0.0%	100.0%	100.0%
LED & Tourism Info Centre (Musina municipal offices)	Count	0	5	5
	%	0.0%	100.0%	100.0%
Manalani Lodge(Tshipise village)	Count	0	5	5
	%	0.0%	100.0%	100.0%
Nwanedi Nature Reserve and Resort(Gumela and Folovhodwe villages gates)	Count	0	5	5
	%	0.0%	100.0%	100.0%
Total	Count	0	30	30
	%	0.0%	100.0%	100.0%

Source: Interview by the Author, 2019.

Table 8.8 shows that all (100%) of the interviewed respondents within tourism ventures and entities maintained that their entities were registered with the relevant regulatory authorities. Any activity or entity operating within or around the community should be transparent and recognised nationally, provincially, regionally, locally, and traditionally. Regulatory and affiliating authorities are essential for the smooth running of all operations and businesses; hence, the tourism industry is no exception. A good tourism initiative should be regulated, graded, and affiliated with the relevant bodies.

Thus, for effective management of its businesses, the tourism industry must ensure that all ventures are registered (Ramaano, 2021a, b, e, f).

8.7.3.1 Respondents' description of the major regulatory authorities which the entities are registered with. Interview. Q5 (a) (i) Tell us which major regulatory authorities your venture is registered with

All 30 respondents replied "yes" to the question on the registration of their tourism ventures and entities affiliated with certain authorities or bodies. The respondents produced related responses by entity. Beria Madzonga Resort (Zwigodini village), Manalani Lodge (Tshipise village), and Big Tree Holidays (Madifha Zwigodini) all cited the traditional and local authorities as their primary authorities. The Nwanedi Nature Reserve and Resort (Gumela and Folovhodwe village gates) and LED & Tourism Info Centre (Musina municipal offices) indicated Limpopo Tourism as their primary authority (n = 30). Hence, Figure 7.10 shows one of the tourism and entertainment initiatives that was also community empowerment-based in its establishment within the study area.

8.7.4 Responses to questions on the turnaround strategy for the better management of their entity

Table 8.9: Turnaround strategy for the overall better management of their entity

Interview Q6 (a) Is there a planned turnaround strategy for the overall better management of your venture or entity?		No	Yes	Total
Beria Madzonga resort (Zwigodini village)	Count	5	0	5
	%	100.0%	0.0%	100.0%
Big Tree Holidays (Madifha Zwigodini)	Count	5	0	5
	%	100.0%	0.0%	100.0%
Big Tree Nature Reserve (Zwigodini 'Madifha')	Count	4	1	5
	%	80.0%	20.0%	100.0%
LED & Tourism Info Centre(Musina municipal offices)	Count	4	1	5
	%	80.0%	20.0%	100.0%
Manalani Lodge(Tshipise village)	Count	5	0	5
	%	100.0%	0.0%	100.0%
Nwanedi Nature Reserve and Resort (Gumela and Folovhodwe villages gates)	Count	1	4	5
	%	20.0%	80.0%	100.0%
Total	Count	24	6	30
	%	80.0%	20.0%	100.0%

Source: Interview by the Author, 2019.

Table 8.9 reveals that 80% of the interviewed respondents within the tourism ventures and entities indicated no knowledge of any planned turnaround strategy to improve their operations. The other 20% stated that few plans were on the way ($n = 30$). They mentioned improvements in fencing, extensions of swimming pools, renovations, sales, and extensions of various tourism services at the ventures and entities. It is good to realise that there was some sense of strategy. The prospect of using the tourism industry as a strategy to advance local communities' livelihoods should matter, although it represented just 20% of the respondents.

8.7.4.1 Respondents' description of the turnaround strategy for the better management of their entity. Interview.Q6 (a) (i) please explain what it is

The six respondents who replied "yes" to the question on their tourism ventures and entities having a turnaround plan for the overall better management of their entity in the study area all gave related responses (n = 30). For example, in the Big Tree Nature Reserve (Zwigodini "Madifha"), all respondents indicated that they had heard of plans to make a second internal fence to effectively protect the tree, including the building of a conference centre and swimming pool within the reserve. From the LED & Tourism Info Centre (Musina municipal offices), all respondents indicated that they have better plans to engage the community more in tourism activities by conducting regular functions coupled with sustainable and responsible tourism education. From Nwanedi Nature Reserve and Resort (Gumela and Folovhodwe village gates), all respondents indicated that management was planning to improve the road system and add another public swimming pool, as the latter was not convenient and not up to the standard of visitors. It was also pleasing to note that management has some thoughtful and futuristic plans for the improvements of their ventures that would even translate to the benefit of tourists, including the locals (Ramaano, 2021a, b, e, f).

8.7.5 Responses to questions on the turnaround strategy for the better management of community entities

Table 8.10: Turnaround strategy for the overall better management of community entities

Interview Q6 (a) Is there any turnaround strategy planned for the overall better management of your venture or entity?				
		No	Yes	Total
Beria Madzonga resort (Zwigodini village)	Count	5	0	5
	%	100.0%	0.0%	100.0%
Big tree holiday accommodation(Madifha a Zwigodini)	Count	5	0	5
	%	100.0%	0.0%	100.0%
Big tree nature reserve(Zwigodini 'Madifha')	Count	4	1	5
	%	80.0%	20.0%	100.0%
LED & Tourism info center(Musina municipal offices)	Count	4	1	5
	%	80.0%	20.0%	100.0%
Manalani lodge(Tshipise village)	Count	5	0	5
	%	100.0%	0.0%	100.0%
Nwanedi nature reserve and resort(Gumela and Folovhodwe villages gates)	Count	1	4	5
	%	20.0%	80.0%	100.0%
Total	Count	24	6	30
	%	80.0%	20.0%	100.0%

Source: Interview by the Author, 2019.

Table 8.10 reveals that 80% of the interviewed respondents within tourism ventures and entities indicated that there was no turnaround strategy to improve their entities' operations (n = 30). The other 20% said improvement plans were on the way. The latter could be attributed to the discussions on the improvement of the fencing, addition of swimming pools, renovations, sales, and extensions of various tourism services by a variety of ventures and entities. It is good to note that there was some improvement in the running of tourism businesses within the entities in the municipality and the study area (Ramaano, 2021a, b, c, d). The prospect of using the tourism industry as a

strategy to advance local communities' livelihoods should be aimed at improving all communities' livelihoods. However, this view is shared by only 20% of the respondents.

8.7.5.1 Respondents' description of the turnaround strategy for the better management of community entities. Interview.Q6 (a) (i) Please explain what it is

The six respondents who replied "yes" to the question on tourism ventures and entities having a turnaround plan for the overall better management of their entity in the study area all gave related responses. For example, in the Big Tree Nature Reserve (Zwigodini "Madifha"), all respondents indicated that they had heard of a plan to make a second internal fence to effectively protect the tree, including the building of a conference centre and swimming pool within the reserve (n = 30). From the LED and Tourism Info Centre (Musina municipal offices), all respondents indicated that they have better plans to engage the community more in tourism activities. Hence, they should conduct regular functions, coupled with sustainable and responsible tourism education. From Nwanedi Nature Reserve and Resort (Gumela and Folovhodwe village gates), all respondents indicated that the management was planning to improve the road system and add another public swimming pool, as the latter was not convenient and up to the standard of visitors (Ramaano, 2021a, b, c). It was pleasing to note that the management has some thoughtful and futuristic plans for their ventures that would translate into benefits for tourists, including the locals.

8.7.6 Responses to questions on the turnaround strategy for the betterment of environmental tourism and overall sustainability

Table 8.11: Turnaround strategy about the betterment of the environmental sustainability of tourism and overall sustainability

Interview Q9 (a) Is there any turnaround strategy planned by your management for the betterment of environmental sustainability of tourism and overall sustainability within the municipality and its local communities?		No	Yes	Total
Beria Madzonga resort (Zwigodini village)	Count	5	0	5
	%	100.0%	0.0%	100.0%
Big tree holiday accommodation(Madifha Zwigodini)	Count	5	0	5
	%	100.0%	0.0%	100.0%
Big tree nature reserve(Zwigodini 'Madifha')	Count	5	0	5
	%	100.0%	0.0%	100%
LED & Tourism info center(Musina municipal offices)	Count	3	2	5
	%	60.0%	40.0%	100.0%
Manalani lodge(Tshipise village)	Count	5	0	5
	%	100%	0.0%	100.0%
Nwanedi nature reserve and resort(Gumela and Folovhodwe villages gates)	Count	5	0	5
	%	100.0%	0.0%	100.0%
Total	Count	28	2	30
	%	93.3%	6.6%	100.0%

Source: Interview by the Author, 2019.

Table 8.11 reveals that 93.3% of respondents within tourism ventures and entities did not know of a turnaround strategy in the pipeline for the betterment of the environmental sustainability of tourism and overall sustainability in the study area. The remaining 6.6% envisaged the imminent development of such a strategy (n = 30). The latter expressed some concern regarding the vision of those in strategic and internal positions about the betterment of tourism services and sufficient trickling down of benefits to societies without bearing any undesirable environmental impacts.

8.7.6.1 Respondents' description of the turnaround strategy for the betterment of environmental sustainability of tourism and overall sustainability. Interview

Q9: (a) (i) Explain what it is

The [2] respondents who replied "yes" to knowing about a turnaround strategy for the environmental sustainability of tourism and overall sustainability within the study area gave similar motivations. These refer to the respondents from the LED and Tourism Information Centre (Musina municipal offices). They also reiterated the need to construct more tourism parks around Musina municipality's villages. Hence, it is a vehicle for responsible tourism education. These translate into combating the present or potential negative impacts of tourism and eventually conserving natural resources adequately. This would be a first step towards a much-needed tourism strategy to advance community livelihoods. Thus, for communities within the study area, Figure 8.6 shows the stakeholders associated with Nwanedi conservation and tourism affairs, as well as its Lapa facilities, are crumbling (Ramaano, 2021b).

Figure 8.7 shows the entrance point of the Tshipise Forever resort outside Musina town. The lapa is still in excellent condition. This shows the inequality within the tourism industry and the lack of infrastructural support amongst tourism ventures embedded in deep rural areas and those located next to towns.



Figure 8 6: Entrance to Nwanedi Resort second gate Source: Researcher, 2019



Figure 8.7: Entrance to Tshipise forever resort outside Musina Town Source: Researcher, 2019.

8.7.7 Summary

This section presented the interview findings of the respondents from various adjacent tourism ventures and entities. The ventures included the following: Beria Madzonga resort (Zwigodini village), Big Tree holiday accommodation (Madifha village in Zwigodini), Big Tree Nature Reserve (Madifha village in Zwigodini), Musina Local Community LED, and Tourism Info Structures (Musina town). Hence, Manalani Lodge (Tshipise village), Nwanedi Nature Reserve, and Holiday Resort between "Gumela

village and Folovhodwe village." The interviews were conducted by up to five interviewees per venture and entity. The data from the interviews was significant in juxtaposing and justifying the findings from other research methods, such as the survey questionnaire, document reviews, focus group discussions, and physical field observations. The study also focused on various tourism development activities and how they are associated with the adjacent local communities' empowerment from the ventures' management perspective.

8.8 FOCUS GROUP DISCUSSIONS (FOR STUDY OBJECTIVE 4)

Focus group discussions were conducted in all four villages in the study area. About five respondents took part in the focus group discussions within all the sampled villages (*Focus group discussions, March 17–20, 2019*) (*Gumela in the morning, Tshipise in the late morning, Zwigodini in the afternoon, and Folovhodwe in the late afternoon*) ($n = 20$). Focus group discussions were imperative for accessing additional information regarding the objectives of the study. They also looked at the environmental sustainability of current tourism practises in the area. The focus group discussions assisted in the gathering and usage of the data for Objective 4 of this study.

- **Objective no. 4**

(i) Focus group discussions for study objective four and all the villages

[village 1, village 2, village 3, village 4]

Ninety-five percent (95%) of respondents from all four villages maintained that they did not know of any environmental sustainability or general sustainability issues within their study area. Only 5% of the respondents said they did. They further expressed the lack of any turnaround strategy or activities within their area.

8.9 FIELD OBSERVATIONS (FOR OBJECTIVE 4 OF THE STUDY)

Field observations were carried out in all the sampled villages. Field observation contributed to the physical view of the circumstances within the study area. It also supplemented the data from other methods of data collection. The method also assisted in actively mobilising the needs for specific and significant interventions, guided by the physical views of the conditions within the respective areas.

- ***Objective no. 3***

(i) Field observation for objective three and village 1, village 2, village 3 and village 4 (Gumela, Folovhodwe, Tshipise, and Zwigodini)

The physical observations were conducted within the four villages of the study. Above all, they revealed a lack of development and management of tourism and natural resources. All the areas were dominated by land degradation and poor environmental management. There was land pollution and the dumping of dirty materials and empty cans within the area and around the area along the route to the reserve and resort. The latter is not a good scenario for tourism attractions and activities. In other instances, in Gumela and Folovhodwe, the roads' facilities were degraded. This is indicative of a lack of services within the villages, leading to tourism ventures. There was also evidence of overgrazing. There was also excessive cutting of trees for different uses and feeding live stocks, and timber for roofing was also visible. Therefore, there was a general lack of land management and proper development. In Tshipise and Zwigodini villages, one could see the deterioration of the lapa facilities within both the Big Tree Nature Reserve and the Sagole Spa venture; the same was true of the Nwanedi Nature Reserve and Resort, around Folovhodwe village and Gumela village. The Sagole Spa and the community bathing facilities were so

neglected that one wonders if there is any development and tourism management policy within the area.

Objective no. 4

(i) Field observation for (objective number four) and village 1, village 2, village 3, and village 4 Gumela, Folovhodwe, Tshipise, and Zwigodini)

It was evident for objective 4 of the research that there was no environmental sustainability of tourism in the area. This was portrayed in several ways. It is unlikely that tourists contributed to the dumping of empty cans along the routes, adding to what the locals were already doing. Apart from the land pollution from other villages, littering was evident within the Big Tree Nature Reserve. The most disturbing activity was the damage to the Big Tree baobab tree, where it was found that visitors were painting, spraying, and crafting their names on the tree to validate the specific days of their visits to the reserve. These are negative impacts of tourism and ecotourism, which should be counteracted by the benefits of tourism and ecotourism to ensure sustainable and responsible tourism within the area. Hence, this calls for a proper tourism strategy to advance the livelihoods in the study area.

8.10 Conclusion

The chapter looked at the environmental sustainability of tourism in the study area. The researcher sought to analyse the behaviour and attitude of communities towards tourism initiatives and conservation matters. The findings showed that environmental sustainability was dismal, necessitating the implementation of sustainable tourism. The next chapter looks at the development status and strategies for tourism in the study area.

CHAPTER NINE: TOURISM DEVELOPMENT STATUS AND STRATEGIES IN MUSINA MUNICIPALITY (STUDY OBJECTIVE 5)

9.1 Introduction

This chapter presents the relevant document review on Musina Municipality's development, especially tourism management strategies and initiatives. It is also a supplement to the literature reviewed in Chapter 2. Hence, this chapter is more concerned with the previous, current, and potential tourism development matters within the pertinent area. Document review is used as one of the data collection methods. While this section is beneficial for stating all research objectives and questions, it is more focused on LED strategies and tourism initiatives, making it apt for answering objectives and questions around tourism policy, plans, and strategies within the study area. The Musina Municipality's 2005–2006, 2006–2007, and 2018–19 IDP documents were also reviewed, particularly the tourism-oriented sections. These documents were vital in supplementing data for research's objectives 3 and 4, "about the existence of development and tourism policy, as well as the environmental sustainability of tourism in the study area." The section assessed the structure of tourism ventures in Musina Municipality as a whole.

9.2 Identification of previous and future tourism opportunities in relation to Musina Tourism Plan (2006)

Musina Tourism Plan (2006) was geared towards the improvement of tourism in Musina Municipality, especially around Musina Town. Among others, such plans included the invention of the Musina copper mine as a tourist attraction. In the expansion, it was planned to erect a museum displaying the history of the area, including its rich natural and cultural possessions. There was also a project for the

establishment of a recreational park, catering to the needs of the local communities and the younger generations. The planting of more baobab trees to embellish the whole area was also a priority. Additionally, it entailed the building of cultural villages for the industrial Musina town. These would also necessitate the erection of more housing structures. The latter would enhance the tourism businesses within the municipality. The tourism route linking the Kruger National Park and the Mapungubwe National Park through Musina sets a precedent. The Tourism Information Centre was believed to be too small for the tourism information business. There was also a plan to expand it. Regrettably, this has not been achieved yet (Ramaano, 2022a). The Musina IDP had also planned a crafts centre in Musina town, which would include the Tsogang beads-making project in Nancefield. There was also prioritisation of tourist attractions and the transaction positions of the Blouberg Mountains. To this end, the Limpopo River, on the northern side, near the Botswana and Zimbabwean borders, was also a feature of the development, including the eastern side of the Mozambican border (Kayamandi, 2007; Musina Municipality, 2019; Ramaano, 2022a).

9.2.1 NPDC and identification of tourism 'hot spots' in the Musina

The "hot spots" were then graded on a scale of 1 to 10 to discover their potential function in the entire area. A scale of "1" was considered to be insignificant, "5" was considered moderate, and "10" was considered world-class. The Musina Municipality IDP (2005/2006), under the previous "Northern Province Development Corporation" (NPDC), was in the process of outlining an action plan to start tourism development in the northern areas of Limpopo Province. The then-NPDC subsequently made some proposals regarding the following complexes: (i) *Mapungubwe/Vhembe/Dongola "hot spot"*: The minimum facilities needed in this complex entailed an information and visitor centre at the Mapungubwe site and a small resort built in stone style at the

former Vhembe army base site. It would comprise 20–30 chalets, a restaurant, and a visitor's centre, which was meant to be an accessible public facility and operate as the primary service spot. It also included an access road to this site to provide for tour groups. However, nothing has been done since the plans were announced. While the primary tourism potential is evident for everyone to see, the improvement interventions were generally inadequate. The general call for a strategy for tourism operations, made many years ago, is still relevant and significant today; hence, it is the central theme of the current study.

(ii) *Greater Nwanedi/Kuduland/Tshipise complex*: This complex complex was considered the most dynamic tourism section in the Northern District, with a projected aggregate turnover of about R20 million. The project was motivated by the presence of Aventura (Forever Resorts) Tshipise Resort, which is the most prominent individual tourism operation in the Northern District, perhaps at the expense of the Punda Maria Camp and Entrance Gate of the Kruger National Park, which had previously been the liveliest place. Active negotiations were undertaken to manage this complex as a merged and diverse tourism project. It is pleasing to realise that Nwanedi Resort is still operating, although the road was never tarred. Instead, there are some scattered concrete patch-ups. From the researcher's point of view (and seemingly many others), it is not enough and still an unsafe road.

All estimations were that such a project would lead to the finalisation of two urgent matters: the tarring of the access road of about 12 km from the Tshipise/Pafuri road to the entrance of the Nwanedi Nature Reserve and the land claims settlement. The urgency to settle the land claims and tenure arrangements was meant to encourage private investment to initiate land development. Development could not begin until land ownership was resolved. Therefore, these two fundamental matters had to be settled

urgently. A tourist attraction was also vital. This area would also be a perfect location to start tourism in the region. The NPDC proposal had been that it should be an African Renaissance City Resort, celebrating African cultural heritage and integrating an international conference centre and a golf estate. It was a fitting idea because the Musina Municipality itself is well-endowed with natural and cultural resources. However, as indicated before, much of the plan never materialised.

(iii) *Makuya/Mashakhatini/Pafuri/Thulamela complex*: This complex was initially situated outside the Musina Municipality's jurisdiction. However, only a segment of the Madimbo Corridor fell under the municipal area. However, that has changed since the merger of the Mutale Municipality with the Musina Municipality. Nonetheless, the complex has always had an influential effect on the Musina Municipality. Thus, the main access route to this complex had been through the Musina Municipality. It is sufficient to note that these areas are now within the Musina Municipality territory; hence, it is now more fitting than ever to exert effective tourism management and boosting parameters. It was anticipated that this complex would become a tourist attraction in the northern region. Hence, it was a convenient location as the centre for the Kruger/Gaza/Gonarezhou Transfrontier Conservation Area.

The challenge to this project's success has always been the lack of a precise development plan and the anticipated damage to wilderness nature, along with the unsettled land claims in the Madimbo corridor. Therefore, the project still has much potential. Hence, it is crucial for Musina municipality's tourism strategy. The current researcher argues that this area has great tourism potential and, if meticulously planned, can greatly improve community livelihoods while being sustainable. Therefore, the establishment of this complex would be essential to the development of the Greater Nwanedi Complex. Furthermore, it would enhance the emergence of

the Transfrontier Park in Mozambique as well as newer generations of tourist attractions, such as Dambale Bushmen paintings, Domboni caves, and the Big Tree Nature Reserve. There is also a need for an integrated master plan for the development of the entire complex. Furthermore, the NPDC had asserted that no large-scale influx of tourists would occur until those fundamental marketing interventions had been undertaken. The general marketing of the Land of Legend requires specific focus to create its luring potential for South Africans and the international public (Kayamandi, 2007).

A renowned private tourism company with the required knowledge has to champion the project in association with the local Soutpansberg (Land of Legends Tourism Association). The Musina Municipality had been tipped to help promote the area. The NPDC also suggested that a conducive and broad conservation and eco-tourism land-use plan had to be executed (Musina Municipality, 2019). However, like all other projects, not all these suggestions were implemented. Consequently, business improvement was minimal. The current researcher believes a rejuvenated revisit of these plans, with more zeal, would do wonders for Musina Municipality tourism and its adjacent settings (Ramaano, 2021a, b, and c). Rehabilitation zones entailed areas with great tourism potential that needed creative rehabilitation applications. Intense development on parts with facilities underpinning tourism, such as resorts and picnic areas, was envisaged. Numerous integral conservation priorities from an eco-tourism perspective were planned by the NPDC and required thorough and swift focus (Kayamandi, 2007; Musina Municipality, 2018, 219; Ramaano, 2021a–g). The endeavours have to be implemented to encourage the ties. Hence, this complex was the core conservation area. The NPDC disclosed that the local job creation potential would be crucial. The Musina IDP (2005–2006) stated that the Limpopo Economic

Development Enterprise (LIMDEV) had recommended that tourism in the district include the designation of the Transfrontier Park. The marketing of the area by private companies is significant. However, this should be done in close collaboration with the Soutpansberg Tourism Association and the Northern Province Tourism Board. Furthermore, the joint venture should include facilitating the conservation of tourism valuables and a web of green corridors. These areas have to be protected during route development and eco-tourism initiatives. The SMME development model and strategy should be a component of the tourism strategy. In addition, tourism routes should be made in the Golden Horseshoe to enable tourists to travel around the northern district with ease. Furthermore, the Nwanedi Task Team and Vhembe Dongola Task Team must be solidified to steer and control the entire tourism plan. The existence of the Mapungubwe National Heritage Site in its current form is one of the success stories in the province (Kayamandi, 2007; Musina Municipality, 2018; Ramaano, 2021a, b).

