



tourism

Department
Tourism
REPUBLIC OF SOUTH AFRICA



RESEARCH PROJECT REPORT

THE SOCIO-ECONOMIC IMPACTS OF RURAL TOURISM ROUTES ON ADJACENT COMMUNITIES: The Case of the Three Routes

Research Undertaken by
Department of Recreation and Tourism,
University of Zululand in
Collaboration with the
National Department of Tourism
Republic of South Africa

University of Zululand
KwaDlangezwa
2012

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ACKNOWLEDGEMENTS

The Department of Recreation and Tourism, and the University of Zululand, wish to extend a word of thanks and appreciation to the National Department of Tourism for funding and co-directing this research study entitled: *The Socio-economic Impact of Rural Tourism Routes on Adjacent Communities: The Case of Three Routes*.

The Department of Recreation and Tourism also extends a word of appreciation to the Vice-Chancellor and Rector of the University of Zululand, Prof N.M. Mazibuko for facilitating the signing of the Memorandum of Agreement between the University and the National Department of Tourism.

The Research Team and the Department of Recreation and Tourism are also appreciative of the cooperation received from the University, local communities along the tourism routes, municipality officials and various stakeholders and respondents, through all the stages of this research project. All these participants have contributed in making this research project successful.

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ACRONYMS AND ABBREVIATIONS

TERM	DESCRIPTION
ASGISA	Accelerated and Shared Growth Initiative of South Africa
BEE	Black Economic Empowerment
CBNRM	Community-Based Natural Resource Management
DEAT	Department of Environmental Affairs and Tourism
DoT	Department of Tourism [National]
DRT	Department of Recreation and Tourism
DTI	Department of Trade and Industry
DTF	District Tourism Forum
EKZNW	Ezemvelo KwaZulu-Natal Wildlife
IDP	Integrated Development Plan
IMP	Integrated Management Plan
IWPA	iSimangaliso Wetland Park Authority
KZN	KwaZulu-Natal
KZNTA	KwaZulu-Natal Tourism Authority
LTF	Local Tourism Forum
MOU	Memorandum of Understanding
NEMA	National Environmental Management Act
NPC	National Planning Commission
PAC	Previously Advantaged Community
PDC	Previously Disadvantaged Community
SDF	Spatial Development Framework
SMME	Small, Medium and Micro Enterprises
SPSS	Statistical Package for the Social Sciences
SWOT	Strengths, Weaknesses, Opportunities, Threats
UNWTO	United Nations World Tourism Organisation
UZ	University of Zululand

ABSTRACT

Tourism has recently been acknowledged as South Africa's foremost money-spinner, job creator, and an effective tool for poverty alleviation. This study, on the basis of this assertion, seeks to determine the socio-economic impacts of rural tourism routes in KwaZulu-Natal on adjacent communities, through case study approaches to the three: the Zululand Heritage Route, the King Shaka Route and the Zululand Birding Route. The fundamental objectives of this study are to identify the nature of tourism routes and their impacts and the benefits accruing to the local communities.

It was anticipated that the findings of this research study would help by revealing the extent to which local communities understand and participate in tourism development issues. Furthermore, the results of the research have the potential of benefiting rural tourism and uplifting the socio-economic status of communities adjacent to the routes.

CHAPTER 1

RESEARCH PROJECT ORIENTATION

1.1 INTRODUCTION

The aim of this study is to determine the socio-economic impact of rural tourism routes on adjacent communities. The study therefore seeks to identify and describe established rural tourism routes and local communities adjacent to those routes and further assess the positive and negative impacts that the identified tourism routes have on the local communities. Tourism routes should form part of planning by these local municipalities and be included in the spatial development framework [SDF] programme. It must be noted that in many municipalities the SDF has come to be the main planning document for these government entities. In this regard, many human economic activities have come to regard tourism as one of the leading revenue generators as well as a good remedy for communities that have been affected by unemployment and poverty. Rogerson & Visser (2004) have also argued that in the last few decades tourism has begun to be recognised as an economic sector with the potential to make a contribution towards the economic development of communities in tourist destinations. Tourism is envisioned not only as providing sustainable economic betterment of living conditions, but also as offering social, environmental and ethical support. These factors may translate into poverty alleviation, job creation and reduction of unemployment, which may be seen as constituting community development (Wall, 2000). However, according to Mkhabela (2009a) some of the associated BEE policies have unfortunately engendered misappropriation of resources and general corruption. This is part of South African history, which has to be corrected so that policies and practices in local areas should contribute effectively to the betterment of all societies.

1.2 BACKGROUND AND RATIONALE

The development of themed tourism routes in KwaZulu-Natal, like any other place in the world, has gained prominence in recent years as one of the tourism development strategies, and also as one of the ways of attracting and dispersing tourists to

different parts of the country. Tourism route development has generally become a primary tourism product development strategy for many countries, and it is also viewed as one of the best ways to secure sustainability in the tourism sector by the clustering of activities and attractions in less developed areas and stimulating cooperation and partnerships between communities in local and neighbouring regions. Hence tourism route development is seen as a “vehicle for the stimulation of economic development through tourism” (Briedenhann & Wickens, 2004:72). Through route development, several attractions that would independently not have the potential to entice visitors to spend time and money are tied together into a unique product. Based on a specific theme, tourism routes pull together a variety of activities and attractions for the purpose of stimulating entrepreneurial opportunities through the development of ancillary products and services (Getz & Page, 1997; Greffe, 1994; Fagence, 1991; Lew, 1991; Gunn, 1979). Tourism routes are perceived to have pulling power, and the potential to disperse visitors’ money among a larger number of recipients, some of whom are regarded as disadvantaged communities. The inclusion of disadvantaged communities indicates that tourism routes may include a ‘pro-poor’ element, that is an explicit agenda to include and promote business operations within poor communities.

There are a number of established tourism routes in KwaZulu-Natal which have been established particularly to spread economic benefits of tourism mainly to disadvantaged communities. For the purpose of this research three themed tourism routes have been selected, namely (a) the Zululand Heritage Route popularly known as Route 66, which stretches for 250km from Dokodweni Toll Plaza to Pongola; (b) the King Shaka Heritage Route; (c) the Zululand Birding Route which is regarded as one of Birdlife South Africa’s first “Avitourism” products that showcases 605 bird species that are found in Zululand. The development of Route 66 was informed by the findings of the research on visitor behaviour and preferences that was conducted by Tourism KwaZulu-Natal, which indicated that departing foreign and domestic tourists expressed their disappointment at the lack of opportunities to learn more about the traditional culture and heritage of the local communities, as well as wildlife.

This resulted in the development of a product that would link available cultural heritage products and provide a product which is themed for tourists.

The justification for undertaking this research project on rural tourism routes is based on the following points:

- Facilitating and making the Memorandum of Understanding [MOU] between the National Department of Tourism and the Department of Recreation and Tourism, University of Zululand, come alive.
- Assisting the University of Zululand to participate in tourism research activities that would functionally contribute in resolving tourism matters (such as tourism routes), which would deal with unresolved tourism matters in a practical manner.
- Promoting the understanding of tourism matters and how they contribute to the livelihoods and upliftment of local rural communities through socio-economic benefits and opportunities.
- Highlighting and reinforcing the functionality of existing rural tourism routes as well as the development of new opportunities within these tourism routes.
- Engaging in the marketing of rural tourism routes, which may seem dormant, to become better tourist attractions that would benefit the local communities.
- Highlighting the development of the existing infrastructure that leads to better attractions associated with rural tourism routes.
- Encouraging the rural communities that are geographically located along the tourism routes to be well-versed in the management of tourism routes.
- Identifying tourism attractions or tourism products that are tailored for each community so that the individual community members benefit substantially from tourism route development.

1.3 STATEMENT OF THE PROBLEM

In the study areas selected for this investigation, the tourism industry is one of the key role-players in the social and economic development of the previously disadvantaged communities along the routes. In this regard, it still remains important

to explore other tourism prospects that have not yet been thoroughly tapped, such as rural tourism routes. There are various tourism routes that exist in KwaZulu-Natal, and this study as mentioned above, pays attention to the three which would, if well developed, make a significant contribution to the rural people residing in the study area. They are: (a) the Zululand Heritage Route (Route 66); (b) the King Shaka Heritage Route, and (c) the Zululand Birding Route.

The prevalent challenges in rural areas are unemployment and poverty, yet contrary to these challenges, there are tourism attractions in rural communities that would improve their livelihoods (Rogerson, 2006:44). It must also be noted that tourism has the capacity to contribute to the development challenges associated with poverty reduction. The point of departure in this study is, therefore, to enhance tourism opportunities for the benefits of the rural communities.

Snowball & Courtney (2010:563) state that the design and establishment of cultural heritage routes as a means to both protect smaller, relatively dispersed heritage sites and attract tourists is a relatively well-established local economic development strategy. It is paramount to identify and establish tourism routes that have the potential to bring about socio-economic development in the host community. If identified tourism routes are capable of transforming the standard of living of the rural community, it is essential to devise projects and programmes that would ensure such transformation.

Rural tourism routes seem to have been slow to contribute much to the socio-economic conditions of rural communities. The tourism attractions found in these communities should benefit societies through infrastructural and economic development. Through rural tourism routes, the challenges of unemployment and poverty will be addressed, and the communities that are adjacent to these rural tourism routes can benefit from work-related opportunities. The opportunities that emanate from the development of the infrastructure may include among other things, job creation and the establishment of small, micro and medium enterprises (SMMEs). The rural communities would be part of the growth taking place in the vicinity. The

realisation of economic development in rural areas would be the responsibility of all stakeholders, not only the tourism officials and business people, as seems at present.