9.3 Tourism industry and identifications of major challenges in Musina municipality

Lack of effective marketing of the Mapungubwe heritage site is one of the major setbacks for the municipality. The Musina Municipality is currently not considered much more than a drive-through on the way to Zimbabwe, rather than the tourism destination that it should be. Hence, effective packaging of tourism activities around Mapungubwe and its associated areas needs to be initiated urgently. There should also be a better marketing strategy for the area. Tourists should be persuaded to stay longer to increase tourism revenue. The decrease in exuberance by product owners at Mapungubwe Route has also become a challenge. This includes a lack of awareness and involvement by local communities in the tourism industry (Musina Municipality, 2019).

Furthermore, it is believed that the Musina Limpopo Valley Tourism Association is not operating at its full potential owing to inefficient exposure to potential tourists. These weaknesses must be addressed urgently to guarantee that the municipality becomes a tourism destination. This will also require effective collaboration between product owners and local governments. Another setback is that the private sector is not always constituted at the local, district, and provincial spheres. This disables the desirable growth of the tourism industry in the region. Insufficient information on the sites and activities available for tourists in the municipality, not only through brochures but even in the electronic media, has also been a serious challenge. Furthermore, the Tourist Information Centre is not well-designated; hence, it is not welcoming enough, as its paint is fading and the signs do not cover all the necessary tourism spheres (Ramaano, 2021a, b, c, 2022a). Ineffective marketing strategies with other tourist attractions in the district, province, and neighbouring countries have also been a problem in the area. Therefore, there is inadequate information at tourism sites and poor training of tour guides. In some cases, accessing the tourist attractions is difficult; for example, the road to Nwanedi Reserve is in a poor state (Ramaano, 2021a, b, c). Furthermore, the existing attractions are not always properly maintained, and some attractions have limited facilities for visitors. For example, the Nwanedi Resort's reception and "Lapas," as well as the Big Tree Nature Reserve's "Lapas," are delapidated and require urgent upgrades. Lack of proper signage to the main tourist sites in the Musina Municipality is another common problem that needs urgent attention in the area, as is a lack of relevant trademarking, through which the municipality can promote itself as a tourism destination. In addition, the lack of consolidation of tourism ventures into existing trademarking initiatives in the broader region is a hurdle.

Preservation and prioritisation of cultural and archaeological significance are also poor, despite the value they have for the local people and the entire tourism industry. For example, places such as Dambale Bushmen Paintings and Domboni Caves, among others, have not enjoyed much marketing and recognition (Musina Municipality, 2019; Ramaano, 2021a). Furthermore, there is insufficient database information on tourism influxes and average visitor profiles in the area. Therefore, significant alterations and trends are required for nurturing and shaping future marketing in the area. For the projects above, there have been many strategies, frameworks, and plans for the advancement of the tourism industry in the municipality. However, the implementation of such enterprises has generally not been effective. Inadequate involvement of the private sector and larger operators in the ventures, to support emerging operators and provide training, also needs to be enhanced.

There is also insufficient involvement of local communities and entrepreneurs in tourism collaborations, such as arts and crafts and manufacturing (Ramaano, 2008). The capacity at the municipal level to support the industry has been dismally low. This is coupled with insufficient funding for promotion and development of the tourism ventures in the area. Consequently, personal services for various tourism offerings and tourism-based functionalities have not reached their full potential, leading to a loss of potential income. As a result, the process of choosing initiatives that deserve possible funding by poverty alleviation programmes should necessitate reinforcements by adhering to pre-viability studies to elect the most feasible initiatives (Musina Municipality, 2019; Ramaano, 2008, 2021a). Furthermore, and in line with the aim of the current study, the engagement of present tourism commodities and activities in a particular market, including bird-watching, plants, trees, and rock art, should be further developed and promoted to combine with other existing tourist

routes. As already indicated, road signage, road information, and refreshment stops are inadequate along Musina's main routes. Further development and advancement of existing tourism infrastructure and future exploration of emerging tourism opportunities will be profoundly dependent on the business attitude of the communities within the municipality itself.

It is believed that the municipality has always had the mandate to establish a phenomenal atmosphere in which the tourism industry can grow by enhancing the awareness of local communities regarding the benefits and implications of the tourism fraternity (Kayamandi, 2007; Ramaano, 2021a). In this regard, the Musina Municipality should play a pivotal role in helping emerging businesses in the formulation of business plans, securing funding, and registering entities and enterprises with the relevant regulatory bodies. This will lead to better performance for these new businesses. The prospects that are viable for development within the municipality may, in some instances, appear to reflect the identified challenges and gaps because such businesses create local opportunities for the advancement of the industry itself. Therefore, opportunities are also discussed below. These may not be linked to physical development but could entail establishing marketing strategies and running awareness campaigns. The latter should be executed alongside endorsements of development-oriented discussions aimed at advancing the tourism industry and its undertakings, especially within the municipality and the study area (Kayamandi, 2007; Musina Municipality, 2019).

9.4 Other tourism-development-related opportunities

Previous initiatives encouraged the collaboration and involvement of all local role-players in the formulation of allotted perspectives for tourism operations within the

municipality. This will help in creating a robust and well-established institutional structure to help drive tourism planning and implementation. In this regard, the implementation of strategies and projects appears to be one of the biggest obstacles preventing new opportunities from thriving. Similarly, reinforcing the capacity and engagement of the Musina Limpopo Valley Tourism Association to encourage and promote the tourism assets of the municipality is still a priority in the area. The establishment of a wide marketing campaign to promote the marvels of the municipality, with specific reference to the Mapungubwe National Park as the main attraction, still requires further attention (Musina Municipality, 2019; Ramaano, 2022a, b). The municipality must therefore initiate a yearly event focusing on specific local resources, such as cultural festivals, among other endeavours. Furthermore, tour guides in the area need to be effectively trained to enhance the marketing of the area's environment and tourism and ensure accurate interpretation at local destinations. The results also show that there is a need for the inception of tourism awareness seminars and campaigns within the communities. These should be followed by the establishment of healthy tourism endorsement bodies for emerging entrepreneurs and SMMEs for tourism development opportunities, relevant training, and business development. There is also a need to construct linkages with other spheres of the local economy regarding the specific interest market. The linkages should include ventures such as the Venmag Mine (Folovhodwe), Venetia Mine (Musina, formerly Messina Copper Mine), Folovhodwe Agricultural Scheme, and agricultural and game farming enterprises, amongst other ventures (Kayamandi, 2007; Ramaano, 2021a, b). Some may have heritage tourism roles, while others may promote agricultural tourism interests, amongst other ventures. Hence, effective marketing of current attractions,

areas, products, and activities to tourists and convincing them to remain within the ventures longer can help to enhance the revenues from tourism.

Consolidation of discussions of Mapungubwe artefacts in the Interpretation Centre or other setups of the National Park can also enhance tourism in the area. Furthermore, existing routes within the ventures can be merged with new routes and tourism complexes within the study area. This will enhance the exhibitions and data on available tourism products at the Tourism Information Centre, which will, in turn, provide updated tourism information in the area. The latter would allow maximum opportunities and decent platforms for manufacturing and/or sales of art and crafts, as was the case at the razed Mutale Municipality's Tshilamba Tourism Info Centre. There is also a need to design a prolific brand and trademark for the Musina Municipality and its surrounding areas. These should include famous destinations such as Mapungubwe. The municipality must also endorse the utilisation of technology and local community participation in the discovery, management, monitoring, and promotion of local resources. The specified technologies include geographic information systems, participatory geographic information systems, remote sensing, and internet marketing (Ramaano, 2022b). In addition, the principles of both sustainable tourism and responsible tourism should underpin community-based natural resource management (CBNRM), community-based resource management (CBRM), and community-based tourism (CBT) initiatives within the study area (Ramaano, 2021b, c, d). Furthermore, there should be an exploitation and consolidation of negotiations with private landowners regarding public access to the Tollo Azime Waterfalls, near Beitbridge, and other entities. This will help create a comprehensive Musina Municipality tourism atmosphere. The facilitation of the situation at Beitbridge and the building of more accommodation facilities to cater for

the through-traffic to Zimbabwe are still critical obligations for the municipality. Furthermore, the construction of bonds and associations between hunting and the manufacturing sector for the development of leather tanneries and taxidermists can be explored further with other relevant initiatives. For example, the "Mopani trees," *Colophospermum mopane*; the "Marula trees," *Sclerocarya birrea*; and the "Baobab trees," *Adansonia digitata*, produce a variety of useable products apart from the present ones (Ramaano, 2021a, g).

Communities can explore projects such as establishing more plantations and linking the harvesting of their products to sustainability, with tourism industry benefits within the municipality (Musina Municipality, 2019; Ramaano, 2021a, b, c, d, g). For example, they could produce "marula beer" from marula fruit, make traditional butter from marula seeds, and produce edible "Mopani worms," *Gonimbrasia belina*, from Mopani trees. The three species also produce valuable fibres from their barks that can be used to make an assortment of fabrics (Ramaano, 2021a). Thus, synergizing the various forms of tourism, such as cultural, heritage, food, agri-tourism, inclusive, and eco-tourism, can enhance community development and conservation ideals within the study area. The need to strengthen the potential of tourism-based interests, especially those linked with possible access to the Limpopo River, amongst other associated adventure tourism activities, is still a prospective tourism welfare venture within the municipality (Kayamandi, 2007; Musina Municipality, 2019).

Table 9.1: Natural heritage sites around Musina town

SITE	SIZE (ha)	SIGNIFICANCE
Tuscanen (Soutpansberg) (adjacent to Vhembe NR.)	400	The natural gradation from Riparian woodland through Ecotone woodland to a Mopani woodland is presented on this site. In these woodlands fine examples of the sycamore fig (<i>Ficus sycomorus</i>), Ana tree (<i>Acacia albida</i>), nyale tree (<i>Xanthocercis zambesiaca</i>) and apple-leaf tree (<i>Lonchocarpus capassa</i>) are found. Red Date species include two reptiles and nine birds of which Pel's fishing owl (<i>Scotopelia peli</i>), the ground hornbill (<i>Bucorvus leadbeateri</i>) and Cape parrot (<i>Poicephalus robustus</i>) are most noteworthy.
Vhembe Nature Reserve (Musina) (Now Mapungubwe National Park)	2 503	Limpopo River Gallery Forest in which enormous specimens of the sycamore fig (<i>Ficus sycomorus</i>) occur, is protected on this site. Interesting sandstone formations are also a feature of the site. Two archaeological features, the Mapungubwe Koppie and rock paintings are also found on the site.

Source: Kayamandi, 2007; Musina Municipality IDP, 2018/2019.

Musina Municipality also has an abundance of local accommodation facilities, ranging from lodge developments to guesthouses and bed and breakfast infrastructure. Table 9.1 shows the natural heritage sites around Musina town, while Table 9.2 presents accommodation facilities located in the Musina Municipality for both members and non-members of the Musina Limpopo Valley Tourism Association. As earlier inferred, the Musina Tourism Plan (2006) was formulated as a segment of the municipality's IDP and Sector Plan. It shows the cultural tourism activities presently occurring within the municipality. Meanwhile, Mapungubwe Heritage Cultural Landscape was

described as a tourism-oriented area with a specialisation in conserving and protecting the ecologically feasible sites of Mapungubwe biodiversity. Furthermore, the Limpopo River has been distinguished as a historical area that constitutes and stages the natural landscapes of Limpopo. The botanical spotlights of the region comprise the delicately protected specimens of baobab trees and impala lilies. Agritourism is one of the fundamentals of rural tourism in many rural areas (Ramaano, 2021a, b, c). Hence, agricultural products within Musina Municipality, amongst others, entail citrus, mangoes, and tomatoes. Letsema, one of Musina Municipality's establishments, has, for some time, started tourism projects under the Local Economic Development initiative. The initiative encompassed the operations of the Singelele camp and has been encouraging hunting and tourism in the area. Hence, Folovhodwe village and its surrounding Nwanedi-river-dependent associates have several irrigation schemes and orchards, which have significant socio-economic and tourism implications for the communities.

The Musina Municipality, especially around the town area itself, has numerous tourism-related attractions and enterprises. These include the DeBeers Game Farm, Musina Nature Reserve, crocodile farm, Ngoanezhe Game Lodge, Mapungubwe Heritage Sites cultural landscape, Beitbridge, Limpopo River, iron ore mine, Musina Copper Mine, DeBeers Venetia Diamond Mine, Spirulina Plant, and Tshipise village (Kayamandi, 2007). As already mentioned earlier, the greater segment of the land in the Musina Municipality is mostly under private ownership, with a large proportion of the land consisting of game farms used for tourism. Therefore, there has been a merger of some villages that were under the jurisdiction of the former Mutale Municipality (Musina Municipality, 2019). Figure 9.1 shows the entrance to the reception at Nwanedi Resort. Nwanedi Resort is situated between Musina town and

the sampled villages in Musina Municipality. Meanwhile, Figure 9.2 shows the reception area and restaurant at Tshipise Forever Resort outside Musina town, while Figure 9.3 shows Rondavel's facilities at Tshipise Forever Resort outside Musina. Figure 9.4 below shows the distribution of tourism, sport, and recreational activities in Musina Municipality.



Figure 9.1: Reception entrance at Luphephe 'Nwanedi resort'

Source:

Researcher, 2019.



Figure 9.2: Reception and restaurant entrances and for Tshipise Forever Resort outside Musina town

Source: Researcher, 2019.



Figure 9.3: Rondavels accommodation facility at Tshipise Forever Resort outside Musina town
Source: Researcher, 2019.

Table 9.2: Accommodation facilities around Musina town in Musina Municipality

NAME	TYPE	ADDRESS
ACCOMMODATION – FULL MEMBERS		
AFRIC-TULI GUEST LODGE		
BUSHBABY LODGE	Lodge	Alicedale Estates, Tshipise 37km
COEN VERMEULEN KOSHUIS	Flats	Irwin Street, Messina
COLINTON GAME FARM	Lodge	Colinton Farm, Alldays 105km
CONSTANTIA GASTEHUIS	Lodge & guesthouse	Farm Tshipise MT105, Tshipise 36km
CRIMEA FARM	Lodge	Belvedere Farm, Waterpoort
DEN STAAT GUEST HOUSE	Lodge & camping	Farm Den Staat, Pontdrift 68km
DONGOLA RANCH	Lodge & camping	R572, Pontdrift 40km
EVELYN GAME FARM	Lodge	Pontdrift Road, Messina
FAR NORTH SAFARIS	Camping	Aventura Tshipise
GAME LODGE KLEIN BOLAYI	Lodge	20KM on Pontdrift Road
GREATER KUDULAND SAFARIS	Lodge	4km East of Tshipise
HANLEY WILDLIFE SERVICES	Lodge	Farm Hanley, Messina
HHH SAFARIS		
KOEDOE REST CAMP	Lodge & camping	Farm Ostrolenka, Messina
KWANGULULE SAFARI LODGE	Lodge	Farm Albasini, Messina
LIMPOPO RIVER LODGE	Lodge	6 National Rd, Messina
LINTON GAME FARM	Lodge & camping	Farm Linton, Messina Pontdrif
MANANGE SAFARIS	Lodge	Denlynian District, Beit Bridge
MAPESU RANCH		65km from Messina, Pontdrift Rd
MASELELE GAME RESERVE		
MATOPPI GUEST HOUSE	Bed & breakfast	45 Kerk Str, Messina
MOHO LELE	Lodge & guesthouse	Moho Lele Farm, Alldays
MOPANE BUSH LODGE	Lodge	65km from Messina, Pontdrift Rd
MUDZWIRI LODGE	Lodge	Iverson Place, Messina
NARI DANGA SAFARIS	Lodge	Farm Papenbril, Messina
NEWMARK	Guesthouse	Farm Newmark, Messina 121
POPALLIN RANCH		Popalin Ranch Tshipise
PRACHTIG BUSH LODGE		
RIVER GUEST HOUSE	Guesthouse	River Farm, Messina
RATHO BOSKAMPE	Camping	Ratho Crocodile Farm
SAMARIA SAFARIS	Lodge & camping	Samaria Farm, Pontdrift
SINGELELE CONSERVANCY		
SINGULELE GUEST HOUSE		
THAVANI SAFARIS	Lodge	Farm Munnichausen, Messina
THE GUEST HOUSE	Guesthouse & Bed & breakfast	22 Irwin Str, Messina
ELEPHANT INN	Lodge	12 km N1 road to Makhado
NON-MEMBERS		
IMPALA LILY MOTEL		N1 Road Musina
BAOBAB CARAVAN PARK		N1 Road Musina
BAOBAB CHALETs		N1 Road Musina
GUNTHERS COUNTRY HOUSE		Irwin Street/ R508
PRIDE OF AFRICA		N1 Road Musina

Source: Kayamandi, 2007; Musina Limpopo Valley Tourism Association–Membership database, 2007; Musina municipality, 2019.

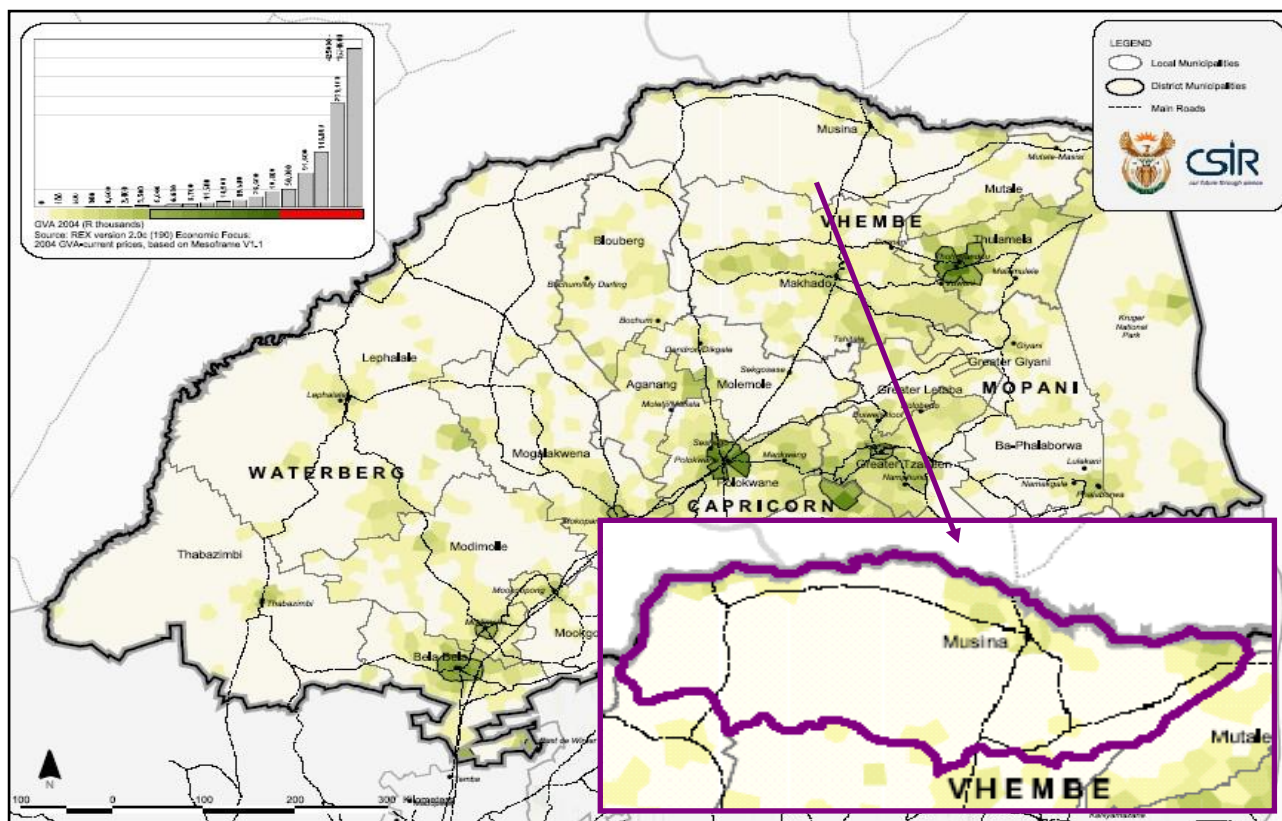


Figure 9.4: Distribution of tourism, sport and recreational activities Source: DTI, NSDP Resource Pack, 2006, Musina Municipality, 2019.

Musina Municipality is an important segment of the Vhembe District. As far as the spatial development framework of the district itself is concerned, there have been three macro-tourism and conservation initiatives that were initiated by the province, which encompassed Biosphere, Golden Horseshoe, and the denationalisation of pre-selected game reserves. The Golden Horseshoe initiative was designed to provide a spatial framework for eco-tourism development in the Vhembe District and Limpopo Province and constituted a big and balanced curve of land that lies near the eastern, northern, and western borders of Limpopo Province, crossing through the entire northern part of the Vhembe District. This eco-tourism-based project was designed to consolidate about four million hectares of wilderness, connecting national parks, archaeological sites, provincial and private reserves, and conservation areas through

passageways of game farms and other areas of undisturbed land (Kayamandi, 2007). Figure 8.6 further below provides a depiction of the envisioned Golden Horseshoe project. The initiative also entails the creation of assorted biospheres, which are also shown in the figure below. Biosphere reserves constitute a component of the United Nations Education, Scientific, and Cultural Organisation's (UNESCO's) Man and Biosphere Programme, which "innovates and exhibits approaches to conservation and sustainable development" (www.unesco.org). Biosphere reserves are regions where internationally vital protected areas dwell close to human settlements (www.southafrica.info). Hence, biosphere reserves are significant for combating biodiversity loss challenges. As such, they are imperative for advancing livelihoods and improving social, economic, and cultural conditions for environmental sustainability. Hence, along with the topic of this study, biosphere reserves are a comprehensive part of the natural resources conversation and hold a fundamental role (Ramaano, 2021a, b, c). The prospect of using the tourism industry to advance the livelihoods of communities in Musina Municipality is underpinned and determined not just by one aspect of environmental conservation and tourism resources but by the interplay of several interventions and initiatives. These include the willingness of the communities themselves to cooperate with relevant role-players and stakeholders (Ramaano, 2021a). Figure 9.5 shows one of the significant species in Musina Municipality that has the potential to influence the advancement of communities' livelihoods through food tourism and in other ways, amongst others through the commercialization of Mopani and Mopane worms and non-food products.



Figure 9.5: Mopani/mopane trees within the Big tree nature reserve Source: Researcher, 2019.

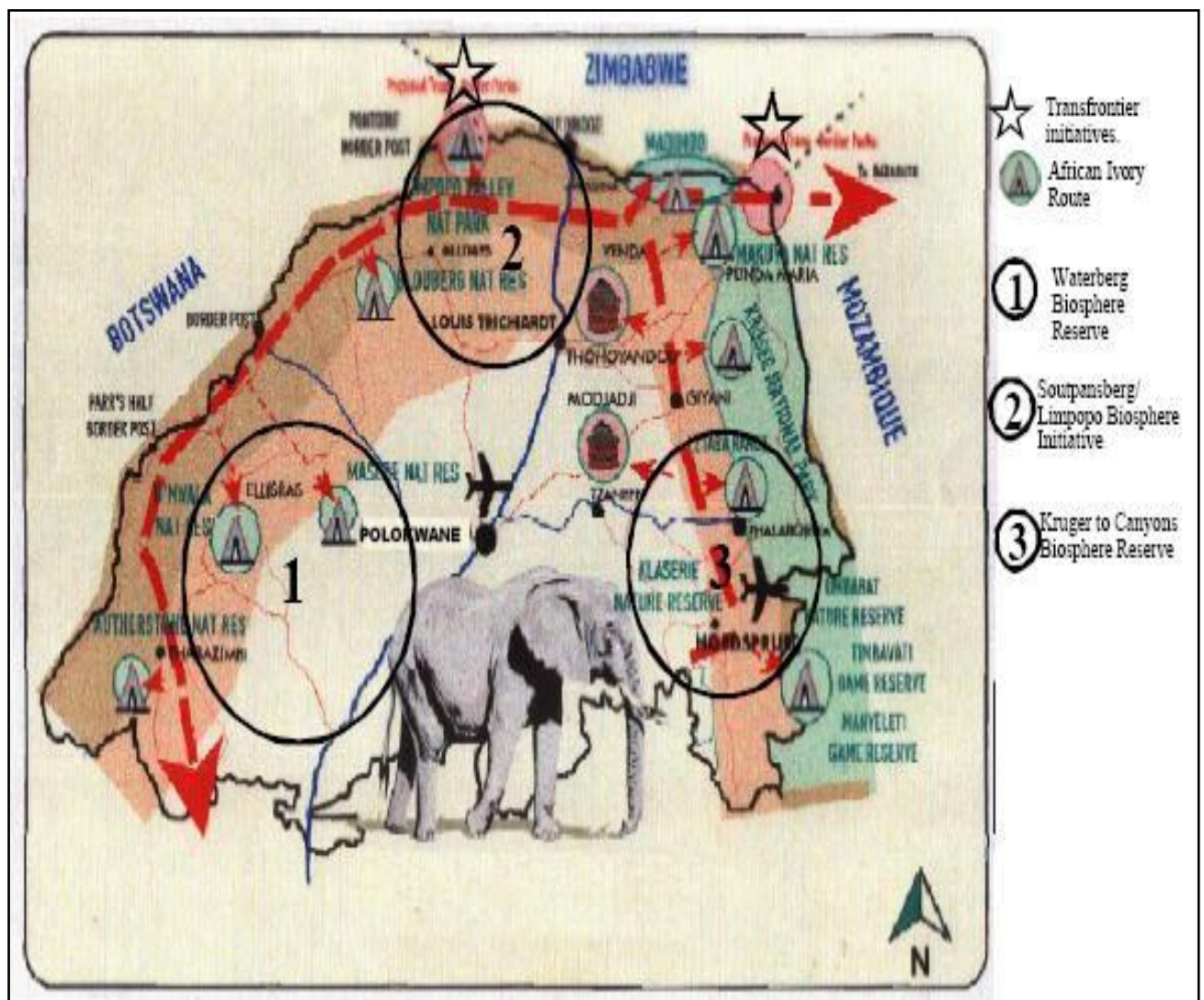


Figure 9.6: Golden Horseshoe initiative Source: De Klerk, 2003, Kayamandi, 2007; Musina Municipality, 2019.

It is clear from Figure 9.6 above that the Soutpansberg/Limpopo Biosphere Initiative is oriented around the Mapungubwe nature reserve and the Soutpansberg mountain range. The Limpopo Tourism and Parks Board (LTPB) commenced the programme to market some of their tourism facilities in fifteen of their nature reserves, intending to lure both local and international tourists, uplift the values and standards of the parks, and furnish communities with advanced revenue and facilities (www.limpopotourism.org.za/Parks/index.htm; Musina Municipality, 2019). The marketing of provincial nature reserves allows for the advancement of economic potential, improves community involvement and benefits, and thus also maintains the natural resource base on best ecological principles while improving equity shareholding and all-round establishment of small and medium enterprises (SMMEs) for park developments (www.treasury.gov.za). In this regard, the Musina Nature Reserve has been identified by the LTPB among nature reserves for privatisation. The main objective of the reserve has been primarily to protect the pristine nature of baobabs; impala and kudu are also abundant within the setting (www.southafrica.info). It is understood that the reserve also boasts the oldest rock formations in the world, called "Sand River gneiss." The commercialization process has been set to boost investors' opportunities through the development of self-catering accommodation, meeting rooms, and caravan sites (www.limpopotourism.org.za; Kayamandi, 2007). The South African Natural Heritage Programme (SANHP) has been earmarked as a cooperative entity amongst the private sector and government, with the state president as the patron. The essence of the tourism sector as one of the primary drivers of the province's economy is more prevalent, owing to its representation in the Provincial Growth and Development Strategy (PGDS) as one of the integral industry clusters. The development of the clusters has always revolved

centrally around pro-poor economic growth, culminating in the priority sectors, in which the province has a relative advantage. The tourism cluster embodies all the districts of the province, as it is understood that the entire Limpopo Province has marvellous biodiversity; hence, its unique tourism potential. It is clear from the figure below that numerous tourism enterprises have been distinguished by the PGDS for the Musina Municipality. More prominently, the Mapungubwe Biosphere Reserve, which occupies a big part of the municipality is a vital asset. Accompanying these sites is the Mapungubwe Transfrontier Park, which is oriented around the Mapungubwe Nature Reserve and integrates large portions of private game farms within the borders of both South Africa and Zimbabwe (Kayamandi, 2007; Musina Municipality, 2018, 2019; Ramaano, 2021a).

The proposed Transfrontier Park is an enterprise driven by the Peace Parks Foundation that was intended to converge and integrate large areas of land in South Africa, Botswana, and Zimbabwe into a conservation area that extends across national boundaries. The Peace Parks Foundation acted as an enabler for the development of transfrontier conservation areas (TFCAs) and provided human resources to support the conservation of biodiversity, sustainable economic advancement, regional peace, and stability. However, either country would still be accountable for the management of their concerned areas after the MoU's signing. There was a conundrum with executing a specific name for this Transfrontier Park; it was previously referred to as the Limpopo/Shashe TFCA. After the Limpopo and Shashe Rivers conflux at the middle of the TFCA, three countries, namely Botswana, South Africa, and Zimbabwe, converge. The TFCA had to include the Tuli Circle and the Mashatu Game Reserve on the Botswana side; hence, the Zimbabwean side had to include the Maramani Tribal Trust land and the Sentinel Ranch (Kayamandi, 2007; Musina Municipality,

2018/2019; Ramaano, 2021a). Figure 9.7 below shows the tourism cluster as defined by the PGDS in Musina Municipality.

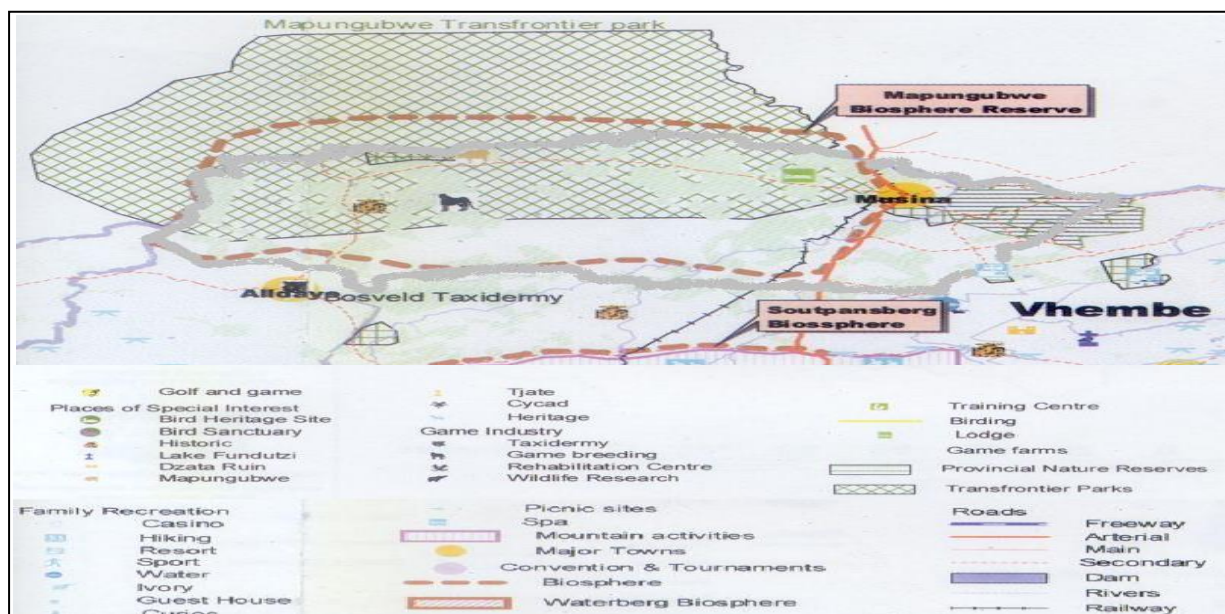


Figure 9.7: Tourism cluster by the PGDS in Musina Municipality Source: Limpopo PGDS, 2005; Kayamandi, 2007; Musina Municipality, 2019.

The main aim of the proposed Transfrontier Park was to develop and maintain an executable Limpopo/Shashe Transfrontier Conservation Area on sustainable grounds while simultaneously enabling comprehensive stakeholder involvement and promoting biodiversity conservation, regional cooperation, and cross-border socio-economic development. In this regard, it was intended to conserve the transboundary ecosystems and their attached biodiversity, promote cross-border tourism, and sustainably utilise natural resources to capacitate the livelihoods of the communities of Botswana, South Africa, and Zimbabwe. The Zimbabwean side of the TFCA was particularly tipped and envisioned to have significantly gained from such peace park endeavours, and eventually, the benefits would trickle down to the local communities. It was also envisioned that the development of the Peace Park would have an overall comprehensive and dramatic impact. The region is regarded as having great potential

for a "big five" conservation area, with feasible populations of cheetah, lion, leopard, and spotted hyena (Kayamandi, 2007).

9.5 Safety and Tourism in Musina Municipality

The tourism activity areas that require security focus are Songozwi, Nwanedi Nature Reserve and Resort, Mapungubwe, and Pafuri. The primary factors that greatly impact tourism safety within the municipality are unregistered tourist guides (Ramaano, 2008). Furthermore, it is believed that site security is not always present when it is most needed. The destruction of venture fencing properties by poachers adds to the challenges. In addition, the poor road to Nwanedi Reserve and Resort is a problem that has not been repaired. However, poor road conditions, poaching, and tribalism at Makuleke game farm have also been identified as ongoing problems (Ramaano, 2022a; Musina Municipality; IDP, 2018, 2019).

9.6 Responses on the ranking of tourism stakeholders' participation level in sustainable tourism as an alternative for local community development

Table 9.3: The ranking of tourism stakeholders' desirable participation level in sustainable tourism

Section B, Q13 rank them according to how you perceive their desirable participation level in promotion of sustainable tourism as an alternative and effective strategy for local community development

		Department of Environmental Affairs and Tourism	Tourism officers at District level	Village Government	Political leaders e.g. Members of Parliament	Researchers and other professionals dealing with sustainable tourism	Non-governmental organisations (Tourism resource owners and potential adjacent tourism ventures).	Respective community (local ties and Government ent.	A combination between local communities and Non-Governmental organisations dealing with sustainable tourism.	A combination between local communities and Non-Governmental organisations dealing with sustainable tourism.	A combination between local communities and Non-Governmental organisations dealing with sustainable tourism.	Total
Gumela	Count	2	0	1	0	0	1	5	9	7	4	29
	%	6.8%	0.0%	3.4%	0.0%	0.0%	3.4%	17.2%	31.0%	24.1%	13.7%	100.0%
Folovhodwe	Count	0	0	31	0	0	0	0	30	32	118	211
	%	0.0%	0.0%	14.6%	0.0%	0.0%	0.0%	0.0%	14.2%	15.1%	55.9%	100.0%
Tshipise	Count	0	0	4	0	0	0	0	9	19	46	78
	%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	11.5%	24.3%	58.9%	100.0%
Zwigodini	Count	0	0	5	0	0	0	0	2	15	30	52
	%	0.0%	0.0%	9.6%	0.0%	0.0%	0.0%	0.0%	3.8%	28.8%	57.6%	100.0%
Total	Count	2	0	41	0	0	1	5	50	73	198	370
	%	0.5%	0.0%	11.0%	0.0%	0.0%	0.2%	1.3%	13.5%	19.7%	53.5%	100.0%

Source: Survey by the Author, 2019

Data in Table 9.3 show that 198 respondents selected a combination of local communities, government, and non-governmental organisations dealing with rural and sustainable tourism as their potential tourism strategy role players (n = 370). On the other hand, only 2 respondents selected the Department of Environmental Affairs and Tourism as their desirable potential option for mobilising tourism development activities in their area, with 1 respondent from the overall data selecting the role of non-governmental organisations dealing with rural and sustainable tourism in their area. Therefore, the data in the table above also show that three categories of

respondents were more prevalent than the others: 13.5% of respondents for a combination between local communities and government; 19.7% of respondents for local communities and non-governmental organisations dealing with rural and sustainable tourism; and 53.5% of respondents for local communities, government, and non-governmental organisations dealing with rural and sustainable tourism. Hence, the data shows that most communities prefer local communities, government, and non-governmental organisations dealing with rural and sustainable tourism. This was supported by the highest number of respondents, at 53.5%, as opposed to only 0.2% of respondents supporting non-governmental organisations dealing with rural and sustainable tourism ($n = 370$). This indicates that there is a justified desire among the respondents to adopt a holistic approach to applying tourism as their silver bullet to help them achieve socio-economic development while protecting the environment. A combination of local communities, government, and non-governmental organisations dealing with rural and sustainable tourism represents a much more balanced option for fostering tourism development within any given area, as it combines assorted skills and the ultimate goal of sustainability. It can be said that communities themselves have an immense and fundamental role to play in mobilising any potential tourism development movement and entrepreneurship in the study area (Ramaano, 2021a, b, c, 2022a).

9.7 Responses to questions on environmental and tourism stakeholders

Table 9.4: Responses to questions on environmental and tourism stakeholders

Interview Q10. who do you think should have a (major) desirable participation level in the promotion of sustainable tourism, as an alternative and effective strategy for local community development in the study area														
		Department of Environmental Affairs and Tourism.		Tourism officers at District level.		Village Government ent.		Political leaders e.g. Members of Parliament	Researchers and other professionals.	Non-Governmental Organizations dealing with rural and sustainable tourism.	Respectively A combination of local ties and Government Non-Organisations dealing with rural and sustainable tourism.	A combination of local ties and Government Non-Organisations dealing with rural and sustainable tourism.	A combination of local ties and Government Non-Organisations dealing with rural and sustainable tourism.	Total
Beria Madzonga resort	Count	0	0	0	0	0	0	0	0	0	1	0	4	5
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	80.0%	100.0%
Big tree holiday accommodation	Count	0	0	0	0	0	0	0	0	0	1	0	4	5
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	80.0%	100.0%
Big tree nature reserve	Count	0	0	0	0	0	0	0	0	0	2	0	3	5
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	40.0%	0.0%	60.0%	100.0%
LED & Tourism info center(Musina municipal offices)	Count	0	0	0	0	0	0	0	0	0	1	1	3	5
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	20.0%	60.0%	100.0%
Manalani lodge	Count	0	0	0	0	0	0	0	0	0	2	0	3	5
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	40.0%	0.0%	60.0%	100.0%
Nwanedi nature reserve and resort	Count	0	0	0	0	0	0	0	0	0	1	1	3	5
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	20.0%	60.0%	100.0%
Total	Count	0	0	0	0	0	0	0	0	0	8	2	20	30
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.6%	6.6%	66.6%	100.0%

Source: Interview by the Author, 2019

Table 9.4 indicates that the largest number of respondents preferred a combination of local communities, government, and non-governmental organisations for dealing with rural and sustainable tourism, with 66.6% of the responses. This was followed by those

who selected a combination of local communities and government, with 26.6%. However, 6.6% selected local communities and non-governmental organisations dealing with rural and sustainable tourism ($n = 30$). The preceding responses seek the best strategy that could achieve desirable participation levels in the promotion of sustainable tourism as a potential alternative and effective strategy for local community development. However, in reality, at many tourism ventures, such as nature reserves, resort operations are either by the government or a combination of the government and private sectors, with local communities having a minor role within such activities (Ramaano, 2021a, b, c, d). It is on this premise that the communities deem it necessary for changes to be made in the approach by calling for a comprehensive engagement of stakeholders, with communities having a much clearer representation.

The central tendency for the combination of local communities and government responses was 1.33 mean (m), 1 median (M), and 1 mode value (Mo), with a standard deviation value (s) of 0.471. The local communities and non-governmental organizations dealing with rural and sustainable tourism respond with 0.33 mean (m), 0 median (M), and 0 mode value (Mo), with a standard deviation value (s) of 0.471. The combination of local communities, government, and non-governmental organizations for dealing with rural and sustainable tourism had a 3.33 mean (m), 3 median (M), and 3 mode value (Mo), with a standard deviation value (s) of 0.471. The higher the mean value, the more critical the matter, and a low standard deviation would imply data that is more grouped around the mean. Therefore, within the reliability and validity analysis, Beria Madzonga Resort (Zwigodini village) and Big Tree Holiday Accommodation were more prevalent, advocating for the combination of local communities, government, and non-governmental organizations for dealing with

rural and sustainable tourism, which turned out to be the most encompassing prospective trend.

9.8 FOCUS GROUP DISCUSSIONS (FOR STUDY OBJECTIVE 5)

Focus discussions were undertaken for all four villages in the study area. The focus group discussions lasted for an hour for each participant. (*Focus group discussions, March 17–20, 2019*) (*Gumela in the morning, Tshipise in the late morning, Zwigodini in the afternoon, and Folovhodwe in the late afternoon.*) ($n = 20$). The researcher targeted active members like civic associations and sports groups. The groups included church groups, school governing bodies, and students. The researcher contacted one of the members of the group to assist him with the date and venue for such meetings. Despite this, he also switched from various ways of conducting focus group discussions to another. In some instances, the research targeted a group of citizens in places such as soccer fields, churches, and shops; however, without compromising the meaning of focus group discussion and the targeted and focused group, the researcher also administered focus group discussion questions during the intended journey of administering questionnaires (during the specified framework). Regardless of this special strategy, various contacted groups had different preferred slots for the ordered sessions. The latter was influenced by the realisation of groups of people around particular households, and the researcher took advantage of the opportunity to conduct the focus group discussions. Thus, whichever strategy seemed relevant was used for the focus group discussions. Overall, it is important to emphasise that due to its exclusively qualitative nature and in accordance with manual sorting and a smaller subsample, the focus group discussion data and, to some extent, the interviewees' meaning would be analysed instantly and directly integrated into the rest and relevant parts of the manuscript. Significantly, focus group discussions aimed

at getting additional data for research and tourism implications. Data also dissected the attitudes of the communities that engaged in the formulation and adoption of a tourism development strategy. This will lead to the empowerment of local communities' livelihood systems and promote sustainability within the area. In this regard, group discussions also assisted in unravelling answers to objective 5 of the current research.

- **Objective 5**

(i) Focus group discussions for study objective 5 and all the villages [village 1, village 2, village 3, village 4]

All (100% of) respondents from all four villages voiced their opinions in favour of a combination of local communities, government, and non-government organisations dealing with rural and sustainable tourism as environmental and tourism stakeholders (interested people) and their desirable strategy (n = 20). They believed this would promote sustainable tourism as an alternative and effective strategy. Indeed, the local communities' development and advancement of their livelihoods can be enhanced.

9.9 FIELD OBSERVATIONS (FOR STUDY OBJECTIVE 5)

Field observation produced new and fresh physical views within the study area. (*Apart from all the days of the survey questionnaire, interviews, and focus group discussions that inevitably assisted in capturing pictures and doing a preliminary field survey, a field examination was also exclusively done on March 23 to March 26 within all the villages and tourism ventures.*) The latter strengthened the data from other data collection methods.

- **Objective 5**

(i) Field observations for (study objective number 5) and village 1, village 2, village 3 and village 4 (Gumela, Folovhodwe, Tshipise, and Zwigodini)

It became clear that the Musina Municipality and the study area have good tourism and eco-tourism potential. The potential in the study area ranged from agricultural sites to significant plant and tree species. Hence, historical sites, heritage sites, cultural sites, lodges, spas, adventurous resources, nature reserves, and resorts could be developed in the area. On the other hand, there were destructive environmental acts by communities at some of the tourism ventures. This was due to inadequate or inappropriate conservation efforts within the areas. This requires a change in behaviour by the communities. The management of tourism ventures, tourists, and tourism stakeholders should also improve. The majority of respondents from both data collection methods selected a combination of local communities, the government, and NGOs to take a holistic approach to tourism development. Indeed, for sustainable management within the area, a multi-pronged approach is required. From field observation, challenges in the study area become clearer. A better tourism strategy should be motivated and guided by what is good or bad. Thus, increasing the good and exerting combative and innovative solutions to the dismal actions, such as those linked with environmental, land degradation, and climate change consequences for the tourists and the locals within the study area, would enhance tourism.