There was an observation that there are limited numbers of stall markets along the tourism routes that provide tourism products for the tourists. The challenge of the stall markets is the provision of the market spaces for rural people who may have tourism products. It is, therefore, important to evaluate the impact of rural tourism routes in all aspects that contribute directly or indirectly to the economic development of rural communities. The government has a role to play in ensuring rural community participation. According to Rogerson (2006:46), both the local and national governments have the responsibility to support the involvement of poor communities in the tourism economy. The rural tourism routes need to be supported and promoted as part of the economic development of rural communities. The support of rural communities could also facilitate good management of tourism routes and further contribute to effective implementation of product development programmes in the study areas.

In a nutshell, the awareness and the importance of rural tourism routes in rural communities is one of the key points of departure that could facilitate and ensure maximum participation of the local communities in the study area. Community participation can also lead to community beneficiation, which can be evidenced among these rural communities by the provision of employment and poverty alleviation. According to Rogerson (2006:39), the linkage of tourism development to poverty alleviation in South Africa has become a strategic economic development process that is expected to improve the livelihoods of the previously disadvantaged communities.

1.4 AIMS AND OBJECTIVES OF THE STUDY

The broad aim of the study is to determine the socio-economic impacts of rural tourism routes in KwaZulu-Natal on adjacent communities, through a case study approach. This aim has been narrowed to objectives that are listed below. The lack

of clear, comprehensive and empirically tested literary sources about tourism routes in KwaZulu-Natal presents some challenges for the conceptualisation of this research topic. The objectives of the study are as follows:

- To identify and describe stakeholders' awareness and understanding of rural tourism routes;
- to reveal and describe the characteristic features of communities adjacent to the rural tourism routes;
- to assess the positive socio-economic impacts of the identified rural tourism routes on the communities;
- to assess the negative socio-economic impacts of the identified rural tourism routes on the communities; and
- to describe how the rural tourism routes influence tourism development and product development among the identified communities.

1.5 RESEARCH QUESTIONS

In line with the research objectives, the research questions are presented below. The first three research objectives are incorporated and addressed in the first research question, and the last two objectives are covered in the second research question. The following are the research questions that address the objectives of the study:

- What are the socio-economic impacts of the rural tourism routes on the local communities?
- How do these tourism routes influence development of the local communities?

1.6 DEFINITION OF TERMS

The following terms used in this study are explained so as to contextualise them for this research project.

1.6.1 Tourism

In the context of this research project, the term tourism is defined as “the processes, activities, and outcomes arising from the relationships and the interaction among

tourists, tourism suppliers, host governments, host communities and surrounding environments that are involved in the interacting and hosting of visitors” (Goeldner & Ritchie, 2009: 6).

1.6.2 Route Tourism

According to Lourens (2007a) the concept “route tourism” refers to a cluster of tourism attractions along a particular route. More particularly, these routes emphasise themes such as birding, cultural heritage, wine, beer, arts and craft, which may be seen as highlighting a market-driven approach through which a community dependent on a tourism product can thrive. On such a tourism route, marketing becomes important as it makes the route more attractive to tourists.

1.6.3 Heritage Tourism Route

For purposes of this research study, “heritage tourism route” refers to a structured visitor attraction that is related to the cultural and historical phenomenon which attracts tourists to an area (Prohaska, 1996). In other words, it is tourism routes that catch the attention of all movements of persons, because they satisfy the human need for diversity, which tends to raise the cultural consciousness of the individual and gives rise to new knowledge, experience and encounters (UNWTO, 2001).

1.6.4 Rural Tourism

The term “rural tourism” in this project relates to people visiting an area dominated by the natural and farming environments where specific natural, economic and socio-cultural features are harmoniously integrated to create unique tourist products (Gopal, Varma & Gopinathan, 2008:512). Rural tourism consists of leisure activities carried out in rural areas, related to community-based tourism, ecotourism, cultural tourism, adventure tourism, guest farms, backpacking, riding and agri-tourism (Viljoen & Tlabela, 2006:1). For purposes of this study, the concept “rural tourism” is used to mean tourism that showcases the rural way of life (heritage, culture, arts and crafts as well as natural heritage), which is bent on benefiting the local people socio-economically.

1.6.5 Community

The term “community” in this context means a social organisation of people based on (i) shared values and beliefs of the individuals; (ii) direct and many-sided relations between individuals and (iii) the practice of reciprocity (Stoddart, 1993). For purposes of this project, “community” refers to the local people who come into contact with tourists as the hosts in a particular environment, such as the tourism route passing through their area. The community provides means through which the curiosity or needs of tourists are satisfied in a manner that encourages them to revisit the attraction.

1.6.6 Impact

The term “impact” refers to either positive or negative influence on and change that occurs to a tourism destination or environment. Impacts can also be acceptable or unacceptable changes in the social or economic environment of a particular community (Andereck, Valentine, Knopf & Vogt, 2005). The impacts can be felt in social, economic, physical and environmental spheres of tourism.

1.6.7 Cultural Heritage Tourism

The concept “cultural” or “heritage tourism” basically refers to local or international tourists visits to the cultural destinations and it is also viewed as a way of exchanging cultures with other countries (Derwent, 1999). In other words, cultural heritage tourism involves customized excursions into other cultures and places to learn about people, lifestyle, heritage and arts in an informed way that genuinely represents those cultures and their historical context (Ivanovic, 2008).

1.6.8 Birding Route

The term “bird-watching” or “birding” was first used in 1901, while “bird” was introduced as a verb in 1918. Bird-watching or birding refers to the observation and study of birds in their natural environment, with the naked eye, or through a visual enhancement device such as binoculars. Birding also involves a significant auditory component, as many bird species can be more easily detected and identified by ear than by eye. The term “birding route”, therefore, relates to a structured visitor-path

or attraction that is related to an aviary and historical phenomenon which attracts tourists to an area to engage in bird-watching on a regular basis.

1.7 LIMITATIONS

Like any other research inquiry, this research project has some limitations. The limitations to this study were the following:

- **Time:** the amount of time allocated to the research process was short, given the nature of the research problem.
- **Lack of prior research studies on the research problem:** this type of research demands a literature review that would help in the understanding of the research problem. There are relatively few reference materials available that treat topics related to this particular research problem.
- **Lack of reliable data:** a lack of reliable data required this investigation to limit its scope of analysis, the size of the sample, and route features visited. These limits are a significant obstacle in finding a trend and a meaningful relationship. The researchers have not only needed to describe these limitations, but have also offer reasons why they believe that data was missing or unreliable.
- **Limited financial resources:** this factor led the research team to decide on investigating only the adjacent communities that are found not far off the University of Zululand, as well as within a 15 km radius of the selected routes.
- **Bureaucracy:** the team experienced protocol challenges. The need to engage with local municipalities had both positive and negative results. Whilst officials were enthusiastic and supported the investigation, others presented difficulties in honouring appointments or securing appointment dates to meet with tourism officials. This ultimately caused unforeseen delays.

1.8 SUMMARY

Rural tourism routes can play a significant role in addressing the criticism that tourism exhibits inequity of benefit distribution. Through rural tourism route development, activities and attractions, even in those communities that are far flung, are integrated into one unified route system that encourages the dispersal of tourists.

Rural tourism routes are therefore an attempt to create opportunities for small tourism-related operations that are trying to expand to be clustered into one main-themed tourism route. Themed rural tourism routes are therefore one of the techniques that can be used to develop and incorporate small operations into one route. Developing rural tourism routes further stimulates the development of cooperative planning and relationships between people within and across different localities in order for them to compete collectively for specific markets. Rural tourism routes therefore stimulate cooperation and partnership between communities, and can act as a vehicle for economic development in peripheral rural communities. It is evident that partnerships form the basis for successful rural tourism route development and success.

CHAPTER 2

THEORETICAL FRAMEWORK

2.1 INTRODUCTION

Tourism routes are considered as a vehicle for promotion of tourism and destination development, especially in rural areas. Rural trails, cultural and heritage routes have been widely used in both developed and developing countries, particularly for promoting rural tourism (Lourens, 2007b). The extent to which a particular route can attract tourists is largely influenced by its length and scale which may be local, regional and international (Meyer, 2004). There are cost and benefits associated with the development of tourism routes. Benefits range from infrastructure shared by tourists and locals, an increased number of tourists, economic growth, job creation, preservation of heritage sites and development of new tourism facilities and products. On the other hand, there are negative impacts such as commodification of culture, increased crime levels, deforestation and moral degeneration.

This section of the study focuses on the theory behind the development of routes, related literature, established tourism routes in KwaZulu-Natal, background information about communities adjacent to the routes, different impacts of the routes on adjacent communities, effects of the routes on tourism product development, and assessment of socio-economic impacts associated with the tourism routes. The three tourism routes that are considered for investigation are: (a) the Zululand Heritage Route, popularly known as Route 66; (b) the King Shaka Heritage Route; and (c) the Zululand Birding Route.

2.2 TOURISM ROUTE DEVELOPMENT

Tourism route development must be guided by policy which covers issues such as the probable effect that routes have on the host community and the environment, the economic implications in terms of key indicators (employment, income, government

revenue and foreign exchange flows), and the probable economic rates of return (Guangrui et al. 2011).

2.2.1 Rationale for Tourism Route Development

Tourism as a broad human activity, and route tourism as a subset, is often viewed as a universal remedy for regions, states or countries. Policy makers often turn to tourism when faced with the decline in an area's existing industrial base (Laws, 1995). A more responsible approach, when trying to rationalise the concept of tourism development, is about resource management (Telfer & Sharpley, 2008). The decision for the development of tourism by most tourism authorities in destinations, nodes and tourism routes is entirely based on the benefits of tourism to local communities. If tourism development were to disregard some critical factors that are associated with the growth of destinations, it would then be indefensible to overlook the series of decisions taken about the type and scale of tourism facilities towards development, as well as the appropriate role tourism plays among social and economic activities which are expected to feature in the development of most destinations (Laws, 1995). Tourism routes are developed for a number of reasons such as those listed in Table 2.1 below.