9.10 Researcher's envisaged potential sustainable tourism model and strategy, together with the study findings

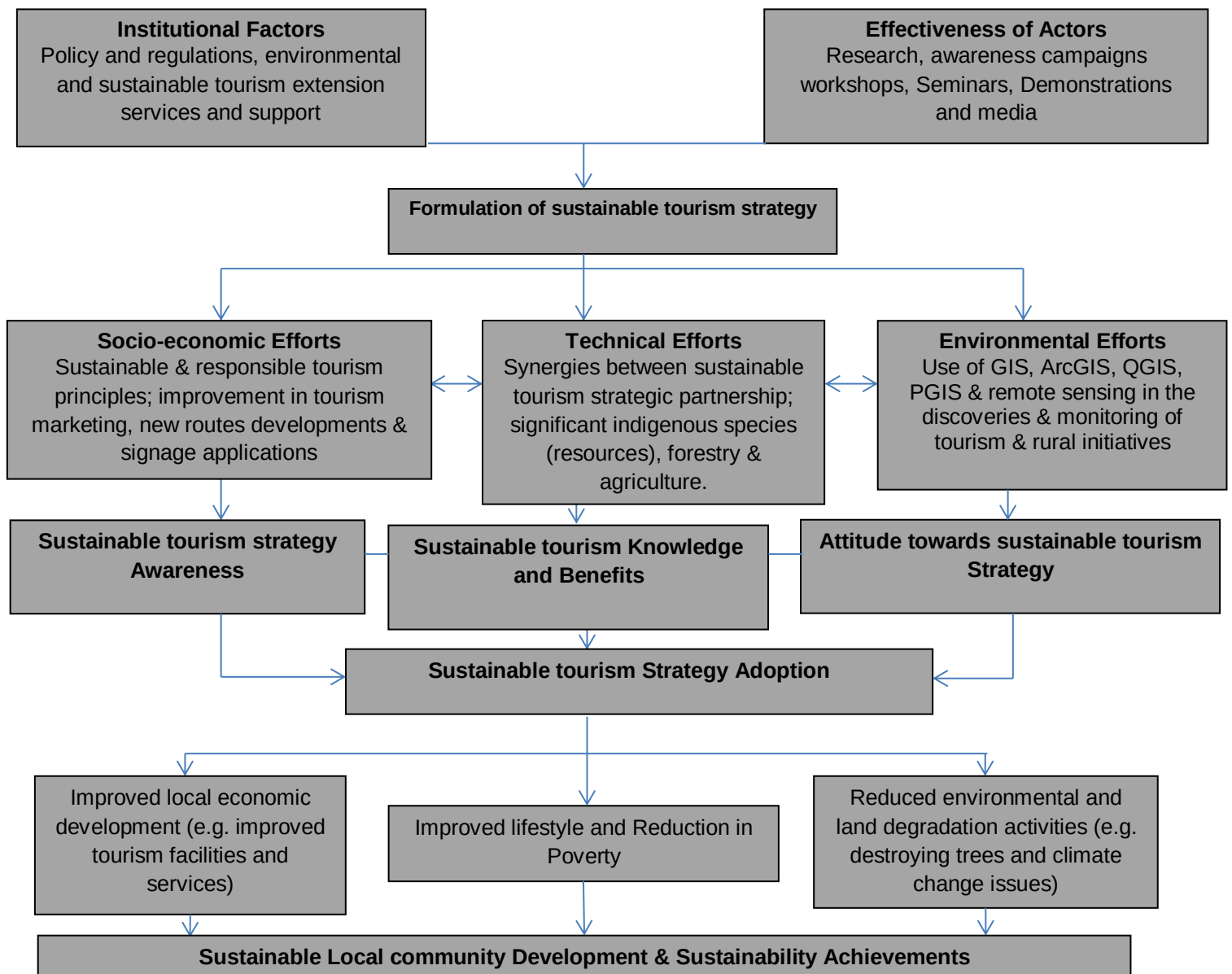


Figure 9.8: The envisaged sustainable tourism model and strategy for the study and local communities Source: Author's, adapted from Figure 3.1, pp.76.

Figure 9.8 is founded on the study's output and borrows its essence of the composition of sustainable tourism standards from Figures 3.1 (pp. 76) and 3.2 (pp. 78). It shows that characteristics such as policy and ordinance concerning role players, such as researchers and the media, can amplify tourism opportunities and community

blossoming in rural zones. A formulation of a tourism strategy should comprise meaningful socio-economic, technical, and environmental actions that support advanced livelihoods and environmental sustainability. Consequently, it is vital for tourism commerce, new route facilities, synergies between sustainable tourism strategic alliances, and a prioritisation of geographic information systems (Gis), participatory geographic information systems (Pgis), and remote sensing in the findings and monitoring of tourism endeavours (Ramaano, 2021g). This model and framework will be an integral benchmark for the municipality's IDP around biodiversity management, tourism-oriented agricultural and natural resources, and integrated rural livelihood initiatives, and will also translate to other rural areas elsewhere with diverse resources. The researcher will make efforts towards familiarizing the local communities and municipalities with prospective seminars, demonstrations, and presentations of the results emanating from this study.

9.11 Conclusion

This chapter focused on specific relevant document reviews concerning Musina Municipality tourism development issues. In particular, previous, existing, innovative, and potential tourism route developments were reviewed. The section fulfilled the obligation of one of the data collection methods, namely, document review, *study objective 5*. The secondary data was strengthened by the municipality's *LED strategy*, which focuses more on tourism capacity and development initiatives in Musina Municipality, starting from around Musina town and spreading to the entire municipality. This significantly mobilised tourism route integration around Musina town with other tourism routes within the municipality. However, this chapter revealed that previous tourism plans were not implemented. This led to a failure to significantly improve tourism businesses and livelihoods. The present researcher has produced a

model and strategy for sustainable tourism. It is guided by the developments in this chapter and the outcomes of the study. Therefore, tourism plans, strategies, opportunities, safety, and threats are significant variables that could broadly shape a study's recommendations, along with the development of a potential tourism strategy. Thus, this segment would further liaise with "Chapter Ten," namely, the *summary and conclusions*. A better tourism strategy should also be motivated and guided by what is good or bad. This will enhance the findings on unsustainable activities within the study area. Therefore, the next chapter presents the summary findings, conclusions, and recommendations of the study.

CHAPTER TEN: SUMMARY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

10.1. Introduction

The previous chapters dealt with issues associated with tourism and sustainability in the study area. This chapter summarises the primary findings of the research. It also recommends some strategies for ensuring sustainable tourism and local community development in the study area. Musina Municipality is well-endowed with natural biodiversity, as uncovered by the current study. The study also revealed a variety of tourism opportunities in the area. These range from ecotourism to adventure, heritage, agriculture, and cultural tourism. The current thesis found that it is significant to incorporate tourism into a strategy aimed at enhancing the local community's livelihoods while conserving the environment and biodiversity. Inefficient service delivery has continued from undemocratic governance before the new democratic government (established in 1994) to the present moment in South Africa. The study also dwelled on the need to evaluate the potential of tourism to impact livelihoods. The latter manifests itself in many ways; one of them is how local communities do not have a better share of the benefits emanating from tourism ventures surrounding their areas after many years. In many instances, the private sector has the solitary role of developing and managing tourism. Lastly, it appears that for local economic development and significant benefit to local society, there should be holistic cooperation between all the significant stakeholders, including non-governmental organisations (NGO's), the government, and local communities. This chapter summarises the responses to the research questions and the study, which assessed the impact of tourism on the sustainability and livelihoods of local communities. The chapter covered three main parts. Hence, it contains critical perspectives on Musina

municipality's tourism development. Finally, the researcher made some recommendations on how tourism impacts communities based on the study's findings.

10.2. Key perspectives on Musina Municipality's tourism development in the study area

The main perspectives of the study conducted in the Musina Municipality relate to its context and methodologies. The respective themes, a summary of the findings, and answers to the research questions are provided. Lastly, the recommendations of the current study are provided.

10.2.1. Tourism activities, land use and biodiversity management in Musina municipality

The study is generally occupied by rural-style villages, where households have what some generally call kitchen gardens (subsistence agriculture). Some rural residents have access to dry land fields, and in a few locations, there are a few irrigated fields on government-developed irrigation schemes. The land surrounding these areas is communal. Communal areas are mainly regulated and administered by tribal or traditional authorities and are available to all villagers for cattle grazing and woodland products (Ramaano, 2021a–h). Rural communities are usually associated with subsistence and income-generating activities such as fishing, brick manufacturing, collecting firewood, and washing clothes; hence, these were also cases within the study area. The study revealed a high dependence on environmental resources for basic amenities and survival due to the shortage of infrastructure and planning for sustainable utilisation of land resources (Ramaano, 2023c, d). The latter often have negative impacts on the environment and impair sustainable tourism endeavours. Some of these impacts are sediment inflow from poorly planned settlements, the removal of clay from the riverbank for the manufacturing of bricks, the destruction of

riparian vegetation, and overgrazing due to overstocking of livestock (DWAF, 2001; Small Enterprise and Human Development, 2008; Ramaano, 2021a, b, c, d, e, f). However, quite significantly, the entire Musina Municipality has an abundance of natural resources and tourism potential, which regrettably are the subject of several disputes, ranging from resource overexploitation to land degradation, poor management and planning on land, poor socio-economic status, and a lack of relevant knowledge in tourism and biodiversity management. In the latter regard, sustainable tourism and ecotourism initiatives around the guidelines of, amongst others, community tourism, community-based natural resources management, and decent livelihoods approaches could be of invaluable significance in such environs. Hence, the onus of this research has been on unpacking the implications of using tourism as a strategy for sustainable community livelihood development (Ramaano, 2021a, g). It is important to note that the municipality also has a comparatively scarce supply of both ground and surface water; these were corroborated by the questionnaire surveys and field observation data, among other collected data.

The area consists of limited catchment areas that have high water requirements, either for development activities such as agriculture or for human use and mining. The mining sector is considered one of the three poles of the Limpopo Province; hence, its strategic significance to the development of the economy of the Vhembe District, which includes Musina municipality, intriguingly, within the jurisdiction of Musina, the mining activities remain more of a heritage and historic significance source of tourism than the actively operating mines. These range from abandoned Tshikondeni coal mines to abandoned Tshipise and Zwigodini magnesite mines, amongst others. The Limpopo River System in the northern part of the district is regarded as the main saviour of the Northern Vhembe semi-arid area. The Limpopo River is the country's third-most vital

river, which renders livelihoods to the probing dry and hot grounds by its meanders. The Mutale and Luvuvhu Catchments area has numerous tributaries developing from the catchments (Small Enterprise and Human Development, 2008; Ramaano, 2021a). Furthermore, this study has revealed that the Vhembe area, including the Musina Municipality, has astonishing biological diversity of flora and fauna; this wealth of biodiversity can be attributed to its biogeographic location and diverse topography. The district falls within the greater Savanna Biome, generally acknowledged as the Bushveld, with some small holdings of grassland and forest biomes. These factors, amongst others, have generated a sophisticated arrangement of ecological niches that are well-defined and consist of a broad range of plant and animal species. The area consists of mountain fynbos and sacred forests, including centuries-old baobab trees such as those at the Musina nature reserves and the Big Tree nature reserve in Zwigodini village. In addition to poor planning, there is a lack of relevant expertise in environmental issues; hence, environmental degradation, a lack of good roads, a lack of reliable energy, and a lack of potable water sources. These shortcomings are evident within these expanses. Potential attractions in Musina Municipality, especially around the sampled areas, include, amongst others, Mutale River Gorge, Mutale Potholes, Makuya Park in Mutale, Sagole Spa and environs in Tshipise, Nwanedi Park and Resort in Gumela and Folovhodwe, and Mutale Craft Centre in Tshandama; the latter now falls out of the Musina Municipality due to the new demarcations of a municipality. They include the Kruger National Park (Pafuri and Punda Maria Gates in Mutale) and Makuya Park, which is part of the Kruger National Park (Kayamandi, 2007; Small Enterprise and Human Development, 2008; Ramaano, 2008, 2021a–g).

10.2.2. Implications of sustainable tourism and responsible tourism approach for better impact of tourism on the communities.

The integrity of both sustainable tourism and responsible tourism is more about benefiting society both socially and economically while reducing the negative impact on the environment and maintaining the best of the biophysical environment. The latter, according to this study, is far from being achieved in the study area, as both sustainable and responsible tourism were found to be underprioritized and their management practises were not followed. Hence, for tourism to adequately benefit and sustain society, it has to be prioritised. Therefore, they should conserve the tourism resources through sustainable tourism principles and management practises within their domiciles. Increasingly around the world, destinations and tourism operations are endorsing and following "responsible tourism" as a pathway towards sustainable tourism within their milieus. Responsible tourism and sustainable tourism have the same goal: sustainable development.

While both responsible tourism and sustainable tourism adhere to the environmental integrity, social justice, and economic development pillars, the main variation between the two is that in responsible tourism, individuals, organisations, and businesses are required to take responsibility for their actions and the impacts of their actions. However, the shift in emphasis has taken place because some stakeholders feel that insufficient progress has been made towards realising sustainable tourism since the Earth Summit in Rio. In August 2002, at the Conference on Responsible Tourism in Destinations South Africa, Cape Town vowed to be mindful of the debates considered at the United Nations Commission on Sustainable Development in 1999, which asserted the importance of the economic, social, and environmental aspects of sustainable development and the interests of indigenous peoples and local

communities in particular (Cape Town, 2002). In doing so and while representing its country and all destinations around Cape Town, amongst others, it vowed to practise the following, which remains a priority for this study and in the study area:

- Realising the global obligation of combating social and economic inequalities and limiting poverty, and the imperativeness of the New Partnership for Africa's Development (NEPAD) in the process.
- Along with Agenda 21 for the Travel and Tourism Industry recognises the work of the UNEP, the Tourism Industry Report 2002, and the work of the United Nations Educational, Scientific, and Cultural Organisation (UNESCO) and other United Nations (UN) agencies in advancing sustainable tourism in conjunction with the private sector, NGOs, civil society organisations, and government.
- Aware of the endorsement of virtual corporate social responsibility (CSR) policies by companies and the evident coverage of accomplishments in meeting CSR mandates in company annual reports. However, the current study showed that most of these assertions have not been acted upon to achieve both sustainable and responsible tourism goals in the study area. Therefore, there is a dire need to improve its operation while adopting a strategy that incorporates tourism into sustainable local community development.

10.2.3. Research methods and prospects of using tourism industry to advance communities livelihoods

There have been other studies on the ability of tourism to improve community livelihoods, looking at different aspects of tourism and a variety of related approaches. Sebele (2010) researched community-based tourism ventures; hence, while Patino (2011) did his research on rural tourism, Wyk (2007) juxtaposed community-based

tourism with traditional land reform activities in Northern Cape communities, and Acha (2014) investigated a community perspective on the impact of tourism on their quality of life. It is generally believed that the achievement of sustainable tourism imperatives requires a holistic approach among different stakeholders. The inquiry on the prospects of using the tourism industry to advance communities' livelihoods in the study area, alongside the central themes of the current and potential impact of tourism initiatives in Musina Municipality, called for the use of appropriate methodologies and research approaches.

As this current research showed, two main methodological approaches were used. The approach comprises both quantitative and qualitative methodologies. Some studies on tourism and the sustainability of communities have previously completed or partly endorsed the same methodological approach, such as the ones mentioned above. Furthermore, Wyk (2007) vouched for the utilisation of community-based tourism by the commons and local communities of the Namaqualand, Northern Cape, South Africa, to improve their livelihoods. However, the latter employed case study methodology, including cases from Zimbabwe, Botswana, and South Africa. Furthermore, qualitative methods were preferred, for example, interviews with the different commons and interviews with the management of the conservancies. Apart from this, the survey methodology even adopted a different way of collecting data as opposed to disseminating and collecting the latter (that is, sourcing data simultaneously during distribution and filling out questionnaires with the respondents); however, this study used both strategies during its survey process in search of the highest response rate. The preceding study illustrated the potential of community-based tourism in improving the livelihoods of the commons as compared to other activities, such as land reform empowerment (Wyk, 2007). Hence, the findings of this

study on the prospects of using the tourism industry to advance communities' livelihoods in the study area will add to the integrity of community-based tourism management in rural and impoverished communities. Similarly, Acha (2014) employed both causal and descriptive approaches in the study to establish a sustainable community tourism strategy for Soshanguve Township. The data gathered was explained using descriptive statistics, while exploratory methods were employed to attain an in-depth understanding of the related accounts between the various acquired outcomes from the statistics. Research commonly endorses both quantitative and qualitative models.

Acha (2014) purported that Social Exchange Theory (SET) and the Theory of Reasoned Action (TRA) are significant in the determination and consideration of what the residents are likely to do in making up their minds about supporting or not supporting tourism. Hence, the researchers concluded that optimising community participation in tourism required the offering of proper diligence to residents' perceptions of tourism impacts and, hence, the likely effects these are to have on their quality of life and their community. Meanwhile, in this study, there are segments and themes of appreciating and adding to Acha's work above. Thus, this study has found multi-power attributes of significant natural resources in amplifying tourism enterprises in the study area; hence, the area itself was found to have mega-tourism potential. Tourism also includes general transportation to the destination area, transport within the destination, recreation, entertainment, shopping, and nourishment; thus, it has the potential to impact the livelihoods of communities in both a direct and indirect manner. e.g. With the classic example of the baobab trees, which could be used not only as a tourist natural attraction but also for food, medicine, and decorative ornaments, this study opens the way for investigating the potential of tourism in sustainable livelihoods

by not only looking at their direct potential economic attributes but also their indirect, catalyst, and trendsetter nature and approach to improving communities' livelihoods. As such, the current study found that there are many valuable biodiversities and natural assets that potentially have much significance, except that of attracting tourists, in which tourism can help unlock their other values. Meanwhile, as was the case with the baobab trees, there are other species, such as marula trees, that could also be tourist attractions while being used for their fruits and for producing local beer. The latter can be expanded into a significant relationship between sustainable tourism, community-based natural resource management, forestry management, and bioprospecting in the study area. Looking at those preceding studies and approaches, the current researcher selected a combination of a mixed design approach of both qualitative and quantitative methodologies to comprehend the potential prospects and impacts of tourism on the sustainability of community livelihoods in the study area.

The aforementioned research proved that more still needs to be done in developing a concrete strategy for incorporating tourism into local communities' development. Thus, there is a lack of a comprehensive approach to the study of tourism and the impact of tourism on the sustainability of community livelihoods in South Africa, especially in Limpopo and the far north, which includes the study area. The few types of research available countrywide seem to deal with a single aspect of tourism or just compare tourism with other developments per se; meanwhile, tourism could still be viewed comprehensively based on its dynamic characters and potential while appreciating its catalyst nature for various other developments within a specific setting. It is significant to acknowledge the resemblance, relevance, and deviations from other related research using the same or closely related approaches to comprehend the outcomes of their investigation and their implications for further research and possible

solutions. Thus, research on the impact of tourism on the sustainability of community livelihoods and the establishment of tourism ventures also affects ecological stability within the respective areas. In the current study, many communities in Gumela and Folovhodwe villages depend on cultivation emanating from employment within the nearby orchards, farms, and formalised irrigation schemes. *Communities in Folovhodwe also used to enjoy weaving brooms and mats from grasses and reeds borne from the nearby Nwanedi River, but the health of the river had worsened due to the over-cultivation of the nearby river banks (Focus group discussion, March 20, 2019).* Meanwhile, most of the communities in Tshipise and Zwigodini villages depend mainly on rainfall for the cultivation of traditional fields, as there is no nearby flowing river, except for the warm water fountain near Tshipise. However, Tshipise has a smaller irrigation scheme, but not of the same value as the one in Folovhodwe village, that relies on the Nwanedi and Luphephe Dams through the Nwanedi River catchment. In both scenarios, few people were found to be getting jobs from the tourism entities such as lodges, nature reserves, and parks around them.

The activity of sustainable tourism development is affected by various stumbling blocks, such as the reluctance of the private sector to engage with rural communities because of uncertainties about land ownership issues. Similarly, there was a lack of robust involvement by local communities in tourism and conservation-oriented matters, but this could be attributed to a lack of both relevant environmental education and tourism expertise. Generally, it is believed that rural areas are the custodians of valuable natural resources significant for tourism attractions, and to date, many such rural areas complain about not receiving sufficient benefits from them, such as in the study area; hence, eminent intervention should be a priority in all rural areas. In the study area, the existence of other land use activities such as mining and both

commercial and traditional agricultural practises does not pose any conflict. The above is due to the tourism character of abandoned mines in the form of heritage tourism and agriculture in the form of gardening, food, and agritourism. Generally, agritourism and cultural tourism are some of the important segments of rural tourism that are fundamental for sustainable tourism endeavours in rural areas; hence, they are potentially significant for the study area's prospective tourism strategy. The only land use conflict is the required land for cultivation and grazing pasture, wherein communities feel that the allocation or use of land for tourism development steals their cultivation and grazing land (Chapters six and seven; pp. 156 and 190).

Lastly, the researcher observed that the Gumela and Folovhodwe villages are just surrounded by hugely protected areas, featuring Luphephe dam, Nwanedi nature reserve, accommodation, and lodges, as opposed to those activities in the middle or too close to the households themselves (*Field observation, 2017/2018/2019*). Besides, both the Tshipise and Zwigodini villages pose a smaller protected venture in the name of the "Big Tree Nature Reserve" and the "Sagole Spa" (hot spring) in the middle of or close to the local households, giving an impression of traditional leaders' authority as opposed to the earlier mentioned, in which one's attention could be immediately directed to either the authority of the government or private sector power or a combination of both (*Field observation, 2018/2019*).

10.3 Research objectives and findings of the study

10.3.1 Objective number one

Ninety percent (90%) of respondents from the focus group described the study area as rich in tourism potential. However, the potential in terms of tourism development integrated with the demographics was found wanting, with few respondents reporting

on people who work in tourism or conservation entities. Chapter 3 on assessing the study area's resources via document review and field observation and Chapter 5 were crucial for Objective 1. The data also forms the basis for Chapter 6 on the impact of tourism development activities on livelihoods in the area. Apart from demographic implications for tourism, the nature of tourism potential varied from natural resource biodiversity to cultural activities, supported by other related development activities in the study area. The mention relates to the value of cultural activities and performances, such as Tshigombela and Tshikona dances, art crafts, and artefacts in the study area.

Data have further shown other tourism activities, ventures, and entities within the study area, such as Nwanedi Nature Reserve, Big Tree Accommodation Lodge, and Manalani Lodge, among many others across Musina Municipality. Ventures such as Mapungubwe National Heritage Site and Musina Nature Reserve, Dongola Game Reserve, and Dambale Bushmen Rock Paintings are vital. Furthermore, unexplored tourism potential responses were represented largely by significant indigenous tree and plant species from the questionnaire survey and focus group discussions, amongst other methods. Hence, the overall data uncovered abundant and promising tourism resource potential within the area. *(Objective number one: to identify and analyse the nature of tourism-integrated demographic activities within Musina municipality; this objective was well accounted for in this study.)*

10.3.2 Objective number two

The questionnaire survey revealed that 93.5% of respondents believe that tourism is not doing enough to advance their livelihoods and socio-economic statuses in the study area. Thus, the data has indicated a lack of socioeconomic benefits from tourism

development activities for the local communities. *(Objective number two: to evaluate the impact of tourism development activities on the livelihoods and socio-economic status of the local communities; this objective was well accounted for in this study.)*

10.3.3 Objective number three

The questionnaire data revealed that 93.5% of respondents lack sufficient knowledge and practise on the nature and existence of tourism development policies within the Musina Local Municipality. Hence, the majority of community members disclosed that they do not know the significance of tourism development within the study area. The latter was exacerbated by the revelation of their lack of proper knowledge on sustainable and responsible tourism applications within their areas. It was further underpinned by the majority of answers on the lack of turnaround strategies within their communities for better tourism in the study area. The accumulative data revealed poor knowledge about the perception and application of tourism and development policies *(objective number three: to review the nature of the tourism development policy employed by the Musina Local Municipality; this objective was well accounted for in this study).*

10.3.4 Objective number four

Therefore, 97.0% of the questionnaire responses showed a lack of efficient knowledge about the existence of measures designed to mobilise the positive environmental effects of tourism within the study area. Furthermore, the comprehensive data also showed that there was no turnaround strategy to counteract the negative environmental impacts of tourism practises and initiatives in the study area. *(Objective number four: to evaluate the environmental impacts of tourism in Musina Municipality; this objective was well accounted for in this study.)*

10.3.5 Objective number five

The overall data showed a dire need for a good strategy to manage tourism enterprises in the study area. The resulting recommendations of the study were comprehensive major findings of tourism involvement in the study area. A total of 53.5% of respondents from the questionnaire survey selected "a combination of local communities, government, and non-governmental organisations dealing with rural and sustainable tourism" as their desirable, envisioned, and potential effective strategy through which tourism affairs can be changed for the better in the study area. *(Objective number five: develop a strategy for the incorporation of tourism as a tool for sustainable local community development (SLCD); through the recommendations section, this objective was partially accounted for in this study, and a prospective model was constructed as well as published and promoted for this study.)*

10.4 Answers to research questions and main study objective

There were fewer than desired citizens of both groups, regardless of age group, gender, and other demographics, employed within or working in tourism-related and nature conservation entities. According to the survey questionnaire findings, the study area is full of biodiversity as well as abundant current and potential tourism features; it, therefore, requires the application and implementation of sustainable tourism guidelines and management practises to achieve and maintain sustainability. In the study area, tourism potential ranged from agritourism to ecotourism, among other types. The biodiversity status of the study area requires a strategy that sees tourism as the main and principal catalyst of development within the study area. The study area is also considered to be well-endowed with biodiversity and scenic beauty. Most significantly, it consists of the heritage traces of old white magnetite stone mining, an imperative source of heritage tourism *(research question no. one was answered*

successfully and fully demonstrated in Chapter 6, pp. 156). This study has comprehensively demonstrated that the local communities are not empowered by tourism benefits from adjacent and surrounding tourism ventures, such as nature reserves and parks, and in this regard, there is a dire need for intervention and the inception of a sustainable tourism strategy (Chapters six, seven, and eight demonstrate this very well). (Research question no. two was responded to, satisfactorily).

The study also showed that the current development policy in the study area does not meet sustainable tourism imperatives; it seems outdated or not practised to its full potential. For example, there was a lack of commitment towards sustainable tourism by relevant power authorities and local communities, including traditional leaders. Subsequently, biodiversity in the study area is not well regulated and demarcated within sustainable tourism goals (*Chapters six, seven, and eight articulate this very well*). (*Research question no. three was responded to comprehensively through various methodologies of the study; hence, the IDP and LED strategy document of Musina municipality elaborated on this.*) The study has also demonstrated that the local communities are not satisfactorily empowered by their adjacent tourism ventures, such as nature reserves and parks, and in this regard, there is a dire need for intervention and the invention of a sustainable tourism strategy.

It was also found that, owing to a lack of effective development and sustainable tourism policies, the municipality is currently contributing little to the environmental sustainability of tourism. As a result, the community resorted to destroying significant natural biodiversity and current and potential tourism resources. Land degradation and overcutting of trees for fuel and other uses became evident in the study area. Furthermore, over-utilisation of natural landscapes through activities such as over-

cultivation invades land resources that are crucial for tourism development. In addition, the current tourism activities barely adopt sustainable tourism management guidelines. Hence, the environment was degraded by activities such as vehicle tracking and land pollution through spilling and littering all sorts of waste around the areas. The damage to the baobab tree at the Big Tree Nature Reserve and the bad roads leading to the various destinations, such as Domboni village (*Domboni Caves*) and Nwanedi Nature Reserve and Resort, provided such evidence. (*Chapters six and seven demonstrated this very clearly.*) (*Research question no. four was responded to, satisfactorily.*)

In addition, the communities felt that in all cases, the construction of nature reserves, tourism parks, and conservation purposes stole their grazing and arable land. On the other hand, they felt that for them to appreciate the construction of such entities, they needed to be entitled to some collective and regular tangible benefits from tourism ventures and entities, which they had not seen yet (*Focus group discussions, March 17, 2019*). Lack of jobs by residents had at times compelled communities to poach the reserve for wildlife for meat and collect wood for fuel, a trend that did not last long as policies fought that (*Chapters six and seven*). One respondent indicated her feelings by uttering that "*when these areas were not protected, we had all the resources we wanted, ranging from meat to thatch grass, which is now very scarce*" (*Focus group discussions, March 17, 2019*). Although the communal lands are part of the entire communities in the study area, they appeared not to have been properly consulted regarding conservation developments, such as the inception of the Nwanedi reserve and the Big Tree nature reserves. The study also showed that only a small percentage of community members seemed to be aware of the projects in the nature reserves and parks within their jurisdiction, raising concerns about local leadership, ranging from

traditional and local government to integrated development plan (IDP) rationales in general (*Chapters six and seven and [translating to 8 and 9]*). Thus, the development of nature reserves and parks is viewed as having unfavourable and unsupportive implications for residents.

This study also showed that sustainable tourism, conservation, and management of biodiversity should be among the imperatives of local government and the Musina municipality. The idea should be to place local economic development and sustainable tourism at the top of their agenda. That being said, sustainable tourism and biodiversity management should also be the responsibility of each stakeholder, including communities, in managing biodiversity collectively. At the moment, there are no collaborative efforts within the study area when it comes to managing tourism entities and biodiversity. However, it is a prospect that with the injection of this study and the disposal of this study among other researchers to the relevant offices of the municipality, in the future there will be improvements in both the tourism and development policies of the local municipality (*Chapters six and seven*).

An important wish of communities was the construction of nature reserves and parks within their vicinity to enhance or promote economic development in the area. The Big Tree Nature Reserve, although small, was an indication of their envisaged projects. Furthermore, they wanted a crèche school that would be financed through activities that embraced baobab trees for bio-oil and cosmetics, credited to the popularity of the Big Baobab tree. This trend demonstrated that tourism resources can benefit communities in various ways: directly, indirectly, or as an eye-opener for other valuable alternative uses of tourism and its related resources. In this regard, the baobab tree was not only viewed as a tourism resource entity but also as being utilised for various domestic and commercial purposes, affording a synergistic and secondary

means of socio-economic development. Therefore, the latter could be made even more effective by employing the services of tour guides to explain the ethobotanicals, heritage, and traditional uses of the area's tourism attractions.

The study area also demonstrated that it had a rich biodiversity, including valuable species such as marula trees for making local beer (Mukumbi) and others that have the potential to attract domestic tourists. The latter could open a more possible scenario of attracting even international tourists if it can be consolidated into professional and commercialised developmental enterprises. Thus, it would as well support the multiple roles of tourism in forging local communities' economic development through the dynamic power of tourism in their area (*Chapters six and seven*). Furthermore, the majority of respondents from the gleaned data showed a preference for "a combination between local communities, government, and non-governmental organisations dealing with rural and sustainable tourism" as their envisioned and effective strategy through which tourism affairs should be established and advanced within their areas. (*Chapters six and seven demonstrated this very clearly.*) (*Research question no. five was well represented and responded to successfully by this study.*)

10.5. Recommendations on effective application of sustainable tourism development in the study area

This section offers recommendations as guided by the developments from this study. As already alluded to in this study, a combination of endeavours from local communities, the government, and the private sectors in all sustainable tourism programmes was strongly recommended by all the methodologies of the study, especially the questionnaire survey and focus group discussions. Nonetheless, the

interventions for sustainable tourism development and sustainability that need to be considered and implemented in the study area include:

10.5.1 Route improvements and development

The municipality needs to improve the existing tourism routes within the Musina Municipality while at the same time working on marketing and developing new tourism routes for the newer, established tourism complexes. They also need to work on refurbishing the partially dysfunctional and non-functional enterprises, such as the Sagole Spa tourism venture. The aforementioned could be linked with improving marketing and signage endeavours within tourism initiatives around Musina town and the sampled villages in the study area. It was also revealed from this study, in chapters six, seven, and eight, especially from the document review of the IDP and LED strategy from Musina municipality, that the existing tourism routes around Musina town and Mapungubwe routes, amongst others, are not effectively promoted and exploited, leading to one of the prominent tourism challenges within the area. Therefore, the Musina and Mapungubwe routes, as well as the Phafuri gate route, Nwanedi route, and Makuya park route, should be effectively marketed and managed to integrate them into places such as the Big Tree nature reserve, Sagole Spa, Dambale Bushmen rock paintings, Domboni caves, Makavhini caves, and Mukununde caves, around the sampled villages in Musina Municipality. The municipality should also develop new tourism complexes and hotspots from the latter and add them to the listed hotspots and complexes below. For example, the new complex and route can be named under one of the ventures, such as "Big Tree Nature Reserve" or "Sagole Spa," to represent all the new generation and less popular but potentially good tourism initiatives and enterprises. The latter would ensure the possibility of literally integrating the Nwanedi route under this potentially new complex and spots for a new direction in the tourism

refurbishment turnaround strategy. Below is a list of the already famous complexes, regardless of their previous and current challenges with adequate marketing of tourism within the area.

- *Mapungubwe/Vhembe/Dongola “hot spot”*
- *Greater Nwanedi/Kuduland/Tshipise complex*
- *Makuya/Mashakhatini/Pafuri/Thulamela complex*: This complex was originally largely situated outside the Musina Municipality's jurisdiction, and just a segment of the Madimbo corridor that dwelled in the municipal area constituted a portion of the complex. Therefore, accordingly and advantageously, there have been a few slight readjustments, with the Mutale Municipality being excluded from the new demarcation system (Kayamandi, 2007; Musina municipality IDP, 2018; Ramaano, 2021a).

10.5.2 Formulate innovative ideas and strategies on tourism and sustainability

This section presents one of the most unique and sophisticated contributions to the knowledge of this research by trying to advocate for an integrated form of development with tourism as a catalyst, trendsetter, and benchmarking factor of economic development, along with other economically multi-faceted resources and commodities in the study area. Examples would be significant species such as marula, mopani, baobab trees, and other plants and herbs such as aloes. Therefore, this is elaborated in chapters six, seven, and eight, under the discussion of the prospective tourism strategy and *objective number five*. Thus, from the questionnaire survey findings and both field observation findings and focus group discussions for the same investigation, it is essential.

10.5.2.1 Economic synergies between significant trees and plants species and tourism development initiatives

In the study area, data has shown an abundance of significant plant and tree species. Aloe species, Mopani, and Marula, as well as baobab trees, are some of the examples. The above trees have various potential uses for the local communities, ranging from food, medicine, material, cultural, and traditional uses. It is from this perspective that the researcher holds the notion that such potential uses can merge with the economic benefits of tourism in the study area, thus promoting and advancing the paradigms of tourism power. Being cognizant of the fact that these resources remain essential commodities for local communities themselves, without any connection to tourism, local people can harvest baobab tree fruits ("Mbuyu") or Marula tree fruits ("Mafula") and make something out of them like "mukumbi," and go and sell them as they are, somewhere, to different communities or any market for them elsewhere. Hence, the latter resources could benefit communities without being connected to tourism.

However, in other dimensions, the resources could be developed and maintained, for example, by adding more plantations of marula, baobab, and mopani trees to lure tourists to come view them while at the same time buying products from them and other valuable commodities from the local communities. The agricultural resources could be significant primarily for their original value of production for subsistence and specific commercial markets. Furthermore, agricultural farms can be used secondarily and economically for tourism, where tourists come to view, buy, and sometimes stay in cottages. The latter, along with the values and principles of community-based natural resource management and sustainable livelihood strategies, could prove vital for many rural communities, with their significant tree and plant species and constant search for innovative products. Thus, they can use tourism as a central influencer and

catalyst in the study area. If communities are dedicated and communicative enough, as well as having the relevant support, they can make groundbreaking strides for the local communities in the study area and help with the development strategy while opening the way for future innovations elsewhere. Hence, a combination of the following could be made: agricultural tourism, food tourism, cultural tourism, ethnic tourism, and heritage tourism, among others.

10.5.3 Tourism operations and management

10.5.3.1 Tourism businesses and public institutions taking care of tourism should assume and adopt ground-breaking, decent technology and advanced information and communication technologies (ICT) to mend the professional order of resource utilisation (notably land, energy, and water), tackle the challenges of climate change, reduce emissions of greenhouse gases (GHG), and reduce the production of waste while protecting bio-diversity.

10.5.3.2 Tourism operations and management should respect the legislated and/or planned objectives in line with tourism development and management as set out by local and national authorities. This includes conditions related to the environment, economy, and socio-cultural concerns. Operations should also employ internationally acclaimed standards for sustainable tourism. As part of socio-economic sustainability, tourism businesses should be endorsed by conventional and new marketing techniques that ensure adequate access for local tourism small and medium enterprises (SMEs), local communities, and other suppliers (especially in developing countries) to domestic and international markets (Marrakech, 2009).

10.5.4 Capacity building

10.5.4.1 All stakeholders should be backed up to build capacity for sustainable tourism and apply this capacity in their internal operations to determine the decisions of other stakeholders. Within this framework, the capacities of local communities and indigenous populations should be improved while respecting their traditions and enabling them to build sustainable, community-based initiatives.

10.5.4.2 International organisations, NGOs, academia, and knowledge brokers should be engaged to strengthen the capacity advancement of all stakeholders, including national governments, for the attainment of sustainable tourism objectives (Marrakech, 2009).

10.5.5 Consumption of tourism products and services

10.5.5.1 Consumers should be allowed and inspired to employ locally developed products and services that generate local employment and support initiatives for social and infrastructure community development, including, among others, education, health, and sanitation.

10.5.5.2 Consumers (individuals, businesses, and the public sector) of tourism products and services should be taught to evaluate the environmental, socio-cultural footprint, and economic implications of their decisions. They should also be inspired to purchase local sustainable tourism products and services, including products such as crafts and food (Marrakech, 2009; Ramaano, 2021a, b).

10.5.6 Monitoring and evaluation of tourism development

10.5.6.1 Governments and businesses should set baselines and measurable targets, review progress, and report on the achievement of sustainable tourism objectives.

Furthermore, the UNWTO guide on "Indicators for Sustainable Tourism" should be employed for illustrations and instances of practical applications.

10.5.6.2 Given that an activity can be satisfactory in one context but unsatisfactory in another, monitoring and evaluation approaches should be adapted to the specific context of each local destination according to resources, forms, volumes of tourism, management capacity, etc. (Marrakech, 2009; Ramaano, 2021a).

In essence, in the study area and elsewhere, tourism should be suited to endorse and embrace sustainability as a guiding philosophy for the following major reasons:

- Apart from transport, tourism does not use or exhaust more non-renewable resources.
- Tourism epitomises one of the few economic opportunities available to remote communities (Bob, 2003; Marrakech, 2009).

An alternative form of tourism, such as responsible tourism, associated with empowerment tourism strategies, could form synergies in enhancing the sustainable tourism project within the study area to heighten sustainability for both the local community and natural environment (Cape Town, 2002; Ramaano, 2019).

- **Guiding Principles for Economic Responsibility**

- Probe and analyse economic impacts before developing tourism and exercise a preference for those forms of development that welfare the local communities and prevent negative impacts on local livelihoods (for example, through loss of access to resources), deeming that tourism may not always be the most conducive form of local economic development.

- Advance local economic benefits by heightening linkages and alleviating leakages and by ensuring that communities are involved in and benefit from tourism. Wherever possible, employ tourism to aid in poverty reduction by adopting pro-poor strategies.
- Market and promote tourism along routes that conserve the natural, cultural, and social wholeness of the destination and encourage appropriate classes and forms of tourism (Cape Town, 2002).

- **Guiding Principles for Social Responsibility**

- Actively involve the local community in planning, decision-enabling, and capacity building to make this reality a reality.
- Make efforts to make tourism an inclusive social experience and to ensure that there is access for all, specifically impoverished and disadvantaged communities and individuals.
- Curb the sexual exploitation of human beings, especially the exploitation of children (Cape Town, 2002).

- **Guiding Principles for Environmental Responsibility**

- Probe environmental impingements throughout the life cycle of tourist embankments and operations, including the planning and design phases, and make sure that negative effects are minimised and positive ones maximised.
- Handle natural diversity sustainably and, where appropriate, restore it; account for the volume and type of tourism that the environment can support; and respect the integrity of vulnerable ecosystems and protected areas.

- Raise and improve the awareness and capability of all stakeholders and make sure that sustainable development and excellent practise are adhered to; for this reason, confer with environmental and conservation specialists (Cape Town, 2002). *It is therefore based on the same sentiments that the research adopts and makes such recommendations for the communities in the study area* (Ramaano, 2021d, 2022a). Local authorities and local Agenda 21 programmes, with their participatory and monitoring processes, are particularly useful (Cape Town, 2002).

10.5.7 The use of GIS, PGIS and remote sensing in sustainable tourism strategy and activities

A geographic information system (GIS) is a computer-based instrument for mapping and analysing distinctive developments on Earth. It is a computerised database management technique for snap, memory, recovery, handling, use, analysis, and spatial (that is, location-defined) data. A GIS entails coatings of spatial details and can contain diverse sorts of data (Knippers *et al.*, 2001).

10.5.7.1 Implications of GIS for different disciplines and sustainable tourism

GIS is integral to the involvement of varied professions dealing with the environment, including those dealing with tourism resources. Also, it assists researchers in having an enhanced understanding of the environment, including the geographic location of the study area and all the procedures that occur there.

- Conservation preservationists, forest administrators, and biologists might be apprehensive about the consequences of slash-and-burn activities on the populations of certain spiders. Conservation biologists and agroforesters disseminate common sentiment as they are caretakers of two significant arrangements of sustainable tourism within rural surroundings, in the names of agritourism and ecotourism. A

consequential GIS data set about conservation zones, woodlands, ecotourism, rural and campestrial areas, and agro-tourism is elemental for tourism plans and local community development in the study area and elsewhere; GIS can also support the mapping and drafting of mining areas, both for the mutual benefit of tourists and local neighbourhoods, as well as for handling any ensuing resource contentions for sustainability within the rural regions;

- Water is a significant component of diverse kinds of tourism. Consequently, requisite knowledge from hydrological experts provides supportive information on water-based resources. Therefore, for the success and feasibility of tourism ventures and enterprises, GIS is crucial. This is because it influences the development and administration of natural and water-based tourism ambitions and resources towards sustainability (Knippers *et al.*, 2001; Ramaano, 2021g, 2022b). GIS has a pivotal role to play in managing biodiversity, including many tourism-related water resources.

10.5.7.2 The implication of Participatory Geographical Information Systems (PGIS) in sustainable tourism

Participatory GIS (PGIS) is a participatory practise for spatial planning, spatial data, and contacts. PGIS combines participatory learning and action (PLA) approaches with geographic information systems (GIS). People around the globe convey social transformation by uniting to formulate notions and outcomes (Rambaldi, 2005). PGIS is a known idea for systems that aspire to modify the latter by advocating participatory rural appraisal (PRA) and spatial information technologies.

Rambaldi (2005) documented how local people can be boosted to use the technologies to assemble their maps and use them for analysing the maps. These maps and models are ground and paper maps of PRA in their more significant spatial

accuracies, permanence, warranties, and credibility with government personnel. Rambaldi asserted that such maps are utilised as "interactive courses for spatial locating, data exchange, establishing decision-making, resource usage planning, and advocacy actions."

Thus, PGIS can be an integral development and management procedure for distinct local tourism paths in the study area (Rambaldi, 2010; Ramaano, 2021g). PGIS has been rendered a universally widespread technique of "counter-mapping," permitting regional people to construct their maps and models and utilising these for their investigations, analysis, argument of rights, and fixing of land confrontations, as well as retrogressing strong connections with organisations, establishments, and politicians. According to Rogerson (2002), the reluctance of the private sector to commit to tourism acquisitions in agricultural and rural areas, as compared to urban areas, is due to apprehension about land privilege and the availability of land. Participatory GIS holds a potentially consequential position for both local neighbourhoods and the private sector when negotiating findings, mapping, and equity refinements about ethnicity, culture, and gender. Henceforth, the administration of the indigenous land will enrich sustainable tourism initiatives within the study area and at rural sites elsewhere. The cited examples could be critical in utilising tourism as a procedure for subsistence and advancement in the study site and the entire region. Assorted representatives of PGIS bear usages and authentications within countries as broad as Australia, Brazil, Bhutan, Cameroon, Canada, Chad, Colombia, and the DRC (Rambaldi, 2005; Ramaano, 2021a, b, g, 2022b).

10.5.7.3 Implications of remote sensing for sustainable tourism

Remote sensing is the reading of the earth by satellite or high-flying aircraft to acquire details and data. Remote sensing is the accomplishment of knowledge about a

phenomenon without forming an actual tangency with such a phenomenon and thus as an opposing on-site observation (Campbell, 1996). Remote sensing, also dubbed "earth observation," pertains to gaining data about objects or areas on the ground without a direct connection with the object or area. Humans accomplish such assignments with the service of the eyes, hearing, or smell; therefore, remote sensing is a day's activity for humankind (Colwell, 1983). Suffice to acknowledge that photographs and images are essential elements of different forms of tourism; therefore, remote sensing potentially has a crucial function in the expansion and administration of tourism enterprises and initiatives (Ramaano, 2021a, g).