TABLE 2.1: REASONS FOR DEVELOPING TOURISM ROUTES

ECONOMIC	<ul style="list-style-type: none"> • Employment • Foreign exchange • Boost to other sectors
SOCIAL	<ul style="list-style-type: none"> • Cross-cultural exchange • Stimulation of new attitudes
DEVELOPMENT	<ul style="list-style-type: none"> • Infrastructure • Recreational Facilities
SENSE OF NATIONAL PRIDE OR IDENTITY	<ul style="list-style-type: none"> • Modernisation • Traditional culture
SUPPORT FOR CONSERVATION	<ul style="list-style-type: none"> • Environmental • Ecological • Cultural

Source: Laws (1995)

Laws (1995) has suggested that most places become destinations through the development of facilities for their visitors, and tourism routes are an exceptional example in this instance. This is the perception generally held for most destinations. Table 2.1 presents a selection of reasons which could be cited in regional and national tourism plans for developing tourism routes (Laws, 1995), which include the economy, social, development, a sense of national pride or identity, and support for conservation (Laws, 1995). These justifications for the developing of tourism routes are particularly investigated in the three tourism routes in KwaZulu-Natal.

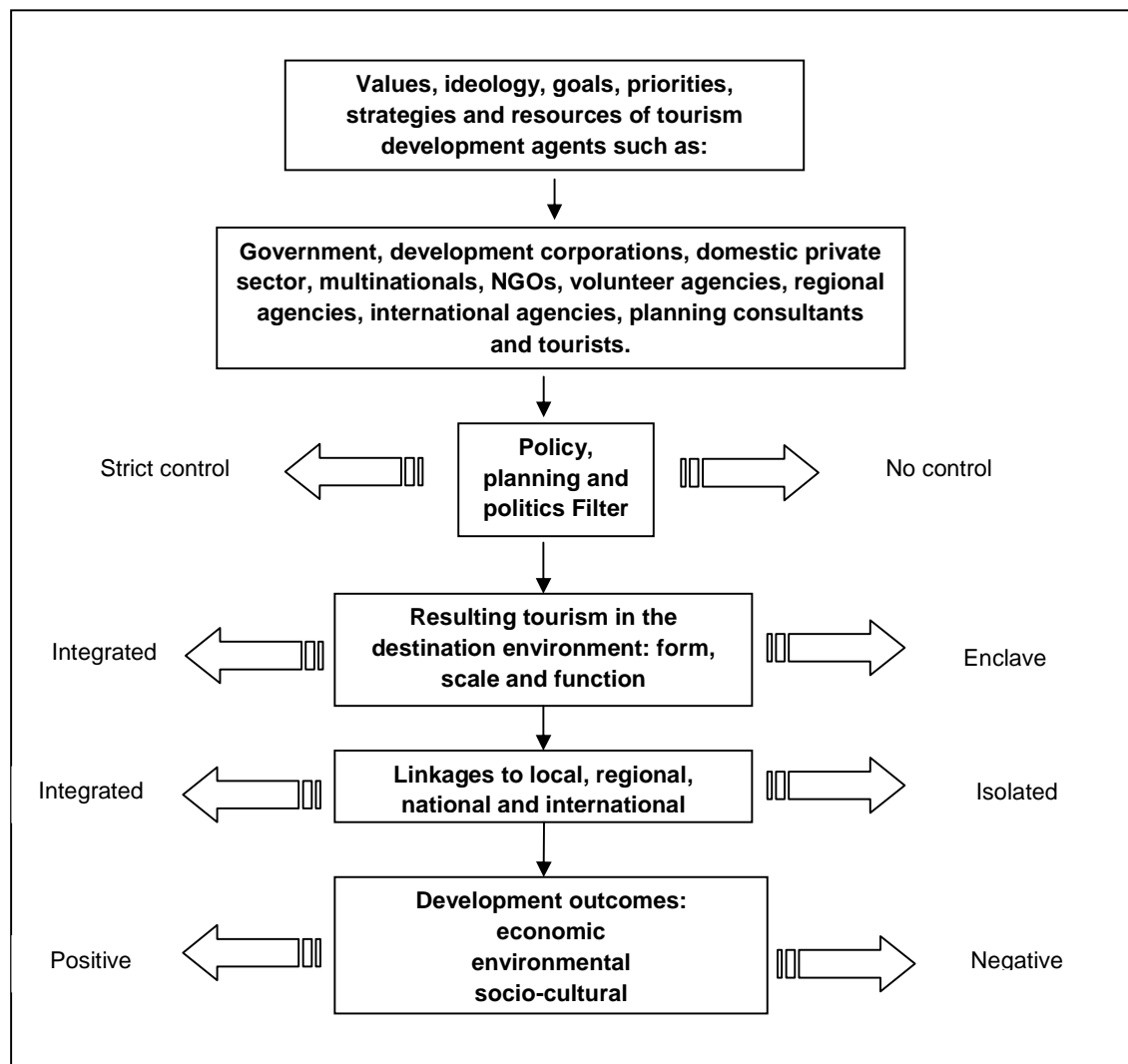
Local and international literature has suggested well-designed and managed tourism routes can generate positive advantages for destinations (Glasson *et al.* 1995; Telfer, 2001a; Meyer-Cech, 2003, 2005; Lourens, 2007a). The ideal and accepted practice in tourism route development is to offer communities the opportunity of direct self-help, as well as "allow each participating community along the route to benefit from being linked to the experience, and the knowledge gained, of other participants" (Moulin & Boniface, 2001: 243). In support of the citation above, Meyer (2004) proposes that there are three important advantages of route development:

- (a) The economic benefit that accrues from spreading tourism more widely by developing tourist facilities, activities and services along the tourism routes, with tourists spending more money at stopover points.
- (b) The creation and provision of additional employment and income, both directly and indirectly, through local facilities and services along the tourism route.
- (c) A well-designed tourism route can contribute to the expansion of the tourist markets and extend the average length of stay of the tourists, through providing a variety of attractions.

The process of developing tourism routes is a relatively complicated one that normally depends on tourism policies, planning and management of a destination. Tourism authorities, business persons and entrepreneurs have to make it their business to invite local communities when planning for such destinations. According to Telfer & Sharpley (2008) tourism development, as may be the case with tourism

route development, is governed by processes such as those shown in Figure 2.1, including values, ideologies and politics, together with institutional or organisational categories, which would eventually lead to the development outcomes, economic, socio-cultural and environmental.

FIGURE 2.1: THE TOURISM DEVELOPMENT PROCESS MODEL



Source: Telfer & Sharpley (2008)

Furthermore, Figure 2.1 shows the tourism development process model, in the context of tourism routes, and all associated facets that need to be considered when developing tourism to any given destination. The process depicted in the model suggests that tourism development requires a holistic approach based on carefully

structured vision, goals and objectives (Telfer & Sharpley, 2008:83). Tourism route development can only be done successfully within the context of general tourism development. The implications and implementation of the tourism development initiatives for this route tourism project are discussed in greater detail in Chapter 6.

2.3 BENEFITS AND COSTS OF TOURISM ROUTES

Route tourism has to be viewed, by authorities, officials and communities, as both a blessing and a blight. Whilst route tourism can bring admirable benefits to local communities, it can also lead to social problems. Some of these benefits and costs are well documented in local and international literature (Goeldner & Ritchie, 2009; Cooper *et al.* 2008; Lourens, 2007b; Rogerson, 2004; Moulin & Boniface, 2001)

2.3.1 Socio-economic Impacts of the Routes

The impacts of tourism routes can be seen as either positive or negative. These impacts can also be seen as benefits and costs. Tourism routes affect the economy and lives of local communities of many destinations. Tourism routes seem to be a good opportunity for developing less explored areas with valuable cultural and heritage resources (Meyer, 2004). Tourism routes are used by different municipalities as one of the strategies for local economic development (LED), which provides revenue generating-opportunities while conserving heritage assets. Well-designed tourism routes generate spin-offs such as the following:

- a) Spread of economic benefits through the development of tourist facilities
- b) Facilitation of tourists' spending at stop-over points
- c) Provision of employment and income
- d) Cultural change and clashes
- e) Change of local identity and values
- f) Physical influences causing social stress
- g) Crime, deteriorating working and employment conditions
- h) Provision of skills by local authorities resulting in tourism development

In addition to the socio-economic impacts associated with the development of routes, there are a number of socio-cultural benefits, such as fostering a sense of community pride as tourists choose to visit their area and cultural exchange manifested during the interaction between the community and tourists.

2.3.2 Impacts of Tourism Routes on Communities

Generally, tourism routes cannot be developed in isolation, but as tourism products. It is evident that routes, like any tourism development, would depend upon the characteristics of local communities, businesses along the route and the tourism product (Rogerson, 2007). For local communities adjacent to the routes there are positive benefits yet on the other hand some negative impacts.

Authors such as Goeldner & Ritchie (2009), Lourens (2007b), Cooper *et al.* (2006), and Moulin & Boniface (2001) agree that the benefits associated with tourism routes include, among others:

- a) Development of local infrastructure
- b) Protection and improvement of the environment
- c) Preservation of heritage and tradition
- d) Breaking down of barriers such as language, race, politics, religion, social, culture and class
- e) Job creation and poverty alleviation
- f) Revenue generation and entrepreneurial opportunities
- g) Increased tourism flow

Visser (2004) argues that there is little supporting researched documentation about the role played by tourism routes in alleviating poverty among local communities. Instead it is the investors and developers that benefit.