10.5.7.3.1 Stages in remote sensing and the significance of each stage for successful operation

Stages in Remote Sensing includes: Emission of electromagnetic radiation, or EMR (sun or self-emission); transmission of energy from the source to the surface of the earth, as well as absorption and scattering; interaction of EMR with the earth's surface: reflection and emission; transmission of energy from the surface to the remote sensor; Sensor data output For tourism, remote sensing can aid in discovering the vegetation that is experiencing stress due to the negative impacts of ecotourism. Therefore, it can assist in laying benchmarks and managing as directed by the administration's conventions and guiding codes for sustainable tourism. To this end, by linking the importance of remote sensing to the finding, mapping, and monitoring of water or marshland tourism resource locations, it is indeed vital for the elevated development of a tourism strategy for local communities in the study area and elsewhere (Ramaano, 2021g, 2022b). This technology could be used to advise pertinent stakeholders about allotment, richness, and shortages of water. This would help in the conservation and administration of water bodies such as lakes, wetlands,

and marshes on tourist grounds. Water and vegetation mirror somewhat the same technique in the virtual wavelength but not in the infrared (Curran, 1985). Ecotourism is a sustainable tourism form that carries favourable and disastrous consequences for the environment. Remote sensing can support detecting which soil or vegetation is presently under stress and assist preventative efforts, along with the guiding regulations of responsible tourism. Thus, remote sensing has a potentially critical function in the tourism design for local community livelihoods in the study region and elsewhere (Ramaano, 2022a, b).

10.6 Need for further Study

There will be a need for further analysis that constructs and consolidates the theme and purposes of this study, including benchmarking with advanced analysis such as inferential statistics and big data analytics. The limitations mentioned would be in relation to the limitations of the course without compromising its desired outcome or hoisted contribution to the academic body of knowledge. While this study did not principally and specifically look extensively at CBNRM (community-based natural resource management), it has found manifestation, demonstrating that conceivably a better and different manner of peeking at sustainable tourism and sustainability in rural locations could be via CBNRM, with tourism as the central element. Therefore, the study contains the *raison d'être* and the fulcrum of the utilisation of rural tourism in spurring community livelihoods in marginalised and underprivileged remote societies. Furthermore, there will be a need for further study to unravel unexplored and transpired developments. That is based on the circumstances following the suggestions of the study. Therefore, this inspection should become a component of the media, the internet, and the local municipality's viewing. To this end, finding out how the responses unfold as impacted by these conclusions would be necessary.

Indeed, regarding the headway constituting the determining parameters for the refurbishment of the local municipality's tourism policy, it is imperative for the benefit of struggling tourism experiences and businesses in the study area. In addition, this investigation only passively employed the by-product of the Aeronautical Reconnaissance Coverage Geographic Information System (ArcGIS) via the employment of old yet influential mapping of the Musina municipality study area cases. To this end, in the mapping of Musina tourism details, this study neither proactively utilised participatory GIS nor remote sensing. Henceforth, there will be a future need for further research to actively blend PGIS, quantum GIS (QGIS), ArcGIS, and remote sensing. Henceforward, the quantitative and qualitative methods used in this research should be coupled with the study region strategy on spatial distribution, mapping, history, new developments, and managing the actual perils of tourism exercises.

10.7 Conclusion

The results of the study were presented. The findings were on the demographic and socio-economic profiles. These were followed by cross-tabulations of socio-economic data amongst themselves as well as with other significant tourism variables in the research findings. The study also presented questionnaires, survey findings on tourism, and general implications in the study area. It proceeded to present interview data as well as cross-tabulations among each other. Furthermore, the study presented a review of the LED development strategy of the Musina local municipality, especially in terms of tourism plans and strategic implications. A document review shed some light on objectives one to five of the study. Focus group discussions and physical field observations were also presented in this research. The study, among other significant findings, indicated that all data collection methods for objective one, on the nature of tourism-demographic integrated activities and resources, were uniform. In addition,

the study showed that the study area is rich with tourism possibilities. The potential included expanding the existing facilities.

Data concerning objective two of the research also aggregately showed—from all the collection methods—that tourism development activities are not empowering local communities adequately, although from the venture personnel's point of view, they felt they were doing enough to empower the local communities. It was also found that knowledge of sustainable, responsible tourism and tourism development policies among the respondents was generally poor. Linked to the latter, the ventures and entities showed some understanding of such concepts, as shown by the interview data. However, overall, knowledge on sustainable and responsible tourism was dismal. This was underpinned and worsened by a lack of effective turnaround strategies to improve such levels of knowledge. The latter answered study objective three, on the existence of development and tourism policies in the study area. Regarding study objective four, on the environmental sustainability of tourism in the study area, it was clear from all research methods that tourism is not promoted and practised in an environmentally sustainable manner. For example, damage to the baobab tree in the Big Tree Nature Reserve and poor management of the reserve bore testimony to that. Similarly, the data from all the data collection methods suggested that cooperation was required among the local communities, government, and non-governmental organisations in dealing with rural and sustainable tourism. The study was premised on the belief that there is an abundance of natural and cultural biodiversity resources in the study area. These would be crucial and would form the fulcrum for uplifting the livelihoods of the local community in the study area. This study has refuted the common belief that rural areas are too remote and may sometimes be deemed worthless in terms of community development. Rather, rural areas are

attractive choices as tourism destinations, ranging from adventure to culture, ethnicity, ecotourism, and others.

While this study could not produce a full-fledged tourism strategy, through a constructed model, it has laid the groundwork for one. To this end, the study pioneers and represents the first rigorous academic implementation of a comprehensive approach to prospective tourism development. Hence, it partially answers study objective five. The development of a strategy incorporating tourism as a principal drive towards the empowerment of local people is imperative and long overdue. Furthermore, the current study has attempted to delineate several factors that could lead to the successful development and incorporation of a tourism strategy for local community development. Although there have been studies that dealt with tourism and the improvement of local people's economies before, these were inadequate due to a lack of relevant expertise, a lack of community participation, and problems with stakeholders. Thus, earlier research in the study area focused either on development or tourism as separate aspects. Therefore, the findings of the current research will be significant for various forms of tourism in the study area and elsewhere. In addition, data analysis demonstrated that tourism impacts the sustainable livelihoods of communities. This could be better viewed synergistically within a holistic approach as opposed to just studying a single form of tourism at a time. Furthermore, it showed that tourism can affect the livelihoods of communities both directly and indirectly and has the potential to be a catalyst for other forms of development.

Wyk (2007) studied the impacts of community-based tourism on the livelihoods of the commoners in Namaqualand. The researcher compared these to traditional land reform, specifically focusing on agricultural empowerment, and tacitly posited the need for integrated land reform strategies championed by tourism and, to a certain extent,

agricultural production. However, the present study partially supports the perspective of using tourism research as a silver bullet. In conclusion, apart from the investigated disadvantages of tourism, it is important to revisit the inquiry of whether tourism can contribute to community livelihoods and their socio-economic status while also promoting biodiversity conservation.

The study found that tourism is currently not doing enough to tackle the improvised state of both the natural environment and the local community in the study area. However, there is great tourism potential that can be tapped, which is more futuristic and contributes to a sustainable tourism strategy. In a nutshell, Figure 9.8 (pp. 300) in *Chapter 9* (pp. 269) outlines the "researcher's envisaged potential strategy derived from the recommendations of the study." Thus, Figure 3.1 (pp. 76) in *Chapter 3* (pp. 70) presents the "theoretical framework and envisaged theme of sustainable tourism and sustainable community livelihoods in the study area." Ultimately, local communities' adoption of a sustainable tourism strategy depends on their awareness, benefits, and attitudes towards sustainable tourism. The strategy's adoption could improve local economic development, reduce poverty, and limit environmental degradation. On the other hand, Figure 3.2 (pp. 78) presents the principles of the "sustainable tourism approach" and their relevance to the current study. With these in mind, it can be contended that CBNRM initiatives in tourism and participatory natural biodiversity management may assist in providing an effective strategy to achieve sustainable tourism management and utilisation of resources (Ramaano, 2021a, d). The next part presents references, the questionnaires, and the appendices of the study.

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12. APPENDICES

APPENDIX 1(A): QUESTIONNAIRE FOR THE SAMPLED VILLAGES

Title of the research project: The prospects of using the tourism industry to advance community livelihoods in Musina Municipality, Limpopo, South Africa.

Hello, my name is Azwindin Isaac Ramaaano, a PhD student at the department of geography and geoinformation sciences. I am conducting research on "the prospects of using the tourism industry to advance community livelihoods in Musina municipality." Your village is among the selected. Your cooperation will be highly appreciated. The information derived will be strictly for academic purposes, and the identities of participants will be safeguarded.

QUESTIONNAIRE ADMINISTERED TO THE LOCAL COMMUNITIES (SECTION A): DEMOGRAPHIC, EMPLOYMENT, SOCIAL AND ECONOMIC PROFILE OF THE COMMUNITY MEMBERS. (Please tick by putting an x sign in front of your choice).

1. Gender

Female	
Male	

2. What is your age group?

11-19	
20-35	
36-45	
46-65	
5. 65+	

3. What is the size your household?

1-2	
3-4	
5-6	
7 and above	

4. What is your employment status?

Not employed	
Part-time employee	
Casual employee	
Fulltime employee	

5. Do you have any of family member working in a tourism-related job?

Yes	
No	

6. What kind of business activities are you involved in?

Hawker/street vendor	
Subsistence farming	
Commercial farming	
Nature conservation	
Others specify	

7. If there is a family member -or yourself- involved in professional job, what kind of job is it?

Teacher	
Nurse	
Administrator	
Tourism officer	
Others(specify)	

8. (a) What is your highest educational qualification?

Educational Status	
No formal education	
Primary	
Secondary	
Tertiary	

(b) Which income range do you fall under?

Monthly income brackets	
<R515	
R515-1399	
R1400-10000	
R10000+	

Total	
--------------	--

(SECTION B): OPEN-ENDED AND CLOSED-ENDED QUESTIONS ADMINISTERED TO COMMUNITIES MEMBERS *(Please tick by putting an x sign in front of any of your answers)*

1. (a) What is your place of residence?

.....

(b) What challenges do you face on a daily basis in your village/place of residence?
Select from the choices below.

Service delivery and socio economic and development status	Mark with an X below
<i>Inadequate electricity supply</i>	
<i>Food insecurity</i>	
<i>Poor education services</i>	
<i>Lack of proper transportation and services</i>	
<i>Shortage of adequate health facilities</i>	
<i>Inefficient water services</i>	
<i>Inadequate biodiversity maintenance</i>	
<i>Other challenges</i>	

2. (a) (i) What is the name of the tourism venture close to you?.....

(ii) Are there other tourism ventures within Musina municipality, except the one you mentioned above?.....

(b) Do you receive any economic benefits from the nearby tourism ventures?

No	
Yes	

- (i) Explain how it empowers or benefits you as the local community.....
.....
.....
- (ii) Explain what socioeconomic benefits you get from such ventures. Select from the choices below.

Economic benefits	Mark with an X below
None (nothing at all)/ (0% of household income)	
Insignificant (not enough)/ (0-20% of household income)	
Significant (enough)/ (21-50% of household income)	
Very significant (more than enough)/ (over 50% of household income)	

3. (a) Is there any unexplored tourism potential in your village/ area?

No	
Yes	

(i) What are the potential tourist attractions in your area? Select from the choices below.

Major potential tourism development attractions activities	Mark with an X below
Natural parks and nature reserves	
Natural game reserves and parks	
Cultural heritage sites	
Natural heritage sites	

Agricultural sites	
Tree species e.g. baobab, marula or mopani.	
Ancient rock paintings	
Art crafts	
Others	

(b) Are there any other tourism activities in your area?

No	
Yes	

Select from the table below.

Availability and use of tourism development activities	Mark with an X below
Cultural tourism	
Ethnic tourism	
Heritage tourism	
Ecotourism	
Community based tourism(CBT):(community based Natural resource Management)/(CBNRM)	
Agri-tourism and sustainable agriculture	
Pro-poor tourism	
Empo- tourism	
Others	

(ii) How do they contribute to your socioeconomic being and daily basic needs?

Economic benefits	Mark with an X
None (nothing at all)/ (0% of household income)	
Insignificant (not enough)/ (0-20% of household income)	
Significant (enough)/ (21-50% of household income)	
Very significant (more than enough)/ (over 50% of household income)	

4. (a) Do your village and local communities adhere to sustainable tourism practices?

No	
Yes	

(i) If yes, explain.

.....

.....

.....

5. (a) Do your village and local communities adhere to responsible tourism practices?

No	
Yes	

(i) If yes, explain.

.....

.....

6. (a) Is there a turnaround strategy from your traditional leaders, local associations and communities to sustain tourism in your area?

No	
Yes	

(i) If yes, explain.

.....

.....

7. (a) Is there a turnaround strategy from your traditional leaders, local associations and local communities for better management of natural resources and responsible tourism in your area?

No	
yes	

(i) If yes, explain.

.....

.....

8. (a) What are the other tourism development activities in your area?.....

Major development Activity	(Indications)
Agriculture/agro-forestry	
Forestry/participatory forest management	
Mining	
Fishing	
Others	

(b) Do you get any socioeconomic benefits from the tourism activities above?

No	
Yes	

(i) How do they contribute to your socioeconomic well-being and basic daily needs?

Economic benefits	Mark with an X below
None (nothing at all)/ <i>(0% of household income)</i>	
Insignificant (not enough)/ <i>(0-20% of household income)</i>	
Significant (enough)/ <i>(21-50% of household income)</i>	
Very significant (more than enough)/ <i>(over 50% of household income)</i>	

9. (a) What are the major cultural activities and practises in your area?

Major cultural and heritage activities in the area	Mark with an X below
<i>Pottery/ arts craft</i>	
<i>Tshikona dance</i>	
<i>Tshifasi dance</i>	
<i>Malende dance</i>	
<i>Domba dance</i>	
<i>Ritual performances</i>	
<i>Others</i>	

(b) Do you get any socioeconomic benefits from these cultural activities?

No	
yes	

(i) How do they contribute to your socioeconomic needs and basic daily needs?
Choose from the following:

Economic benefits	(Indications)
None (nothing at all)/ <i>(0% of household income)</i>	
Insignificant (not enough)/ <i>(0-20% of household income)</i>	
Significant (enough)/ <i>(21-50% of household income)</i>	
Very significant (more than enough)/ <i>(over 50% of household income)</i>	

10. (a) Are there any indigenous tree and different plant species in your area?

No	
Yes	

(i) Select from the following:

Major indigenous trees and plant species	Mark with an X below
<i>Marula tree</i>	
<i>Aloe plants</i>	
<i>Mopani trees</i>	
<i>Baobab trees</i>	
<i>Acacia trees\shrubs</i>	
<i>Others</i>	

(c) What are the possible uses of such **indigenous trees and plant species**?

Select from the following:

Main uses of indigenous tree and plant species	Mark with an X below
<i>Food use</i>	
<i>Medicinal use</i>	
<i>Material use; e.g. building/fuel</i>	
<i>Economic use; e.g. selling fruits</i>	
<i>Social use; e.g. boundary marking/ meeting places</i>	
<i>Cultural; e.g. rituals/heritage</i>	
<i>Others</i>	

(d) Do you get any socioeconomic benefits from the above activities?

No	
Yes	

(i) Indicate how they contribute to your socio-economic well-being and basic daily needs.

Economic benefits	Mark with an X below
None (nothing at all)/ (0% of household income)	
Insignificant (not enough)/ (0-20% of household income)	
Significant (enough)/ (21-50% of household income)	
Very significant (more than enough)/ (over 50% of household income)	

11. (a) Do you have any knowledge on the application of tourism or development policy in your area/village?

No	
yes	

(i) Tell us about its nature and explain its significance in your daily interaction with your environment and natural resources

.....

.....

.....

(12) (a) Is there a turnaround strategy by your local communities for the betterment of environmental sustainability of tourism and overall sustainability within your village?

No	
Yes	

(i) Explain

13. The following are environmental and tourism stakeholders; rank them according to how you perceive their participation level in promoting sustainable tourism as an alternative and effective strategy for local community development. *(Please tick by putting an x sign under the participation level)*

1.	SN	2.	Stakeholders	3.	Perceived participation level
4.	1.	5.	Department of Environmental affairs and Tourism	6.	
7.	2.	8.	Tourism officers at District level	9.	
10.	3.	11.	Village Government	12.	
13.	4.	14.	Political leaders e.g. Members of Parliament	15.	
16.	5.	17.	Researchers and other professionals	18.	

19.	6.	20. Non-Governmental Organisations dealing with rural and sustainable tourism	21.
22.	7.	23. Respective community (Tourism resources land owners and nearby tourism ventures owners)	24.
25.	8.	26. A combination of local communities and Government	27.
28.	9.	29. A combination of local communities and Non-Governmental Organisations dealing with rural and sustainable tourism	30.
31.	10.	32. A combination of local communities, Government and Non-Governmental Organisations dealing with rural and sustainable tourism	33.
34.	11.	35. Any other specification?	36.

APPENDIX 1 (B): INTERVIEW QUESTIONS FOR THE VENTURES AND ENTITIES

Hello, my name is Azwindin Isaac Ramaaano, a PhD student at the department of geography and geoinformation sciences. I am conducting research on "the prospects of using the tourism industry to advance community livelihoods in Musina municipality." Your entity is among the selected. Your cooperation will be highly appreciated. The information derived will be strictly for academic purposes, and the identities of participants will be safeguarded.

INTERVIEW QUESTIONS ADMINISTERED TO TOURISM VENTURES AND GOVERNMENT TOURISM OFFICIALS.

OPEN-ENDED AND CLOSED-ENDED INTERVIEW QUESTIONS ADMINISTERED TO TOURISM VENTURE PERSONNEL NEAR THE SPECIFIED COMMUNITIES AND TOURISM REPRESENTATIVE OF GOVERNMENT/MUNICIPAL OFFICES IN THE STUDY AREA *(Please tick by putting an x sign in front of any of your answers).*

1. Gender

Female	
Male	

2. (a) What is your age group?

11-19	
20-35	
36-45	
46-65	
65+	

(b) Which tourism entity do you work for, within the below table?

Tourism venture e.g. Resort, lodges, nature reserves and parks e.tc	
Tourism representative governmental/municipal office/or structure e.tc.	

(c) What is the name of this entity?.....

(d) What is nature and purpose for your tourism venture or entity?.....

(e) What is your job title?.....

(f) What is your rank?

Senior personnel	
Junior personnel	

Manager	
Supervisor	
Director	
Deputy director	
Others(specify)	

(g) Which major tourism potential activities (enterprise/entities) are most prevalent in this municipality?

Potential tourism development attractions/activities	(Indications)
Nature reserves (national parks)	
Game reserves (parks) and resorts	
Accommodation lodges and B&B,	
Cultural Heritage sites	
Natural heritage sites	
Agricultural sites	
Tree species e.g. Baobab tree	
Ancient rock paintings	
Art facts and crafts	
Others	

(h)(i) What are the major cultural resources in your area?.....
.....

(ii) Do you get any socio-economic benefits from cultural activities?

[No].....

[Yes].....

(iii) If yes, please explain the benefits of such cultural activities for socio-economic development and meeting basic daily needs.

.....
.....

(iv) Is there a resource management turnaround strategy in your area?

[No].....

[Yes].....

- If yes, please explain.....
.....

(l) (i) Do you have any have any indigenous tree and plant species for a different uses, including tourism, in your area?

[No].....

[Yes].....

- If yes, specify the major indigenous tree and plant species in your area
.....
.....

(ii) What are possible uses of such indigenous tree and plant species?

.....
.....

(iii) Do you get any socio-economic benefits from the indigenous trees and plant species?

[No].....

[Yes].....

- If yes, please explain what the benefits are.
.....
.....

(iv) What are the possible uses of such indigenous tree and plant species in your area?

.....
.....

(v) Are there any awareness campaigns on the role of indigenous tree and plant species to the socio-economic benefits of locals; and their link to sustainable tourism?

[No].....

[Yes].....

- If yes, please explain.....
.....

3. (a) Does your tourism venture or entity empower adjacent local communities?

No	
yes	

(i) Explain how it empowers communities

.....
.....

(ii) Do you think such empowerment on adjacent local communities is satisfactory?

No	
yes	

4. (a) Does your tourism venture or entity adhere to sustainable tourism practices?

No	
yes	

(i) Elucidate to us how does it fulfill such activity.....
.....

(b) Does your tourism venture or entity adhere to responsible tourism practise?

No	
yes	

(i) Explain how it does achieve that

.....
.....

(c) What are the tourism ventures or entities in Musina municipality?

.....

(i) Do you know if such entities empower local communities?

No	
yes	

(ii) Please explain to us how it does empower such communities.....

(d) Are there any other tourism activities in your area?

No

yes

(i) Please describe the tourism activities are there in your area.

.....

(ii) Are there any socioeconomic benefits from such tourism activities in your area?

No

yes

(iii) What are the benefits of such tourism activities for your livelihoods?

.....
.....

(e) Are there any unexplored potential tourism entities in your village/area?

No

yes

(i) Please explain what such unexplored potential tourism entities are in your area?

.....
.....

5. (a) Is your tourism venture or entity registered with relevant regulatory authorities?

No	
----	--

yes	
-----	--

(i) Tell us which major regulatory authority it is registered with.....

.....

6. (a) Is there a turnaround strategy for the better management of your venture or entity?

No	
yes	

(i) Please explain what it is.....

.....

7. (a) Is there a turnaround strategy planned for the betterment of the adjacent communities?

No	
yes	

(i) Please tell us what is

.....

8. (a) Does tourism representation in your venture or entity promote tourism or development policy?

No	
yes	

(i) Explain the nature and details of such tourism or development policy actions.....

.....

(b) Do you have any knowledge on geographic information systems (such as ArcGIS or Quantum GIS's) role in tourism development and management?

No	
yes	

(i) If yes, please explain.....

(c) Do you have any knowledge on participatory GIS in community development and local resource management?

No	
yes	

- If yes, please explain.....

(d) Do you have any knowledge on remote sensing in community-based natural resource management and tourism resources?

No	
yes	

- If yes, please explain.....

(e) Are there any awareness campaigns on the role of geographic information system and tourism management in your area?

No	
yes	

- If yes, please explain.....

(f) Do you have any have indigenous trees and plant species for a different uses, including tourism, in your area?

No	
yes	

- If yes, please specify the major indigenous tree and plant species in your area.....

(g) Are there socio-economic benefits from the indigenous trees and plant species?

No	
yes	

(i) If yes, please specify and explain the benefits levels such indigenous tree and plant species to socio-economic status and daily basic needs.

(ii) What are the possible uses of such indigenous tree and plant species in your area?

.....

(h) Are there awareness campaigns on the role of indigenous tree and plant species in the socio-economic development of locals; and their link to sustainable tourism in your surrounding area?

No	
yes	

- If yes, please explain.....
.....

9. (a) Is there any turnaround strategy by your management for the betterment of environmental sustainability of tourism and overall sustainability within the municipality?

No	
yes	

(i) Explain what is it.....
.....

(b) Do you know the role of responsible tourism in combatting environmental crisis, such as *deforestation, environmental degradation and climate change*?

No	
yes	

- If yes, please explain.....
.....

(c) Do you know alternative tourism and its role in sustainability achievement?

No	
yes	

- If yes, please explain.....
.....

(d) What do you think are the most contributing factors to environmental management and local climate crisis in your area, from the table below?

Unsustainable eco-tourism activities e.g. <i>trampling of vegetation by vehicles; scratching and cutting of trees by tourists</i>	
Over-cultivation of the local forest areas e.g. <i>land degradation</i>	
Cutting of riparian vegetation e.g. <i>for orchards and roof thatching materials</i>	
Over-utilisation of biomass and tree resources e.g. <i>for fuel woods.</i>	
Over-debarking of trees e.g. <i>for indigenous medicine and other material purposes</i>	
Over-utilisation of mountain vegetation and tree resources e.g. <i>for timber harvest</i>	
Excessive dumping of residues by tourists e.g. <i>empty cans, plastic and other pollutants</i>	

(e) Are there awareness campaigns on the role of responsible tourism and alternative tourism in local climate change and ecosystem services management strategy in your area?

No	
yes	

- If yes, please explain.....
.....

(f) Do you have any water bodies significant for tourism and rural livelihood activities in your area, e.g., dams, rivers, and wetlands?

[No].....

[Yes].....

- If you can give us any explanations and views relating to the above query, please do so.....

(g) What exactly are the significant water bodies with possible tourism values in your area?.....

- If you can give us any explanations and views relating to the above query, please do so.....

(h) Do you have any knowledge about the role of wetlands and fountains in tourism, ecosystem services, and environmental sustainability?

[No].....

[Yes].....

- If you can give us any explanations and views relating to the above query, please do so.

.....

(i) Are fuel woods dominantly used in your area?

[No].....

[Yes].....

(j) Are the fuel woods used related to any tourism activities in your area?

[No].....

[Yes].....

- If you can give us any explanations and views relating to the above query, please do so.

.....

10. According to these environmental and tourism stakeholders (interested people); who do you think should have a major participation level in the promotion of sustainable tourism, as an alternative and effective strategy for local community development. *(Please tick by putting an x sign under any perceived participation level).*

37. SN	38. Stakeholder	39. Perceived participation level
40. 1.	41. Department of Environmental affairs and Tourism.	42.
43. 2.	44. Tourism officers at District level.	45.
46. 3.	47. Village Government.	48.
49. 4.	50. Political leaders e.g. Members of Parliament.	51.
52. 5.	53. Researchers and other professionals.	54.
55. 6.	56. Non-Governmental Organisations dealing with rural and sustainable tourism.	57.
58. 7.	59. Respective community (Tourism resources land owners and Potential adjacent tourism ventures owners)	60.
61. 8.	62. A combination of local communities and Government.	63.
64. 9.	65. A combination of local communities and Non-Governmental Organisations dealing with rural and sustainable tourism.	66.
67. 10.	68. A combination of local communities, Government and Non-Governmental Organisations dealing with rural and sustainable tourism.	69.

APPENDIX 1(C): FOCUS GROUP QUESTIONS FOR THE SAMPLED VILLAGES

Hello, my name is Azwindin Isaac Ramaaano, a PhD student at the department of geography and geoinformation sciences. I am conducting research on "the prospects of using the tourism industry to advance community livelihoods in Musina municipality." Your village is among the selected. Your cooperation will be highly appreciated. The information derived will be strictly for academic purposes, and the identities of participants will be safeguarded.

FOCUS GROUP QUESTIONS ADMINISTERD TO THE LOCAL COMMUNITIES (WITHIN ALL FOUR VILLAGES).

CHECK LIST FOR FOCUS GROUP DISCUSSION *(please put name of your village and your Name in boxes provide and indicate your sentiments under any of the relevant questions).*

Your village	
---------------------	--

Your Name/Nick name	
----------------------------	--

1. What are your comments on the nature of tourism resources in your area?

Do you get any benefits from the ventures and entities?

.....

(a) How do tourism activities affect your livelihoods and daily basic needs?

“none” (*not at all*), “insignificantly” (*not enough*), “significantly” (*enough*) Very significantly (*greatly*)?

.....

(b) What are the (major) entities and ventures in your area?

.....

(c) Do you believe the tourism ventures adhere to sustainable tourism practice?

No	
yes	

(d) Do you believe the tourism ventures adhere to responsible tourism practice?

No	
yes	

(e) Do you know if other entities nearby empower local communities?

No	
yes	

(f) Do you believe the tourism venture or entity within your area is registered to relevant regulatory Authorities?

No	
yes	

(g) Are you aware of any turnaround strategy planned for the better management of the venture or entity in your area?

No	
yes	

(h) Is there any other tourism venture that you are aware of within Musina municipality?

No	
yes	

(i) Please mention them.

.....

.....

(j) Are there other tourism activities in your area?

No	
yes	

(k) Please explain what those tourism activities are.

.....

.....

(l) Do you get any socioeconomic benefits from such actual tourism activities?

No	
----	--

yes	
-----	--

(m) What are the benefits of such tourism activities for your livelihoods?

.....

.....

(n) Is there any yet unexplored tourism entity in your village/area?

No	
yes	

(o) Please explain what those unexplored tourism entities are in your area?

.....

.....

2. Are there socio-economic and impoverishment problems in your area?

No	
yes	

(i) If yes state to us the major ones.....

3. What is status of tourism development policy in your area; do you think the activity has been applied to the expected level?

.....

.....

(a) Do you have any have any significant indigenous tree and plant species for a different use, including tourism in your area?

No	
yes	

(i) If yes, please specify the major indigenous tree and plant species in your area to us

.....

.....

(ii) What are possible significant uses of such indigenous tree and plant species?

.....

.....

(b) Do you get any socio-economic benefits from indigenous trees and plant species?

No	
yes	

(i) If yes, please specify and explain the benefits levels such indigenous tree and plant species to socio-economic status and daily basic needs.

.....

(ii) What are the possible significant major use of such indigenous tree and plant species in your area?

.....

(c) Are there awareness campaigns on the role of indigenous tree and plant species to the socio-economic benefits of locals; and their link to sustainable tourism?

No	
yes	

(i) If yes, please explain.....

.....

4. If you think the application of tourism development policy is low, what are the causes?

.....

(a) Do you have other development activities in your area?

No	
yes	

(b) Please mention other development activities in your area?

.....

(c) Do you get economic benefits from such development activities?

No	
yes	

(d) Please explain how such benefits contribute to your daily livelihoods and basic needs?.....

.....

5. Do you see a need for an effective tourism development policy for sustainability and community development in your area? If yes, which alternative strategy do you believe is appropriate for your area? Think of environment, costs, availability of natural resources, tourism potential and environmental know-how and cultural acceptance to the (surrounding) community.

.....

(a) Do you have any knowledge about geographic information systems (e.g. ArcGIS or Quantum GIS) roles in tourism development and management?

No	
yes	

(i) If yes, please explain.....

.....

(b) Do you have any knowledge about Participatory GIS in community development and local resource management?

No	
yes	

(i) If yes, please explain.....

.....

(c) Do you have any knowledge about Remote Sensing in community-based natural resource management and tourism resources?

No	
yes	

(i) If yes, please explain.....

.....

(d) Are there awareness campaigns on the role of geographic information systems (GISs) and tourism management in your area?

No	
yes	

(i) If yes, please explain.....

.....

6. What is the status of technical capability by your Municipality for environmental sustainability of tourism in your area; do you think the activity has been practised to the expected level?

.....

(a) Do you have any knowledge about the role of responsible tourism in combatting environmental crisis, such as *deforestation, environmental degradation and climate change*?

No	
yes	

(i) If yes, please explain.....

.....

(b) Do you have any knowledge about alternative tourism and its role in sustainability achievement?

No	
yes	

(i) If yes, please explain.....

.....

(c) What do you think is the main contributing factors for environmental management and local climate crisis in your area from the table below?

Unsustainable eco-tourism activities e.g. <i>trampling of vegetation by vehicles; scratching and cutting of trees by tourists</i>	
Over-cultivation of the local forest areas e.g. <i>land degradation</i>	
Cutting of riparian vegetation e.g. <i>for orchards and roof thatching materials</i>	
Over-utilisation of biomass and tree resources e.g. <i>for fuel woods.</i>	
Over-debarking of trees e.g. <i>for indigenous medicine and other material purposes</i>	
Over-utilisation of mountain vegetation and tree resources e.g. <i>for timber harvest</i>	
Excessive dumping of residues by tourists e.g. <i>empty cans, plastic and other pollutants</i>	

(d) Are there awareness campaigns on the role of responsible tourism and alternative tourism in local climate change and ecosystem management strategy in your area?

No	
yes	

(i) If yes, please explain.....
.....

7. If you think the environmental sustainability of tourism measures are low, what are the causes?

.....

(a) Do you have any water bodies significant for tourism and rural livelihood activities in your area, e.g., dams, rivers, and wetlands?

[No].....

[Yes].....

(i) If you can give us any explanations and views relating to the above query, please do so.
.....

(b) What exactly are the significant water bodies with possible tourism values in your area?.....

(i) If you can give us any explanations and views relating to the above query, please do so.
.....

(c) Do you have any knowledge about the role of wetlands and fountains in tourism, ecosystem services, and environmental sustainability?

[No].....

[Yes].....

(i) If you can give us any explanations and views relating to the above query, please do so.
.....

(a) Are fuel woods dominantly used in your area?

[No].....

[Yes].....

(b) Are the fuel woods used related to any tourism activities in your area?

[No].....

[Yes].....

(i) If you can give us any explanations and views relating to the above query, please do so.

.....

8. Do you have enough knowledge about sustainable tourism and sustainability, to the extent of being able to share the information with others?

[No].....

[Yes].....

(a) What are the potential tourism development activities in your area?

.....
.....

(b) What are the major cultural resources in your area?

.....
.....

(i) Do you get any socio-economic benefits from cultural activities?

[No].....

[Yes].....

(ii) If yes, please specify and explain the benefits of such cultural activities to socio-economic development and meeting daily basic needs.

.....
.....

(c) Is there any cultural heritage resource management turnaround strategy in your area?

[No].....

[Yes].....

9. The pilot survey on tourism development and their benefits to the community in this area has demonstrated that most tourism resources and activities are not operating in adequate beneficial ways for the local communities

9.1 What are the major causes of this?

.....

9.2 Suggest a solution.

.....

(a) Is there any turnaround strategy planned by your local communities for the betterment of environmental tourism and overall sustainability within your villages and the local municipality?

(No).....

(Yes).....

(b) Is there any turnaround strategy planned by your traditional leaders, local associations and communities for sustainable tourism in their area?"

(No).....

(Yes).....

(c) Is there any turnaround strategy planned by your traditional leaders, local associations and communities' local communities for the better management of natural resources and responsible tourism in your area?

(No).....

(Yes).....

10. The following are environmental and tourism stakeholders (interested people); rank them according to how you perceive their (major) desirable participation level in promotion of sustainable tourism as an alternative and effective strategy for local community development. *(Please tick by putting an x sign under any perceived participation level).*

70. SN	71. Stakeholder	72. Perceived participation level
73. 1.	74. Department of Environmental affairs and Tourism.	75.
76. 2.	77. Tourism officers at District level.	78.
79. 3.	80. Village Government.	81.
82. 4.	83. Political leaders e.g. Members of Parliament.	84.
85. 5.	86. Researchers and other professionals.	87.
88. 6.	89. Non-Governmental Organisations dealing with rural and sustainable tourism.	90.
91. 7.	92. Respective community (Tourism resources land owners and Potential adjacent tourism ventures owners)	93.
94. 8.	95. A combination of local communities and Government.	96.
97. 9.	98. A combination of local communities and Non-Governmental Organisations dealing with rural and sustainable tourism.	99.
100. 10.	101. A combination of local communities, Government and Non-Governmental Organisations dealing with rural and sustainable tourism.	102.
103. 11.	104. Do you have any other specification?	105.

APPENDIX 2: RESEARCH ETHICS CERTIFICATE

RESEARCH AND INNOVATION
OFFICE OF THE DIRECTOR

NAME OF RESEARCHER/INVESTIGATOR:

Mr Al Ramaano

Student No:

9617589

**PROJECT TITLE: The prospects of using
tourism industry to advance community
livelihoods in Musina municipality,
Limpopo, South Africa.**

PROJECT NO: SES/18/GGIS/16/2011

SUPERVISORS/ CO-RESEARCHERS/ CO-INVESTIGATORS

NAME	INSTITUTION & DEPARTMENT	ROLE
Dr TM Nelwamondo	University of Venda	Promoter
Prof BDO Odhiambo	University of Venda	Co - Promoter
Mr Al Ramaano	University of Venda	Investigator – Student

ISSUED BY:

UNIVERSITY OF VENDA, RESEARCH ETHICS COMMITTEE

Date Considered: November 2018

Decision by Ethical Clearance Committee Granted

Signature of Chairperson of the Committee:

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



University of Venda

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APPENDIX 4: CONTRIBUTION TO THE BODY OF KNOWLEDGE

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The economic-administrative role of geographic information systems in rural tourism and exhaustive local community development in African marginalized communities

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Abstract

Purpose – The purpose of this study was to examine the latent part of geographic information systems in inclusive sustainable rural tourism, community-based natural resource management (CBNRM) and community development and empowerment in Southern Africa, Africa generally and many rural areas elsewhere worldwide.

Design/methodology/approach – The viewpoint utilizes literature and document reviews to assess African and worldwide agricultural, environmental and tourism resources management scenarios. It thus liaises with CBNRM and geographic information systems in sustainable tourism and local community development applications.

Findings – This review viewpoint uncovers a better potential synergetic relationship between tourism and rural (agricultural) activities that geographic information systems along a concept of CBNRM can amplify. Hence, it has poised a need for a decent and integrated tourism strategy to develop and empower the pertinent communities in many rural and marginalized areas within the continent.

Originality/value – Many rural communities in Southern Africa and Africa broadly dwell in low-income areas. Such milieus are rich in natural biodiversity, including tourism destination areas. Geographic information systems, sustainable tourism and CBNRM can form a gestalt of local community development projects within their environs.

Keywords Geographic information systems, Tourism, Agriculture, Agritourism, Ecotourism, Community empowerment, Climate change, Sustainability, Rural areas

Paper type Viewpoint

1. Introduction

Impact evaluation and simulation are increasingly becoming an integral part of tourism development (Ramaano, 2021a). The earlier inferred is consonant with Singh (2015), who maintains that geographic information systems (GISs) got implemented in various fields such as forestry, urban development and planning, geography and environmental considerations.

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The author acknowledges the invaluable part of the editors and anonymous reviewers, as well as the acquaintances of GIS, ecotourism, agroforestry and environmental change credentials from the University of Pretoria and the University of Venda rural development geography within the former Department of Geography and Geo-Information Sciences and conservation biology from the Biological Sciences Department; hence, the funding from SANSA EARTH-OBSERVATION is recognized.



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Admittedly was limitedly explored in tourism; therefore, factor implying its current turnaround imminence. Tourism success revolves around effective outlining and development, which can be more magnified by applying a GIS. That being the case, Jovanović (2016) further emphasized the fundamentals of planning, advancing research and retailing within any tourism enterprise, and posited that GIS has an indispensable role in such prerequisite obligations. African impoverished countries can redeem themselves within such inferred horizons (Ramaano, 2021g, 2022b). It is thus more consistent with Fagerholm, Oteros-Rozas, and Raymond (2016). They appraise the linkages within ecosystem services, land use and well-being in an agroforestry scene utilizing public participation GIS (PPGIS) as the latent features of beneficial agro products. Accordant with the African rural environs conundrum, PPGIS vouch for the empowerment and incorporation of marginalized populations, who have limited voice in the public platform, with geographic technology teaching and cooperation as its central theme. It applies and provides digital maps, satellite imagery, sketch maps and numerous other spatial and visual instruments to improve geographic engagement and knowledge on a social level. Similarly, African rural communities can also lean on the ideals of the open sourcing of Quantum GIS (QGIS) utilities to combat impoverishment and improve diverse entrepreneurship productions and their socio-economic conditions. With that, Albuquerque, Costa, and Martins (2018) assert that GIS are instruments that permit a more dependable decision-making process. Indeed in reaching legislators and directors in tourism expansion and implementing blended touristic knowledge. They are compelling means for the improvement of destination retailing procedures. GIS such as QGIS, participatory GIS (PGIS) and remote sensing got viewed as having a potentially significant role in checking environmental conditions, assessing the locations for envisaged and planned developments, defining contradictory values and modeling relationships. Henceforth their potential significance in tourism management (Martin, Curtis, Fraser, & Sharp, 2002; Briedenhann & Wickens, 2004; Mearns, 2012), agricultural administration and land use suitability conditioning (Wilson, 1999; Malone *et al.*, 1998; Musakwa, 2018) in African rural areas.

Systematic assessment of the ecology effect is often affected by a lack of information (Manel, Williams, & Ormerod, 2001; Kettenring & Adams, 2011). Thus, Huddleston *et al.* (2003) assert that even though most rural mountain communities partake in agricultural activities, their livelihood systems are mixed. Hence they endorsed the GIS-based analysis of mountain climates and residents. GISs are instruments and techniques for data manipulation, integration, image and analysis. GISs have since proved an essential solution in these regards and obligations (Bahaire, 1999; Fagerholm *et al.*, 2016). To this end, Orimoloye *et al.* (2019) urged the application of remote sensing and GIS in Wetland modification surveying and geography dynamics and its imports on ISimangaliso Wetland Park, South Africa. Therefore, suffice to realize that both agriculture and wetlands are significant facets of the provisioning utility for ecosystem services and are essential livelihood items in rural areas and vital subsistence hubs for deprivation in marginalized rural communities. They are indeed crucial cores for agritourism and ecotourism developments. Agritourism involves any farming-based operation that brings guests to farms. It affords secondary revenue for agriculturists (Phillip, Hunter, & Blackstock, 2010). Thus, enabling an additional source of income to afford adaptation technologies amid the climate change era. Meanwhile, ecotourism entails responsible travel to the natural environment, protecting nature and empowering the local communities (Keyser, 2002). Hence, GIS has been used in culinary mapping and tourism development in South Africa's Karoo region (Du Rand, Booysen, & Atkison, 2016).

CBNRM attaches local people packs to guard their land, water, animals and plants to use these natural reserves to amplify their current and future livelihood opportunities. Therefore it facilitates every participating member of the society to have a duty in their subsistence culturally, economically and spiritually. Community-Based Natural Resource Management

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(CBNRM) is thus a scheme to work synchronically to defend their natural resources and simultaneously produce long-lasting value to the community (DEAT, 2003). GISs such as PGIS mimic the foremost essence of CBNRM in participatory rationales and can jointly synergize livelihood efforts within African rural communities. Quan, Oudwater, Pender, and Martin (2001) and McCall and Minang (2005) highlighted the position of participatory mapping and PGIS relevance within participatory spatial planning for CBNRM and sustainability in emerging economies.

1.1 The potential for sustainable rural tourism and community-based natural resource management (CBNRM) activities within African marginalized communities

CBNRM is a path that allows for land and natural resources management. It holds the potential to contribute resolutions to some of the complications encountered within the communal lands. It labels communities' rights to resources, successful farming, food supply, job production and small businesses. It thus promotes broad equality, diversity, and inclusion in its core themes. In Southern Africa, and Africa generally, many people live with and depend on natural resources. Ecotourism and agricultural enterprises are much-desired targets for land reform capitalizations in rural African locales. Weiner and Harris (2003) highlighted the imperativeness of community-integrated GIS for land reform in South Africa for natural resources and land use administration. Therefore, a point of this narration is that tourism (Agro-tourism) could assist horticulture, forestry, and agriculture. Henceforth community-based tourism (CBT) and CBNRM endeavors (Ramaano, 2021g) provide a secondary and spare source of revenue in many rural areas across the Continent. So, for the procurement of farm implements and improve the socio-economic status of the local people. With that, agritourism and sustainable tourism can make synergism with each other. To that end, more exits for diverse local entrepreneurship can emerge. The aforesaid is consonant with Rogerson (2006) on tourism pathways in small towns and rural areas of South Africa.

A triumphant CBNRM can induce diverse incomes and promote sustainability in African rural communities within community-based tourism, spurring and improving wildlife tourism dynamics (Mbaiwa & Mogende, 2022). Indeed, for the support of agritourism, ecotourism and agroforestry (Ramaano, 2022b). Likewise, PGIS implementations furnish instruments that certify deprived classes to create a case for honor, collaboration and political route (Linebaugh & Rediker, 2000; Kwaku Kyem, 2001). Hence, CBNRM has become a vital component of PGIS; therefore, promoting community development while combatting climate change dilemmas. Thus for capacitating rural, poverty-stricken and marginalized African communities, especially women empowerment tourism and hospitality-linked projects like selling traditional baskets, brooms, artwork and pottery among others from the indigenous wealth and biodiversity; henceforth, for benchmarking with other rural communities worldwide.

1.2 Climate change implications on agriculture and tourism in African rural communities

Climate change is caused by the high greenhouse gas (GHG) emissions into the environment. It contributes to global warming (UNEP and IEA, 1995) and makes human ecosystems vulnerable (Haines, Kovats, Campbell-Lendrum, & Corvalán, 2006). Suryabhadgavan (2017) posited that climate change is the alarming crisis in agricultural and livestock activities in Ethiopia; hence, they endorse the critical role of GIS-based climate variance and depletion depiction in Ethiopia over three decades. Likewise, in response to climate change dilemmas, Onyancha and Onyango (2020) appraised web-based science for information and communication technologies for agriculture in sub-Saharan Africa for about 27 years to model climate change matters, disparities and their critical mitigation measures. That being the case, Sifolo and Henama (2017) remind us that in Africa, tourism is a trigger for other corporations such as agriculture and is confronted by the menacing climate change

variability. Therefore, Hoogendoorn and Fitchett (2017) hold that where migration is not viable, heightened concerns of advancing temperatures in the Western Cape Province of South Africa will negatively affect wine farming and tourism transactions. Such citations emphasized the need for improved monitoring and mitigation techniques associated with a blend of GISs to enhance productivity and engendering sustainability.