The negative impacts that result from the development of tourism routes which are often absorbed by the host communities at the destination include the following:

- a) Commercialisation of culture, religion and arts
- b) Degradation of the environment (natural and socio-cultural)

- c) Increased incidents of crime, prostitution and gambling
- d) Unrealistic economic benefits
- e) High expectations of local communities
- f) Exertion of pressure on resources and facilities
- g) Cultural change and clashes
- h) Crime, deteriorating working and employment conditions

According to Harrill & Potts (2003), tourism development, also associated with route tourism, can bring about negative environmental impacts in particular communities, as well as ecological and social changes. In addition to the negative impacts there are challenges linked to tourism route development namely:

- a) Route management
- b) Execution of the route development plan
- c) Inexperienced human resources
- d) Changing nature of the market for route tourism
- e) Visitors perception of routes (whether they see them as attractions in their own right or a means to reach the destination)
- f) Lack of documentation of best practice in route tourism (Donaldson, 2007)
- g) Lack of skills and experience by the community leading to poor development (Meyer, 2004).

On the other hand, authors like Meyer (2004) and Ashely & Haysom (2005) believe that through tourism route development adjacent communities can reap socio-economic benefits. These authors also place some emphasis on the implementation of pro-poor principles such as community participation, a holistic approach to the livelihoods of the concerned community, application of a balanced approach, wide application of pro-poor tourism principles, distribution of costs and benefits, commercial realism and cross-disciplinary learning. Finally, Rogerson (2007) points out that a lot can be achieved through tourism route development as it has potential to create a platform for communities to work together with tourism business ventures.

2.3.3 Effects of Tourism Policy on Tourism Routes

Tourism routes can only succeed if their development and management is based on sound tourism policy. Tourism policy in this regard can be seen as a strategy for the development of the tourism industry, with a positive impact on the local community. The issue of tourism policy and route development is central to this study as all the route tourism institutional frameworks, planning and coordinating structures in KwaZulu-Natal need to be activated for integrated tourism development. Route tourism policy is therefore, a set of regulations, rules, guidelines, directives and promotional objectives and strategies that provide the framework, within which all decisions affecting tourism route development are implemented (Ritchie & Crouch, 2000; Goeldner & Ritchie, 2009).

The diversity of tourism policy is an essential ingredient for the success of any particular tourism route. Most routes comprise tourism products such as arts and crafts, tour guides, accommodation (guest house, lodges, etc.), health spas, restaurants or food outlets, agri-tourism products, retail outlets, hiking trails and other adventure activities, all of which ought to be guided by an effective policy regime. In more specific terms, tourism policy should fulfil the following functions (Goelder & Ritchie, 2009:415):

- (a) Define the rules of the game, that is, the terms under which tourism operators must function.
- (b) Prescribe the activities and behaviours that are acceptable for the visitors to an area.
- (c) Provide a common direction and guidance for all tourism stakeholders within a particular destination.
- (d) Facilitate consensus around specific strategies and objectives for a particular destination.
- (e) Present a framework for public / private sector discussion on the role and contributions of the tourism routes on the economy and local communities.
- (f) Allow route tourism to interface more effectively with other sectors of the economy.

2.4 TOURISM FOR COMMUNITY BENEFICIATION

The tourism industry makes important contributions to the economies of developing countries, particularly to foreign exchange earnings, employment, and Gross Domestic Product (GDP). On average, international tourism receipts account for around 10 per cent of export revenues of developing countries. The contribution of tourism to the GDP varies from 3–5 per cent in Nepal and Kenya to 25 per cent in Jamaica; contribution to employment is estimated at 6–7 per cent in India and South Africa (Bennett, 2002). Indeed, tourism is the key to the economic development for South Africa, which is regarded as one of the richest and economically most advanced countries on the African continent. The South African government has recognised the potential of the tourism sector in bringing about economic growth, development and employment creation. Thus tourism has also been seen as one of the six core pillars of growth in the country's New Growth Path framework. Moreover, the Industrial Policy Action Plan (IPAP2) has identified the sector as one of the areas expected to contribute to the development of rural areas and the culture industries, among others (NDT, 2011).

In the above context, communities are seen as the basic unit of beneficiation from tourism. Communities are the focal point for the supply of accommodation, catering, information, transport facilities and services. Their local natural environment, buildings and institutions, people, culture and history, all form core elements of what the tourists come to see. Whether as towns, villages or cities, every community has the potential to promote tourism at one level or another, and is affected by the growth and development of the industry (Godfrey & Clarke, 2003). Community beneficiation is of paramount importance particularly in South Africa where the Black majority was previously unable to participate in tourism, and therefore did not benefit from the tourism industry.

Community-based projects are the most suitable for sustainable tourism development where the community is participating actively in the decision-making process. Clearly, governments should be involved in establishing guidelines and formulating laws to guide planning and implementation of tourism development.

However, this is not enough. Local community involvement is necessary to enhance the sustainability of tourism development. An important precondition is that tourism development should be community-based, and therefore it needs the support of locals, regional and national governments. Communities must have a common vision in shaping their future communities. This calls for the maximum involvement of the local community in order to maximise socio-economic benefits of tourism for the community. In doing so, the first thing to achieve is the local communities' understanding of the importance and the repercussions of tourism development in their region in order to encourage an authentic participation, active involvement and beneficiation. Local communities and the various stakeholders must be familiar with the process of tourism development to appreciate it, support it and thereby benefit from it (Cottrell, 2001:7).

In several parts of the world, the concept of rural trails or heritage routes has been used, particularly in the context of promoting rural tourism (Telfer, 2001a, 2001b; Meyer-Cech, 2003, 2005). Some observers who subscribe to the notion of "route development" see it as one of the world's best hopes to secure sustainability in travel and tourism (Rogerson, 2009). The concept "tourism route" refers to an "initiative to bring together a variety of activities and attractions under a unified theme and thus stimulate entrepreneurial opportunity through the development of ancillary products and services" (Grefe, 1994: 24). The term is also explained in a similar manner by authors such as Meyer-Cech (2003), Meyer *et al.* (2004) and Clarke (2005) all emphasising a development approach embedded in the term. Route tourism is thus a market-driven approach for tourism destination development. According to Meyer (2004), in general routes are initiated with one or more of the following objectives in mind: to

- (a) diffuse visitors and disperse tourism income to local communities;
- (b) bring lesser-known attractions and features into the tourism business;
- (c) increase the overall appeal of a destination;
- (d) increase length of stay and spending by tourists;
- (e) attract new tourists and to attract repeat visitors; and
- (f) increase sustainability of the tourism product (Meyer, 2004).

2.5 MANAGEMENT OF ROUTES

For the management process of tourism routes to succeed, it is essential to involve all role players and stakeholders, who may have direct or indirect interest in benefiting from tourism routes. According to Page (2011:316), to foster a beneficial relationship between tourism and the environment requires public sector intervention in the planning and management of the tourism routes. It is important to have policies, planning and management processes in place, so that tourism routes can facilitate and ensure mutual beneficiation among officials, local communities and tourists. Page (2011: 313) also argues that if the relationship among the three stakeholders is not well managed, then “tourism can emerge as a source of conflict between hosts and visitors in destinations where its development leads to perceived and actual impacts.” It must, however, be accepted that the effective management of tourism routes will result in providing business and job opportunities for the public and host communities. Tourism routes must be managed in an efficient manner, since “tourism is not necessarily a stable source of income for destinations because tourists are not noted for their high levels of customer loyalty to tourism destinations” (Page, 2011:310).

In a well managed tourism environment, the impacts of tourism on the community and other components are usually understood, and positive ones are improved from time to time. The tourism industry and related sectors will always have challenges as their survival is influenced by human elements which are dynamic in nature. On the one hand, governments are seeking to develop more socially inclusive societies, where principles such as “Tourism for All” are pursued in order to facilitate a greater inclusion of special needs by tourism businesses and agencies (Page, 2011:321). It is fitting to agree with Cooper *et al.* (2008:336) in this instance, when they argue that “environments need to be managed with appropriate sensitivity so that guests are not disappointed in their experience but, at the same time, their presence should not destroy the very resource they have come to experience.”

The attractions such as Reed Dance (*Umkhosi woMhlanga*) and Heritage sites (King Shaka’s grave) need effective management and control where those that are

entrusted with managerial responsibilities will be able to account for every decision and action taken (Cooper *et al.* 2008: 309). These authors concur that such iconic or flagship attractions can be used effectively to attract visitors, if the needs and expectation of local communities are met.

2.6 FACTORS CONTRIBUTING TO SUCCESSFUL ROUTE TOURISM DEVELOPMENT

According to several authors (Rogerson, 2009; Donaldson, 2007; Lourens, 2007a, 2007b), there is evidence that South Africa happens to have the highest concentration of route tourism initiatives in Africa. As such, tourism route development can be regarded as a fairly well established practice in South Africa. However, this fact may not be stretched to some places in KwaZulu-Natal, for example, there are rural areas where tourism is non-existent. According to Viljoen (2007) tourism routes have been observed to represent an effective development tool that is increasingly employed for developing local economies in depressed and poor rural areas in developing countries.

Previous research studies (Rogerson, 2009; Lourens, 2007a; Donaldson, 2007) have indicated that even though tourism route development has benefits for the local communities, there are routes that are unsuccessful and lack sustainability. It is for this reason that authors such as Binns & Nel (2002) have highlighted critical success factors for route tourism development such as

- a) A clearly identified selling point
- b) A clear brand identity
- c) Professional mentoring skills to ensure sustainability
- d) Transparency in decision making
- e) Keeping abreast with trends with the local and international tourism
- f) Developing and aligning strategies with the support of tourism authority.
- g) Product re-evaluation
- h) Transfer of essential skills and fostering of tourism ambassadorship
- i) A good product mix (Lourens, 2007b).

In addition to these success factors a roadmap which is applicable to any tourism route development must follow these seven ideal steps:

- Step one: Conduct an on-going market research in order to conceptualise the route's target-market and their requirements.
- Step two: Audit all existing resources in the area.
- Step three: Evaluate tourism assets and identify unique selling features and products.
- Step four: Determine the size of the target market.
- Step five: Establish a clear brand identity.
- Step six: Develop a strategy and an operational plan.
- Step seven: Design a sound financial plan.

Lourens (2007b) pointed out that the above steps are more applicable and biased towards private sector-driven development, but are also applicable to public sector planning. Furthermore, the ideal state is that it is imperative that an effective partnership must exist between the public and private sector to promote responsible and sustainable tourism.

The success of tourism route development and management has been highlighted by Lourens (2007a) in that the management and marketing of tourism routes is usually achieved through using the private-sector tourism associations, which are supported by local, regional or state authorities. In order for tourism route development to be successful some of the following key elements must be in place:

- (a) A clearly understood leadership structure and its roles in the area;
- (b) an audit of tourism assets (mostly natural and cultural heritage);
- (c) a carrying capacity and infrastructure that is reasonably developed;
- (d) some physical planning practice of some kind;
- (e) market analysis must have been initiated;
- (f) an effort towards creating local institutions must be evident;
- (g) environmental promotion and interpretation; and
- (h) tourism quality standards must be established.

The achievement of good management and marketing practice of tourism routes is beneficial for local development. The local community must be active and determined to achieve tourism route development. The achievement of the community must be supported by most stakeholders. The proviso is, however, that the community must be properly resourced and improved in order to achieve the listed objectives set out for successful tourism route development.

2.7 RURAL TOURISM ROUTES IN KWAZULU-NATAL

The establishment of tourism routes in KwaZulu-Natal is an initiative aimed at promoting, packaging and marketing tourism products and attractions found in various destinations (Visser, 2004). Through tourism route development different attractions and activities, including events along specific routes within a destination, are bundled together and sold as packages to consumers. Tourism route development is perceived as an effective way of tourism distribution and marketing, [www.khanya-aicdd.org (2011)]. Timothy & Boyd (2006) also describe tourism routes as a strategy that links up less well known, often rural, tourist attractions in order to market them more effectively under a unified theme. Accordingly, Visser (2004) further points out that a tourism route can be a few metres to thousands of kilometres long, accessed through different forms of transport. One of the success factors of establishing a tourism route is the establishment of a route forum made up of community members, who in turn will look after the route and its patrons.

KwaZulu-Natal has scenic and breath-taking routes showcasing different attractions and tourism products (ZBR, ca2011; TKZN, ca2011; KZN-PG, 2005). Some of these routes include:

- | | |
|--|------------------------------|
| a) The Midlands Meander | h) Battlefields Route |
| b) The Southern Explorer Route | i) The 1000 Hills Experience |
| c) The Brew Route | j) The Rainbow Route |
| d) Zululand Heritage Route, Route 66 | k) Freedom Route |
| e) King Shaka Heritage Route | l) Route 617 |
| f) Zululand Birding Route | |
| g) The Amble Route (Sub-divided into six routes) | |

For the purpose of this study three tourism routes were selected for investigation, these are: The Zululand Heritage Route, (Route 66); King Shaka Heritage Route (KSHR) and the Zululand Birding Route (ZBR).

2.7.1 The Zululand Heritage Route (Route 66)

The Zululand region is famous for its rich cultural heritage. The Zululand Heritage Route also known as Route 66, capitalises on the unique history and culture of the Zulu nation, thus making the route one of the major tourism attractions in KwaZulu-Natal. The Zululand Heritage Route (Route 66) is approximately 250 kilometres long, stretching from the east coast (Dokodweni off-ramp) inland through Eshowe, the eNkwaleni valley, Melmoth, Ulundi, KwaNongoma up to Phongolo in the north of Zululand. The route passes through undulating scenic landscapes covered with a blanket of sugar cane fields along the coast, and grass, thorn bushes and shrubs as one moves further in land.

This route does not only spread tourists or visitors evenly through the popular and not so popular attractions in Zululand, but also offers employment and business opportunities to the local communities. Along the key nodes of the route there are significant landmarks, tourism products and events. Route 66 passes through two district municipalities, namely UThungulu and Zululand. Major local municipalities involved are Umlalazi (KZ284) and Mthonjaneni (KZ285). Heritage attractions along the route include:

- a) Cultural villages: KwaBulawayo, Shakaland and Steward farm
- b) Historical: KwaBulawayo, EmaKhosini, Mgungundlovu, Ondini, Nodwengu and no fewer than six palaces of the present king.
- c) Cultural experiences: Royal Reed Dance, Mona market, KwaShembe (Nazareth Baptist Church) eJudiya.

2.7.2 The King Shaka Heritage Route

Owing to tourism's rapid growth and associated potential economic contribution, it is not surprising that it is widely regarded in practice as well as in academic circles as

an effective means of achieving development (Sharpley, 2002). Tourism had become one of the “important and integral elements of the world’s development strategies” (Jenkins, 1991:61). Similarly, within the tourism literature, the development and promotion of tourism is largely justified on the basis of its catalytic role in broader social and economic development. Tourism route development is one of the newly found methods of improving local economic development that is likely to substantially benefit local communities. The overall objective of this specific investigation was to address the characteristics of tourism route development, more specifically the King Shaka Heritage Route. One of the central questions that would be addressed in this inquiry is the physical as well as the historical setting of the King Shaka Heritage Route, located in KwaDukuza. The question of sustainability of the cultural heritage route and its beneficiation to local communities would be an important tourism ideal to address.

In relation to the other two tourism routes investigated, the methodology used in collecting data on this route, included: research sampling, instrumentation and collection and analysis of data. The research approach was different because the King Shaka Route has an annual celebration taking place at the site of King Shaka’s grave in the modern-day town of KwaDukuza (previously Stanger) on the north coast of KwaZulu-Natal. Prior to South Africa’s first democratic elections in 1994, the present monarch, King Goodwill Zwelithini and iNkosi Mangosuthu Buthelezi, dressed in traditional regalia, usually delivered addresses that typically extolled King Shaka. It is also understood that presently there are approximately 4,000 visitors a year that visit KwaDukuza’s King Shaka Interpretive Centre (excluding the annual King Shaka Day celebrations). Approximately 42% are scholars, 43% domestic tourists, and 15% foreign tourists. A full investigation of the route is expected to reveal results which would indicate whether there are any benefits the local communities can expect from this heritage route. In other words, it may also be anticipated that the communities in the study area will reveal their perceptions of the operations and significance of the King Shaka Heritage Route, as well as its related benefits. The completed study is expected to address most of the objectives associated with the core elements of this investigation as a whole.

2.7.3 The Zululand Birding Route

According to www.duckinn.co.za (2012) the Zululand Birding Route (ZBR) was established in 1997. This route is one of the well-known birding routes in KwaZulu-Natal (KZN). The Zululand Birding Route (ZBR) became one of the most popular Avitourism products for Birdlife South Africa, which formed the solid foundation for all the Avitourism developments in South Africa through its ability to bring together different stakeholders from both public and private sectors. The ZBR creates awareness of the important bird areas (IBA) that tourists can visit. Popular IBAs along the Zululand Birding Route include sites like the Ongoye Forest, Richards Bay Southern Sanctuary and the Umlalazi Nature Reserve, among others.

For the purpose of this project, the focus was placed on specific places such as the Ongoye Forest and the Umlalazi Nature Reserve, which are two of the key nodes along the Zululand Birding Route. The Ongoye Forest Nature Reserve boasts rare bird species like the Green Barbet found only in Tanzania and Ongoye Forest as well as the Yellow-streaked Greenbul (www.birdingroutes.co.za,2012). There are also various species of flora, some of which are now endangered. The development of these routes can contribute significantly to the livelihood of previously disadvantaged communities adjacent to the tourism routes.

2.8 SUMMARY

In closing this section, it is evident that, tourism routes can greatly stimulate the local economic development of communities, particularly those that live adjacent to these routes. The rural tourism routes provide an impetus for challenges to the local economic development of local communities, particularly those in rural areas. In order for these communities to benefit from route development, focus should be on destination and route management. In the case of this study, three routes, the Zululand Heritage Route (Route 66), the King Shaka Route and the Zululand Birding Route should be well-managed in order to ensure beneficiation by the local communities.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

In structuring the research design in this chapter, qualitative and quantitative approaches were used. The information, was collected from the nodes of the tourism routes as well as from the local community members. More information was gathered from literature study, policy analysis and developing a historical narrative, or conceptual analysis.

Fundamentally, secondary data for this research investigation consisted of theoretical framework, literature review, and sources that related to:

- local case study research on the topic: *The Socio-Economic Impacts of Rural Tourism Routes on Adjacent Communities*.
- detailed product analysis and community beneficiation from existing tourism routes.

It is anticipated that the findings of this research study will culminate in future planning guidelines for successful tourism route development in the rural areas of KwaZulu-Natal. The existing case studies in KwaZulu-Natal were selected specifically to highlight the extent to which the already established tourism routes are contributing significantly to community development and beneficiation in the study areas. The findings are also expected to enhance aspects of planning and tourism route development and delivery systems that seem to be relatively weak in KwaZulu-Natal.

Three case studies designated as the Zululand Heritage Route, the King Shaka Heritage Route and the Zululand Birding Route were selected because of their history, which indicates that they were established to enhance participation of the previously disadvantaged communities as well as marginalised communities on

these routes. The findings will also establish whether the Zululand Heritage Route, the King Shaka Heritage Route and the Zululand Birding Route play a major role in the transformation of local economies. These tourism route processes were initiated and funded by Tourism KwaZulu-Natal as well as the provincial government of KwaZulu-Natal.