Charles, Reneth, Shakespear, and Virginia (2014), with a case study of the marginalized rural communities of Zimbabwe, posit that the ongoing climate change threat to tourism and agriculture has necessitated coping and mitigation strategies for the locals. Henceforth adaptation strategies mostly dwelled on timing, diversifying, and managing crops against predicted harsh seasons. It thus mandates the availability of empowering technology, as early inferred with the application of GIS precisions within the disadvantaged African rural communities. Similarly, in the case of Eastern Africa, Orindi and Murray (2005) opined that prolonged droughts, floods and rapid climate changes have dismal effects on economic activities and tourism ambition alike with mining, subsistence agribusiness and fisheries; hence a call for mitigation measures to negate dire consequences. Akin to the aforesaid, Radhouane (2013) postulates on climate change impacts on North African countries and some Tunisian financial sectors, asserting that rising temperatures linked with climate transformation will reduce the land sites appropriate for agriculture and negatively affect tourism.

Ozor, Umunakwe, Ani, and Nnadi (2015) evaluated the consequences of Climate change among rural agriculturists in Imo State, Nigeria. Therefore, rural people reportedly widen their subsistence strategies and adapt to climate change. Furthermore, Denton (2002) and Milne (2005) professed for rural women's respect and management in climate transformation policies and approaches amid altering climate and doubtful destiny. Thus, along with the integrity of political ecology, ecofeminism, equality and climate change threats. It is crucial to conceive that rural women face the effects of climate change within their everyday exercises, such as formal agricultural actions, fuel wood collection and water assemblage, among other routines globally. The participatory guidance and empowering policies of PGIS and CBNRM can assist in alleviating women's burden in this regards. Nicholls and Amelung (2015) evinced that many rural localities, previously counting on immediate activities such as forestry, fishing, agribusiness and mining, and in the Nordic regions, have been replaced by concentration on tourism ambitions. It thus appears to be a global issue, and climate change is attached to such adaptation due to its sudden influence on the expected yield. Likewise, worldwide climate change imports demand political economy transformation strategies for poverty and subsistence, as exemplified by pastoral mountain neighborhoods in Nepal (Gentle & Maraseni, 2012).

2. The use of GIS and PGIS in sustainable tourism strategy and activities

A GIS is a computer-based instrument for mapping and analyzing characteristic effects on land. A GIS is a computerized database management system for snap, memory, recovery, handling, use, analysis and display of spatial (i.e. locational defined) data (Knippers, Stoter, & Kraak, 2006). There are examples:

- (1) *Conservation biologists and preservationists* might be worried about the effects of slash-and-burn exercises on the populations of certain spiders. Imperatively conservation biologists and agro foresters share common sentiments, both custodians of two integral forms of sustainable tourism within the rural settings in eco-tourism and agro-tourism (Ramaano, 2008, 2021g, 2022b). A significant GIS data about conservation areas and eco-tourism, agricultural areas and agro-tourism is fundamental for tourism strategy and local community development in African rural milieus and elsewhere relevant;

- (2) *Natural hazard analysts and specialists* might need to probe the high-risk places of annual monsoon-linked swamping by considering rainfall forms and terrain features. Safety is a priority for any tourist associated with various types of tourism. GIS information about the safeness of some areas can form a crucial part of the tourism strategy for the local community development in marginalized African rural environs;
- (3) *Forest managers and administrators* might be interested in optimizing timber yield by employing soil data and actual tree viewpoint dispersions, despite many challenges, such as the need to maintain tree diversity. Quite significantly, forests are the central element of a variety of tourism. Decent expertise in forest management enables tourism stakeholders and planners to establish tourism ventures and initiatives (Donohoe & Needham, 2006; Ramaano, 2021g, h); thus, supporting the discovery and management of tourism areas such as heritage, agro-tourism and adventure tourism within rural and remote areas. The latter can broadly help to strengthen sustainable tourism strategy and rural community development activities; hence, influencing the development and management of natural and water-based tourism initiatives and resources toward pro-poor tourism and sustainability (Knippers *et al.*, 2006; Ramaano, 2021g, 2022c; Rogerson, 2006).

2.1 The prospective role of quantum GIS (QGIS) in agriculture, agronomy and tourism for community empowerment in the African continent's rural and marginalized areas

Sherman, Sutton, Blazek, and Luthman (2004) indicated that QGIS is an open-source GIS, yielded in May 2002 as a scheme on Source Forge. Therefore, Jaya and Fajar (2019) remind us that it can operate as a combined data bank, managing spatial and non-spatial data in a blended database. To that end, QGIS functions as cross-platform desktop software on GIS. Akin to the African scenarios, it designates a free alternative to more costly GIS Programs (Flenniken, Stuglik, & Iannone, 2020; Ramaano, 2021g). Thus many impoverished and marginalized African communities can capitalize on this platform to enhance their agricultural production. To that account, Thorp, Hunsaker, French, Bautista, and Bronson (2015) expressed that the advancement of sensors contributing to geospatial information on crop and soil circumstances has been a prime advance for accurate agriculture. Thus, The Geospatial Simulation (GeoSim) plug-in for QGIS was significant in enhancing the crop management of cottonseed and maize productions, as revealed by their study (Raj *et al.*, 2021; Ramaano, 2022b). Hence the same could be fundamental for many African countries' agriculture and agronomy endeavors while boosting the socioeconomic statuses of the respective communities (Nawar, Corstanje, Halcro, Mulla, & Mouazen, 2017). As already early predicated, the specified could work hand in hand with CBNRM and farm tourism initiatives for the maximum benefits of the locals.

2.2 Participatory geographical information systems (PGISs) value in sustainable rural tourism

PGIS is a participatory approach to spatial planning and spatial data and communication directions. PGIS integrates participatory learning and action (PLA) techniques with GIS. Universally, people bring social change by collaborating to formulate notions and results (Rambaldi, 2005). Kwaku Kyem (2001) specified that PGIS is a vital facet of CBNRM in Africa, while Quan *et al.* (2001) urge its imperative role in developing countries. Similarly, PGIS was utilized as an empowerment approach to natural resources management and tourism in Indonesia (Corbett & Keller, 2004). Spatial information technologies, entailing GIS, global positioning systems (GPS), remote sensing software and open access to spatial data and

imagery, empower those who apply them. Generally, assorted access can benefit the advantaged people and less help the impoverished communities and local people; hence, perpetuating the marginalization of those already marginalized. However, PGIS is a concept for approaches that seek to alter the latter by endorsing participatory rural appraisal (PRA) and spatial data technologies; minority cadres can be capacitated along within the traditionally omitted from spatial decision-making actions. [Rambaldi \(2005\)](#) detailed how local people can get empowerment. Hence, significant to utilize the technologies to build their maps and employ them for their research. These maps and models can vary from the ground and paper maps of PRA in their greater spatial precisions, permanence, assurances and credibility with government personnel. Rambaldi purported that such maps got utilized as interactive routes for spatial discovery, data exchange and affirming decision making. Thus, for resource usage planning and advocacy activities, it can be very beneficial for the development and maintenance of different local tourism routes. Equality is one of the critical norms of sustainable rural tourism development ([Xiang, Isbister, & Okumus, 2015](#)); in conjunction with the diverse roles of GISs, this paper also backs the influential part of women in tourism agendas as livelihood alternatives for local communities.

Villagers all around the world can use various PGIS models, including defending indigenous lands and resource rights; management and resolution of disputes over natural resources; collaborative resource utilization planning and management; intangible cultural heritage conservation and identity constructions among indigenous rural communities; equity advancements with regards to ethnicity, culture, gender and environmental justice; hazard minimization, for instances through community safety monitoring and audits; and peri-urban planning and research and climate alterations adaptation ([Omara-Ojunga, 1992](#); [Rogerson, 2002, 2006](#); [Ramaano, 2021a, g](#)). The mentioned could prove essential in tourism as a livelihood strategy for marginalized remote communities ([Rambaldi, 2005](#); [Rambaldi, Kyem, McCall, & Weiner, 2006](#); [Ramaano, 2021g, 2022b](#)). Various models of PGIS got authenticated for countries as broad as Australia, Brazil, Bhutan, Cambodia, Cameroon and Canada amongst others.

There are hundreds of non-documented cases where technology intermediaries (most NGOs) affirm community-based organizations or indigenous peoples in employing geographic information technology and systems (GITS) to account for their spatial planning requirements. Politics forms part of the constraints toward the flourishing of tourism businesses in rural areas. Therefore land ownership and demarcation of land use are central to healthy tourism initiatives ([Rogerson, 2002](#); [Ryan, 2002](#)); thus, affecting the interest in private sector investment ([Rogerson & Rogerson, 2020](#)). That being so, GISs has a potentially substantial role for local communities and private sectors when dealing with the discovery, mapping and management of the indigenous land to enhance sustainable tourism endeavors within African marginalized rural populations and rural areas elsewhere. As to [Hasse and Milne \(2005\)](#), tourism researchers and administrators proceed to engage with how to deliver sustainable practices consonant with tourism development. Henceforward community cooperation and stakeholder interplay are increasingly recognized as fundamental to accomplishing aspired ends.

2.3 Remote sensing in holistic agriculture, tourism and rural livelihoods activities

[Pervez and Brown \(2010\)](#) designate that authentic geospatial information on the area of irrigated land enhances acquaintance of agricultural water use, local land cover operations, preservation or shortage of water resources, and constituents of the hydrologic appropriation. Therefore, the essence of remote sensing and GIS-based soil erosion estimation from a farming watershed ([Patil, Sharma, & Tignath, 2015](#)). Thus, through empowerment strategies and available technological grounds, such can be beneficial to the

impoverished African rural farmers. Analogously, agritourism offers a secondary revenue opportunity for agriculturalists to afford farm implements. There exist platforms for affording technologies to increase productivity and battling dry conditions, drought, and climate change shocks. To this account, [Ozdogan, Yang, Allez and Cervantes \(2010\)](#) urged us on the prospects and remote sensing usages in agrarian productivities. Thus remote sensing can reinforce farming determinations in homelands at threat of food insecurity, including remote rural African communities ([Becker-Reshef et al., 2020](#)). Therefore, refined sensing instruments are vital for sketching soil management zones for variable-rate fertilization ([Nawar et al., 2017](#)); hence, ensuring accuracy preservation for environmental sustainability and agriculture, also in conjunction with GIS and GPS ([Berry, Detgado, Khosla, & Pierce, 2003](#); [Delavarpour, Koparan, Nowatzki, Bajwa, & Sun, 2021](#)); hence consequential for the Big GIS analytics model for agribusiness supply chains ([Sharma, Kamble, Gunasekaran, Kumar, & Kumar, 2020](#)).

Satellite remote sensing imagery and GIS in Maasai Mara Game Reserve and Nairobi National Park and the ecosystem's assortments, representatives and influential connections have been recognized; and using the Masai Mara ecosystem wildlife sanctuary in East Africa ([Ndegwa, Mundia, & Murayama, 2009](#); [Magige, Jepkosgei, & Onywere, 2020](#)). Similarly, [Gcaba and Dlodlo \(2016\)](#) recommend internet of thing usage and remote sensing South African tourism developments. Accordingly, Remote Sensing is essential in the tourism policy strategy for local community development in African rural societies ([Newsome, Moore, & Dowling, 2012](#)); and in ecotourism initiatives worldwide ([Salam, Lindsay, & Beveridge, 2000](#)). Therefore, this paper sustains a *raison d'être* of the implied significance of integrative GIS in sustainable tourism and comprehensive community development in Musina Municipality South Africa, and a fulcrum of GIS in sustainable rural tourism and local community empowerment. Henceforth, for a natural resources management appraisal for marginalized African communities.

3. Conclusion and recommendations

3.1 Policy implications

While it was evinced that CBNRM can offer the best means of managing communities' native resources and that various forms of GIS can complement such enterprises. Nonetheless, there is an invincible need for a holistic approach within African rural and marginalized populations to allow comprehensive socio-economic development. Analogously, [Shoval and Ahas \(2016\)](#) appraise GPS and utilize pursuit technologies in tourism analysis. Thus GPS generally affords significant information for GIS recordings, and GPS data were rated at the top of big data in tourism studies ([Li, Xu, Tang, Wang, & Li, 2018](#)). Henceforth, in line with precision agriculture, GPS and GIS are crucial in monitoring diverse parameters in farming systems ([Koch & Khosla, 2003](#); [Satyanarayana & Mazaruddin, 2013](#); [Yousefi & Razdari, 2015](#)).

Suffice to note that unsustainable agriculture contributes to both climate change and underground water vulnerability ([UNEP, 2010](#)), thus reducing productivity and agritourism potential. Consistent with development policy rationales, sustainable agriculture delivers a probable resolution to foster farming systems to provide for a growing population amid changing environmental circumstances ([Wittman, 2009](#)). Analogously, sustainable tourism concerns the whole tourism adventure and considers social, economic and environmental issues. Therefore enhancing tourists' occasions and managing host communities' needs ([Eagles, McCool, & Haynes, 2002](#); [Ryan, 2002](#)). There exists an obligation within national, regional and local government entities to unite in one common goal of sustainable agriculture, natural resource management, sustainable tourism and community development through the amplification of technology and diverse initiative platforms ([Mkwizu, 2020](#); [Ramaano, 2021a](#),

b, c, d, e, f, g and h). To that end, attention to participatory tourism planning would heighten tourism expansion and population advancement in rural expanses. It will be essential to support an inclusive tourism policy that endeavors to operationalize local resources and rectify past management accounts; also, to maintain equity, equality and empowerment of every member of the respective communities within their domiciles. Ultimately, a booming interspersed tourism development policy could prove paramount for African marginalized, impoverished and remote communities.

3.2 Theoretical and practical implications

Therefore (Figure 1), is based on broad recommendations of this viewpoint and its core theme of sustainable tourism fundamentals (Ritchie & Crouch, 2003; Landorf, 2009; Ramaano, 2021a, b, c and d). It exhibits that factors like policy and regulations concerning the effectiveness of role players such as researchers and media can reinforce tourism prospects and community development in rural areas. Hence, along with the integrity of CBNRM and community-based tourism enterprises (DEAT, 2003). A formulation of a tourism strategy ought to implement significant socio-economic, technical and environmental efforts. Thus, significant for tourism marketing and new routes establishment.

Holistic tourism marketing tactics that support diverse marketing outlets, such as social marketing, can stimulate creative tourism economies. The cited could work favorably with eco-marketing, green marketing, and green tourism within ecotourism standards. Therefore, green marketing concerns the technique of creating and publicizing creations based on their

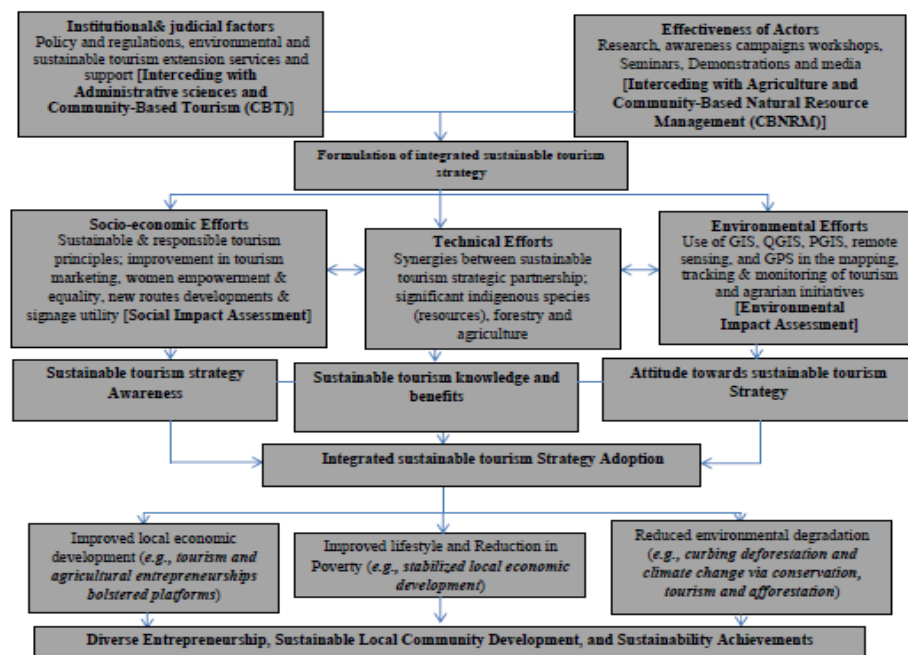


Figure 1.
 The envisaged
 sustainable tourism
 and community
 development model
 strategy for rural and
 marginalized
 communities

Source(s): Author's elaborations; adapted from Ramaano (2021a-h)

perceived environmental sustainability (Peattie, 2001; Cherian & Jacob, 2012; Dangelico & Vocalelli, 2017). Furthermore, green tourism entails environmentally friendly exercises with mixed priorities and purposes critical for more natural income and sustainable products (Williams & Ponsford, 2009; Higgins-Desbiolles, Carnicelli, Krolikowski, Wijesinghe, & Boluk, 2019). Likewise, Albuquerque, Costa, and Martins (2018) recommended geographical information systems for tourism marketing purposes with a case study of the Aveiro region, Portugal tourism; thus, various tourism marketing strategies can benefit from GISs. Furthermore, synergies between sustainable tourism strategic partnership, and prioritization of GISs (Geographic Information Systems); QGIS (Quantum GIS), PGIS (Participatory GIS), and remote sensing in the discoveries and monitoring of tourism and CBNRM and community development initiatives could be essential. Ultimately, the adoption of a sustainable tourism strategy is on awareness, benefits and attitudes (Butler, 1999). So, how the locals view sustainable tourism, an adopted strategy could boost local economic development, reduce poverty and alleviate environmental degradation. Admittedly, tourism-based initiatives could encourage sustainable community development and sustainability. Broadly allowing rural areas' development within the African Continent; and also serving as a benchmark globally (Debarbieux *et al.*, 2014). Indeed within the portrayals of gastronomy and agro-tourism, it is known that farmers involve themselves in tourism activities as a secondary means of income generation (Azimi *et al.*, 2012; Ramaano, 2021a, b, c, d, e, f, g and h).

3.3 Limitations and further study implications

Any decent tourism strategy within the rural communities should not distance itself from the evident relationship between agricultural, farming, and tourism activities. It is suffice to say that African rural areas are generally attached to agriculture and tourism in their usual nature (Okech, Haghiri, & George, 2015). Hence, this is crucial to rural communities elsewhere (Holland, Burian, & Dixey, 2003; Ramaano, 2021g, 2022b). Thus, for preparation, designing and adopting a possible inclusive tourism strategy to advance livelihoods. As such, in most cases, agricultural development has got a slight edge compared to tourism development. Therefore, in this regard, strategic tourism management that encompasses the value of agriculture, with rather a notion of a synergetic relationship than a juxtaposition and competitive analysis, can be a prime goal for the communities in remote and marginalized domiciles. Hence, synergy amid CBNRM, GISs, sustainable tourism, community development and empowerment is imminent within marginalized and rural areas (Ramaano, 2022b). The limited approach and methodology of literature and document analysis can further be appended. Thus, there is more room for active incorporation of remote sensing and other earth observation methodologies for studies on tourism, agriculture and sustainability of rural community livelihoods. Henceforth monitor the performances of current and potential inclusive tourism strategies in rural milieus for tangible economic developments (Navalgund, Jayaraman, & Roy, 2007). Hence, Figure 2 displays the model for synergetic conceivable economic-administrative roles of incorporated GIS exercises in rural-tourism spin-offs and livelihoods advances in marginalized rural communities. It demonstrates that constituents like public governance and pertinent leadership, tourism and agricultural business and relevant stakeholders jointly with residents' socioeconomic quality are complementary.

Indeed, there is evidence of planned GIS utilization worldwide, including in some African neighborhoods. Nonetheless, this analysis dwelled on the premise that GIS has not been utilized to its full potential in African rural communities, theoretically and virtually reflecting its further latent significance in hoisting livelihoods in places of marginality (Kashaigili, 2010; Mahajan, 2014; von Braun & Gatzweiler, 2014). Hereafter, significantly in biodiversity and tourism-agriculture orientated societies. Henceforward, tourists, tourism exercises and welfare are



Source(s): Author's own compilation; adapted from Ramaano (2021d)

Figure 2. Model for synergetic potential economic-administrative positions of integrated GIS exercises in tourism-orientated and integrated livelihoods advancements

potential receptive bases for latent economic-management roles of diverse GIS activities in the deprived and marginalized rural African communities. Thus, an inclusive tourism-orientated rural community's development strategy has to implement significant socioeconomic, technological and environmental efforts in such vicinities (Ramaano, 2022a; Florido-Benítez, 2021). The next part presents references.

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Azwindini Isaac Ramaano is a postgraduate scholar at the University of Venda who holds honors in conservation biology and a master of environmental sciences. He attended and presented at the South African National Space Agency (SANS) Space Science student workshops in September 2017 and October 2019 in Western Cape Hermanus and September 2021 at Musina-Makhado Special Economic Zone (MMSEZ)-Univen Smart City Model Symposium. His research interests are environmental conservation, rural tourism development, agroforestry, ethnobotany and sustainability. He contributed his scholarly works to transactions of the royal society of South Africa, Tourism Critiques: Practice and Theory & in Forestry Economics Reviews publications and reviewed for Tourism Review, Social Responsibility & Economic and Administrative sciences journals. Azwindini Isaac Ramaano can be contacted at: azwira@webmail.co.za

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APPENDIX 5: REVIEWER'S CONTRIBUTION TO THE BODY OF KNOWLEDGE

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Prepared on October 11th 2022

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REVIEW SUMMARY



REVIEWER SUMMARY

For manuscripts reviewed from date range October 2017 - October 2022

(5) Social Responsibility Journal	(4) Journal of Hospitality and Tourism Insights
(2) International Journal of Quality and Reliability ...	(2) International Journal of Contemporary Hospit...
(2) Tourism Review	(2) Journal of Business and Socio-economic Deve...
(1) Journal of Entrepreneurship in Emerging Econ...	(1) Journal of Economic and Administrative Scien...
(1) Heritage & Society	

20 REVIEWS OF 14 MANUSCRIPTS

From date range October 2017 - October 2022

- Reviewed for International Journal of Quality and Reliability Management
- Reviewed for Journal of Entrepreneurship in Emerging Economies
- Reviewed for International Journal of Quality and Reliability Management
- Reviewed for Journal of Hospitality and Tourism Insights

-
Reviewed for Journal of Economic and Administrative Sciences

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Reviewed for International Journal of Contemporary Hospitality Management

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Reviewed for Social Responsibility Journal

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