3.2 RESEARCH DESIGN OF LOCAL CASE STUDIES

The main research design of the local case studies primarily sought to analyse the physical tourism product, that is the tourism routes, as well as the hosts and visitors that consume the tourism route product. The fundamental objective of the tourism route analysis was to gain a better understanding of the dynamics playing a role in the success of tourism route products for local communities.

To get answers for the project's research questions and related objectives, the following research design items were acquired from the Zululand Heritage Route, the King Shaka Heritage Route and the Zululand Birding Route. Some of the salient features of the research design include the following:

- The physical setting and important features of the two cultural heritage routes (the Zululand Heritage Route and the King Shaka Heritage Route) and the nature-based route (the Zululand Birding Route).
- Some of these features are, namely, roads that are tarred or untarred, telecommunications, cultural stalls, birds, non-governmental organisation or agencies, food stalls or tuck shops, wild game and agricultural products, and so on.
- A proposed total sample size of 550 community respondents was anticipated for interviewing within the three routes: on the Zululand Heritage Route (Route 66) (sample 300), the King Shaka Heritage Route (sample 150), and the Zululand Birding Route (sample 100). Some relatively reduced actual sample sizes were attained and are shown in Table 3.1.

- The total returned responses amounted to 67.8% and were categorised into stakeholders such as officials, business owners and community members. These responses were sufficient for the study.
- The community respondents were associated with tourism products such as: accommodation, transport, arts and craft shops and stalls, food and beverage vendors, and so on, which are found in the study area.

TABLE 3.1 DISTRIBUTION OF SAMPLE SIZE FOR ROUTES AND STAKEHOLDERS

EXISTING ROUTES	PROPOSED SAMPLE	ACTUAL SAMPLE PER STAKEHOLDER			
		Officials	Business	Community	TOTAL
Route 66	300	32	48	107	187
King Shaka	150	09	12	92	113
Birding	100	05	09	59	73
TOTAL	550	46	69	258	373

- The sampling procedure adopted was the stratified random sampling method, which would ensure that each respondent had an equal chance of being interviewed.

3.3 DATA COLLECTION

Prior to conducting a survey on the tourism route nodes, a situational analysis of the first, second and third route was undertaken from 2 to 3 July, 4 to 5 July and 6 to 7 July respectively. The aim of this situational analysis was to establish the degree to which the tourism routes noted exist as well as whether the local community members are aware and value the tourism route products. The method which was used for obtaining data was a research instrument, constructed so as to elicit information from various stakeholders for the tourism routes. Both qualitative and quantitative methods were used. When using the qualitative method some of the following techniques were used: structured interviews, semi-structured interviews, and open-ended interviews and participant observation. When using the quantitative

method, the following methods were used: survey, from which data were analysed using the Statistical Package for the Social Sciences [SPSS] programme. The emerging outcomes were frequency tables, bar graphs, pie graphs and the Likert Scale type of questions. These methods were preferred because they were easy to manipulate and would provide information that is required to address the research question.

In collecting data using the interview schedule approximately five (5) research assistants were employed to assist the research administrator to execute the data collection process. The survey was aimed at establishing the following:

- awareness and functionality of the tourism route in the area;
- average number and size of businesses along the tourism routes;
- the nature and interest of local communities in linking with tourism routes;
- the levels of participation and employment of locals in tourism routes;
- community response to the impacts of tourism routes on their livelihoods;
- the viability of local tourism routes, as perceived by stakeholders;
- marketing channels used (reliance on collective marketing initiatives);
- the average number of people employed by tourism enterprises along tourism routes;
- key factors responsible for achieving successful links to the tourism route; and
- describing how the rural tourism routes influence tourism development in the identified communities.

The collection of data through the survey was undertaken from 1 to 10 August 2012 for tourism route one, and from 15 to 22 for both the second and third tourism routes. The respondents were selected using a purposive sampling technique. The survey included quantitative and qualitative surveys to determine the following:

- the profile of local communities at the nodes of the tourism route [age groups, gender, family size and other socio-economic attributes];
- special interests and pursuits of local communities;
- tourism product consumption in the area;

- awareness of the tourism routes as an economic product;
- expectations of communities along the route;
- inputs of the tourism route on the local communities;
- reason for visiting and its attractiveness; and
- length of stay and expenditure of tourists.

After the completion of all surveys, the data were coded and captured into the computer using the SPSS computer statistical programme. The interviews included a range of different types of questions, namely open-ended, closed-ended, multiple choice and the Likert scale questions.

3.4 DATA ANALYSIS AND INTERPRETATION

The data acquired through a number of instruments from various sources was analysed and turned into frequency-percentage tables, bar graphs and pie graphs through the use of the Statistical Package for Social Sciences (SPSS) programme. The quantitative analysis was done for the questionnaires from all stakeholders. Data interpretation through the Statistical Package for the Social Sciences programme resulted in either supporting or not supporting some of the objectives of the research study.

3.5 ETHICAL CONSIDERATIONS

This type of research required that certain ethical standards be observed. The applicable ethical standards that were followed in this research study were:

- **The Voluntary participation** of all the subjects that were interviewed was carefully explained.
- The research investigation was conducted in accordance with the ethical and professional guidelines specified by the University's Ethics Committee.
- Prospective research participants were fully informed about the procedures and risks involved in research, and were required to give their informed consent to participate in the research.

- Participants were not put in a situation where they might be at **risk of harm** as a result of their participation.
- Participants were assured that information given by them was not going to be made available to anyone who was not directly involved in the study.
- The confidentiality of the information acquired from respondents in the study area was protected.
- Participants in the research remained anonymous throughout the study.
- Subjects that were chosen for interview were those that were seen to benefit the research project, not the easy-to-access groups.
- The research findings were not affected by the researchers biases and opinions.
- For the dissemination of the findings of the research (in whatever form), consent from both parties would be sought.

3.6 SUMMARY

This section on the methodology of the study has attempted to address the following matters:

- Devising the method of collecting information and data using methods such as theoretical framework, literature review, a series of interviews from different sources.
- Analysing the specific tourism route areas such as the Zululand Heritage Route, the King Shaka Heritage Route and the Zululand Birding Route.
- Engaging in research design using appropriate (quantitative and qualitative) data collection methods such as the questionnaire and survey methods.
- Utilising SPSS which afforded the research team frequency tables, bar graphs, pie graphs and the Liker Scale tables.
- Noting that the analysis and interpretation of data would lead to the confirmation or rejection of proposed objectives of the research study.

CHAPTER 4

SITUATIONAL ANALYSIS

4.1 INTRODUCTION

The situational analysis is an important component of the research process because it provides an opportunity for researchers to analyse both the internal and external situation of the study area, so as to understand the attributes of the area, in terms of spatial, socio-economic and human occupancy. The American Marketing Association (AMA, 2012:1) sees the situation analysis as: "the systematic collection and study of past and present data to identify trends, forces, and conditions with the potential to influence the performance of the business and the choice of appropriate strategies." It was found necessary to undertake a quick observation of the area so as to establish whether the tourism routes that were selected for study were in a viable state or non-functional. Conducting the situational analysis of the area helped the researchers to identify the tourism route features, in order to see the extent to which they have impact on local communities. Obviously, these tourism routes would influence the socio-economic, cultural and environmental status of the area.

The three rural tourism routes that were spatially observed were the Zululand Heritage Route [Route 66], the King Shaka Heritage Route [KSHR] and the Zululand Birding Route [ZBR], [Refer to Map 4.4 in Appendix D]. The situational analysis conducted on these routes, considering what has been said above, aimed at the following:

- To scan the general physical macro- and micro-environment, that is, the physical and spatial status of the natural and cultural features in the area. (Also asking the question: "Are the routes spatially sound?")
- To acquire permission from authorities to investigate the routes and people in the area.
- To identify and assess the status and nature of nodes and tourism products along the routes.

Having presented the aims of the situational analysis, the following section provides information about each route.

4.2 THE THREE RURAL TOURISM ROUTES

It was essential that the three tourism routes be assessed *in situ*, so as to get a sense of their physical status and viability. The components used in considering the standing of the routes include some of the following: route features, physical status, nodes, facilities, human occupancy, level of development, product development and employment structures and services.

Nodes in general may be considered in terms of the National Spatial Development Plan (KZN-PG, 2005: 20), and include some of the following:

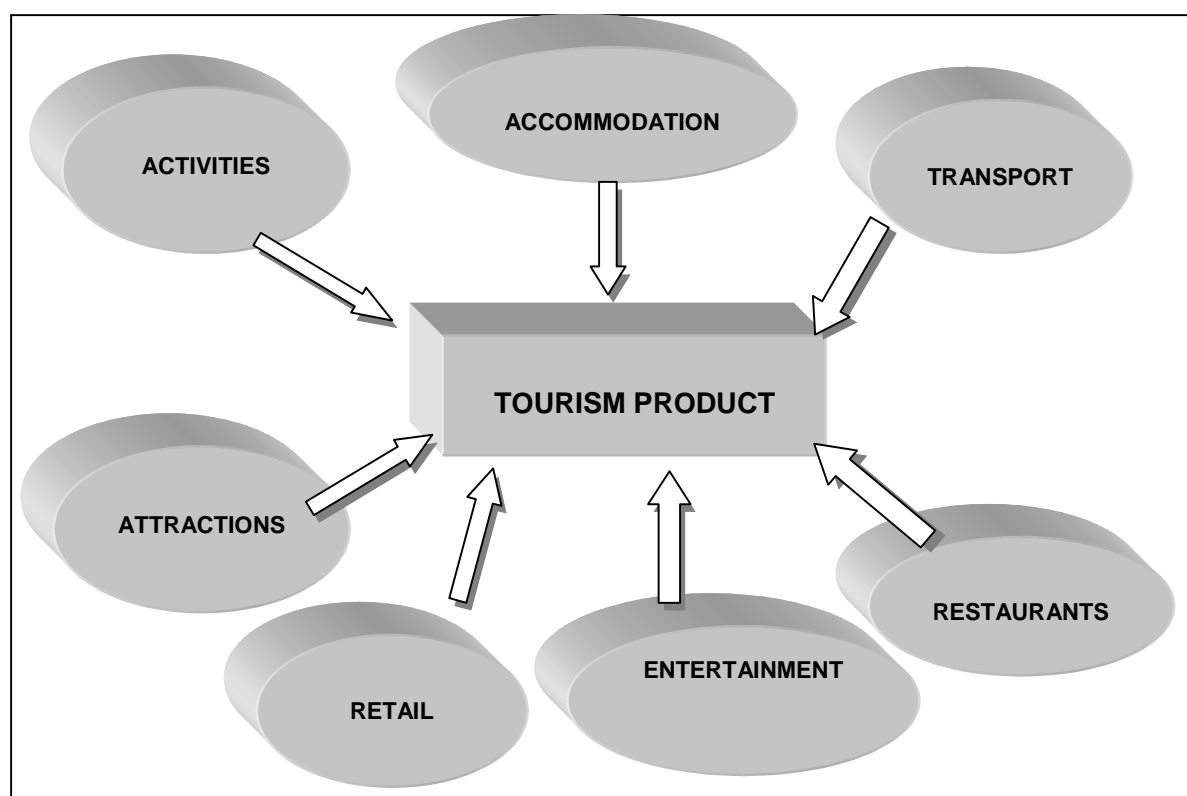
- **Primary Node (PN):** an urbanised centre with very high existing economic growth and the potential for expansion. This node provides service to the national and provincial economy.
- **Secondary Node (SN):** urbanised centre with good existing economic development potential and prospects for providing employment as well as servicing the regional economy.
- **Tertiary Node (TN):** a centre which is expected to provide service to the sub-regional economy.
- **Quaternary Node (QN):** a centre which should be providing service to the localised economy.
- **5th level Node (5N):** a centre which provides service to the ward and local communities.

In terms of the above analysis of routes, the routes that were selected for this study would be the quaternary and/or the 5th level nodes, because they may provide services to the local economy. Tourism routes and development corridors were identified through various components such as route features, nodes, facilities, human occupancy, and so on. Emphasis was placed on those features which would

facilitate the understanding of the socio-economic impact of rural tourism routes on adjacent communities in the study areas.

It was anticipated that tourism route products that could be developed within the study areas could be categorised as shown in Figure 4.1 below. Drawing from the value creation system in the tourism routes, there are strong relations and dependencies through complementarity and externalities between the elements of the core system and surrounding elements (Walder *et al.* 2006:33). The product development model as indicated in Figure 4.1 can therefore be used for tourism products along the tourism routes.

FIGURE 4.1: TOURISM PRODUCT DEVELOPMENT ELEMENTS



Source: NDT (2008)

A successful tourism product is one where no transfer of ownership takes place, and only immediate services are offered in the process of consumption. However, prior to consumption, the tourism product has to be both available and accessible (Cooper *et*

al. 2008:407). In some of the identified tourism routes there is a great need to prioritise infrastructure development, with special attention to road construction and maintenance. Some route attractions require considerable inputs of infrastructure and management in order to use them for tourism promotion. Similarly, it is equally important to develop community facilities, so that the community may not misappropriate or vandalise public resources. The major concern that provides direction for tourism route development is the need to introduce effective planning. Existing policies should be revisited in an effort to enhance tourism routes and attractions (Goeldner & Ritchie, 2009).

Through situational analysis it became apparent that a number of factors may potentially impact on the success of tourism routes. There was no established action plan in KwaZulu-Natal for tourism route development and how this would benefit local communities. A number of principles can be identified towards enhancing community benefits from tourism routes (Scheyvens, 2002: 238):

- Promote empowerment as a precursor to community involvement in tourism.
- Encourage active participation in various tourism activities associated with tourism routes.
- Identify both tangible and intangible benefits related to tourism routes in the system.
- Share of benefits and costs of tourism routes among all stakeholders.
- Develop positive relationships between communities and other tourism stakeholders.

The outcome of the situational analysis of the three identified routes is presented below.

4.2.1 The Zululand Heritage Route [Route 66]

The Zululand Heritage Route, also known as Route 66, [Refer to Map 4.1 in Appendix A] capitalises on and pays homage to the history and culture of the Zulu nation. The Heritage Route is approximately 580 kilometres long, stretching from the

east coast (Dokodweni off-ramp) inland through Eshowe, the eNkwalini valley, Melmoth, Ulundi, KwaNongoma up to Phongolo in the north of the Zululand district. The route passes through undulating and scenic landscapes covered with a blanket of sugar cane fields along the coast, grass, thorn bushes and shrubs. Route 66 passes through two district municipalities, namely Uthungulu and Zululand. Major local municipalities involved are Umlalazi (KZ284) and Mthonjaneni (KZ285). Heritage attractions along the route include cultural villages, KwaBulawayo, Shakaland and Steward farm, Historical sites KwaBulawayo, EmaKhosini, Mgungundlovu, Ondini, and Nodwengu, and no fewer than six palaces of the present king, as well as cultural experiences pertaining to the Royal Reed Dance, Mona market, and KwaShembe eJudiya.

4.2.1.1 Key Nodes on Route 66

Some of the key areas or nodes on Route 66 that were visited or sampled include the following: Dokodweni off ramp (No. 1); Gingindlovu Battle Cross (No. 13); Fort Nongqayi Museum Village (No. 16); Dlinza Forest Nature Reserve (No. 18); Martyr's Cross (No. 21); Mthonjaneni Historical Museum (No. 40); Spirit of eMakhosini (No. 42); Mgungundlovu (No. 43); Ondini (Ulundi) (No. 49); Nongoma (No. 56); Mkuze Falls Private Game Reserve (No. 61); and Pongola (No. 63). What was most interesting and eye-catching was that Route 66 was well-developed from Dokodweni (No. 1) up to Nongoma (No. 56) and visibly less to poorly developed from the outskirts of Nongoma moving north-wards. The key observation that caught the investigating team's eye on Route 66 is described below [Refer to Map 4.1 in Appendix A].

4.2.1.2 The Well Developed Section of Route 66

What is worth noting is that the section of Route 66 from Dokodweni (No. 1) to Nongoma (No. 56) was found to be fairly well developed, characterised by scenic routes, natural landscapes as well as cultural historic sites mainly associated with the Zulu people and their kings. Some of the features observed include the following:

- Tourism Route 66 seemed to have poor to no signage at all. Some of the places that happen to have good signage seem to have benefited from recent

infrastructural development, but that has not necessarily extended to the whole of Route 66.

- The Gingindlovu Battle Cross (No. 13) was found to be poorly kept with grass overgrown around the cross. The signage to the Battle Cross was not clearly visible, even though the cross was located next to the main road to Eshowe. The supposedly nearby military cemetery was covered by a field of sugarcane. More prominently observable in the area was signage written as “Judea”, which evidently referred to the Nazareth (Shembe) Temple in the vicinity.
- On the scenic road to Eshowe there was unfortunately no clear signage showing the entrance to the town of Eshowe, which contains a substantial number of cultural, historical and natural sites. For example, there was an important birding route leading to the Dlinza Indigenous Forest, a 250 hectare natural forest containing about 65 bird species. Upkeep of the indigenous forest is achieved by the stewardship of Ezemvelo KwaZulu-Natal Wildlife.
- In Eshowe the very important Fort Nongqayi Museum (16) happens to have no clear signage to the facility. The fort has museum artefacts ranging from Zulu art and culture, missionary and Christian artefacts. Presently, there is a well managed restaurant serving tasty meals.
- Not far away from Fort Nongqayi is King Cetshwayo’s Memorial Stone, which is unfortunately found in a built-up suburban environment and kept clean by the local residents rather than the municipality.
- What was most intriguing about the Martyr’s Cross (No. 21) is that it offers a vantage point to view the uMlalazi River Valley and the coastal plain. The cross marks the site of the execution of the first Zulu Christian who refused to fight in King Cetshwayo’s army. The cross is visible from and near Route 66, yet very inaccessible. The new offshoot road under construction at the eastern side of Route 66 seems to indicate that it will provide some access to the Martyr’s Cross.
- The Shakaland Cultural Village on Route 66 is an important tourism facility that seems to offer employment to the local people, and would possibly address the extent to which the route has an impact on the socio-economic standing of local communities.
- The Mthonjaneni Historical Museum (No. 40) is located in one of the Mthonjaneni Lodge houses, and has a collection of historical artefacts and

memorabilia relating to the Anglo-Zulu War. The museum is located in an urban environment and is well kept by local people.

- The Spirit of eMakhosini (No. 42) was found to be well kept and managed through the support of the provincial government. The Spirit of eMakhosini is a memorial site of the Zulu kings buried in the valley below.
- Mgungundlovu (No. 43). This site on R34 off Route 66 is where King Dingane established his royal kraal and capital of his dynasty. The area is also the main burial site of several Zulu Kings, including King Dinuzulu, King Senzangakhona, King Jama, King Kosikhulu Malandela, who is considered to be the progenitor of the Zulu people and founder of the Zulu royal dynasty. The area also boasts a modern interpretive centre with a state of the art presentation on the life of kings of the Zulus.
- Ondini (Ulundi) (No. 49) is one of the leading residences of King Cetshwayo, and was recreated to represent the site of the royal capital. The site also has an interpretive centre which shows the layout of the original Ondini as it existed during the time of King Cetshwayo.
- The town of Nongoma (No. 56) and its outskirts represent the royal capital of Zululand. In this district King Zwelithini is living in no less than six royal residents. On the southern section of Route 66 there is an offshoot road leading to the royal house called eNyokeni, where activities associated with the Reed Dance (UMkhosi WoMhlanga) take place around September of each year. What is, however, unfortunate is that there is no signage on Route 66 indicating the turn-off to the royal residence where the Reed Dance takes place.

4.2.1.3 The Less Developed Section of Route 66

As mentioned earlier, Route 66 is poorly developed starting from the outskirts of Nongoma (No. 56) northwards to as far as Phongolo (No. 64). The key features that were observed on Route 66 are the following:

- The entire Route 66 from Nongoma to the north was found to be an untarred, dirt road with uneven surface and loose rocks. There were relatively few local communities situated along the road. In addition, the Route does not have adequate signage showing any important natural features as well as cultural heritage sites in the vicinity.

- Long distances on this section of Route 66 are covered by the poor state of the road that makes travelling in the area a challenge. Some sections of the northern portion of Route 66 are under reconstruction as well as resurfacing. On the whole, Route 66 in this northern region does not seem to encourage any form of travelling for tourists.
- The only prominent features in this section of Route 66 are the Mkuze Falls Private Game Reserve (No. 61) and the Pongola Nature Reserve (No. 63).

4.2.1.4 The Promotion and Marketing of Route 66

The researchers were interested in establishing the process that was driving the promotion and marketing of the tourism route. It was noted that Route 66:

- Is promoted through the tourism nodes and very rarely as a tourism route, the municipalities contribute towards promoting some nodes.
- The responsibility is entrusted to district and local municipalities who have the duty of making the route known to the tourists who visit municipal tourism features.
- Has a dedicated committee responsible for marketing the route, and is known as the Zululand Heritage Route Committee.
- Largely marketed through brochures and the website, however, the nodes play a major role in attracting tourists.
- There were no strategic plans known to been designed to benefit local communities staying adjacent to the route.
- The Zululand Heritage Route Association does not have tourism statistics, however, municipalities have their own statistics, which are collected from local tourism information centres.
- Limited tourist numbers were provided by local municipal officer next to some routes, for example, Eshowe, Melmoth, uLundi and Nongoma.
- New tourism-related developments are were strictly devoted to infrastructural development, particularly the road construction between Nongoma and Pongola.
- Did not have any clear indication of local contributions to the local economy.

4.2.2 The King Shaka Heritage Route

The King Shaka Heritage Route (KSHR), [Refer to Map 4.2 in Appendix B] was named after the Zulus king, Shaka Zulu, who is considered by many as the architect of the Zulu nation as he was responsible for joining scattered clans into the powerful unified force that dominated the land between the modern Swazi border and the Eastern Cape. King Shaka Zulu was born in the mid-1780s, and he died in 1828. According to Madi (2000), King Shaka is one of the best known leaders in Southern Africa; he is also one of the most symbolic figures in all South African history and literature.

The King Shaka Heritage Route is found under iLembe District Municipality and was initiated in 2001 through the iLembe Job Creation Model. The main goal behind the establishment of the King Shaka Heritage Route is to keep the rich historical and cultural Zulu heritage alive, and to make sure that the local community benefits from the tourism in the KwaDukuza region (iLembe IDP, 2009). Furthermore, the creation of the KSHR was intended to open up new, diverse commercial opportunities and to increase visitors to the area

4.2.2.1 The Geography of the King Shaka Heritage Route

The King Shaka tourism sites are located around the KwaDukuza urban environment, previously known as Stanger. KwaDukuza is about 73 km from the city of Durban and about 50 km from King Shaka International Airport. The geographical information of the King Shaka Heritage Route is as follows: place name: KwaDukuza; Latitude: 29° 20' 17" S; Longitude: 31° 18' 58" E; feature description: town; area/state: KwaZulu-Natal. The population range of places is between 50,000 and 100,000 as against the total population of 582,617 that is found in the whole iLembe District Municipality [Refer to Map 4.2 in Appendix B].

KwaDukuza normally receives about 866mm of rain per year, with most rainfall occurring mainly during summer. The area receives its lowest rainfall (16mm) in July, and the highest (121mm) in January. The monthly average daily maximum

temperatures for KwaDukuza range from 22.4°C in July to 27.7°C in February. The climatic condition of KwaDukuza, where the King Shaka Heritage Route is found indicates that the route can be visited throughout the year.

4.2.2.2 Administration of the King Shaka Heritage Route

The King Shaka Heritage Route falls under the broad administration of iLembe District Municipality, but it directly falls under the KwaDukuza Local Municipal Council. The iLembe District Municipality is made up of four local municipalities, that is, Mandeni, KwaDukuza, Ndwedwe and Maphumulo.

4.2.2.3 Destinations Visited within the King Shaka Routes

On 23 September 2003 members of the NDT Research Project team dealing with the King Shaka Heritage Route visited the route and a number of its nodes, such as the King Shaka Visitor Centre, a number of outdoor sites and nodes in the KwaDukuza municipal area. These route nodes were directly associated with King Shaka or hold historical, cultural or heritage significance for the area and the resident communities. These sites or nodes included [Refer to Map 4.2 in Appendix B]:

- (a) King Shaka's Cave and Bathing Pool.
- (b) King Shaka's Spring and Memorial Gardens.
- (c) Mavivane Execution Cliff.
- (d) King Shaka's Observation Rock or High Rock.
- (e) KwaDukuza Cemetery.
- (g) The King Shaka Visitor and Interpretive Centre.
- (g) Two trees associated with King Shaka (Assassination Tree and Indaba Tree).

Recommendations were made for the development of some of these facilities and sites as not all of them had the potential to attract visitors and contribute to local job creation. Those that were earmarked for further development constituted the basis for this investigation and are discussed in some detail below.

(a) The King Shaka Visitor Centre

This is an active heritage and tourism site. The Visitor Centre is located in KwaDukuza, and contains the burial rock that is said to have covered King Shaka's

grave, and a monument which commemorates King Shaka. Both these linkages to King Shaka are proclaimed and protected heritage resources, and form part of the national estate. These resources have also served as a focal point for commemorative and cultural activities by the Zulu Royal Household.

The Memorial Complex is regarded as the starting point of the whole King Shaka Heritage Route. South African history shows that the memorial stone was erected by the Zulu Nation in 1932 and was declared a national monument on 29 June 1938. Visitor numbers to the Centre are low by national standards, comprising school groups and occasional tourists. At present the exhibition area in the Centre contains a rudimentary display dealing with King Shaka, and a slide show about his life is screened for visitors. A shop retails a sample of books and curios while crafters sell wares on the forecourt. A recreated Zulu kraal is located in an annex of the gardens.

(b) King Shaka's Cave & Bathing Pool

This is a non-active heritage and tourism site or facility, and is located in the Mbozambo Valley within the local township of Shakaville, KwaDukuza. The historical relevance of this site is drawn purely from oral history or indigenous knowledge sources, which indicate that this place, a cave directly above a natural pool in the stream, once formed a bathing and resting site for King Shaka. Local tradition and belief systems have it that a green mamba which inhabits the area is said to be the spirit of the King himself.

(c) Mavivane Execution Cliff

This is a non-active heritage and tourism site which is located within walking distance of the King Shaka Visitor Centre. The Mavivane Cliffs offer both a heritage and cultural resource, around which its historical attachments are drawn from oral history and/or indigenous knowledge systems. Legend has it that King Shaka issued judgment on dissenters and enemies from the top of this cliff, where they were clubbed over the head and their bodies flung onto the rocks below.

(d) Observation Rock

Located in Groutville and accessible from a tarred road, the site constitutes a large rock on the summit of a hill overlooking the valley between Groutville and Stanger, and could be considered a non-active heritage and tourism site. The knowledge surrounding the site has it that the rock formed an observation platform for King Shaka from where he devised military tactics and strategies while watching his armies travelling between his various military kraals and the coast. The rock has been declared a National Monument.

(e) The Indaba Trees

Within the town of KwaDukuza (Stanger) are two trees said to have association with King Shaka, and as such would be nearly two hundred years old. This historical association is drawn from oral history and/or indigenous knowledge systems. These prominent trees are situated in front of the KwaDukuza municipal offices where King Shaka is reputed to have held council with elders and visitors.

(f) Mbozambo Valley

This area is known as “Shaka's Playground”. Shaka used to bathe, relax and get his drinking water from an underground spring in this valley. This can be found on the outskirts of Stanger, beyond the Shakaville Township

4.2.2.4 Observations about the King Shaka Heritage Route

The King Shaka Heritage Route is the creation of KwaDukuza Local Municipality and driven by the officials responsible for Local Economic Development. The marketing of the route is done in-house by the municipality through brochures and municipal websites. Tourism product development of the King Shaka Heritage Route is influenced by various factors. Four of these factors were observed and tended to influence the operation of the route and nodes. These observations are as follows:

(a) Marketing

The KSHR is endowed with Zulu culture and history, but it has not been marketed properly. Even some of the locals are not aware of the King Shaka Heritage Route. In some of the nodes, the infrastructure needed to be upgraded, so as to support the

development of route features, which have become old and obsolete. These nodes were Mavivane Execution Cliff and Mbozambo Valley, for example, the spring and the Observatory Rock. It is suggested that the branding of the King Shaka Heritage Route must be revisited.

(b) Accessibility

With the exception of the Memorial Complex, it is difficult to access other nodes along the King Shaka Heritage Route. This is caused by the roads which are not well built, and poor signage. Distances from one node to another are not clearly indicated.

(c) Agency Activities

Some tourism routes are managed by agencies or associations. The King Shaka Route is not managed by an association, but mainly by the municipality. The KwaDukuza Municipality has a department devoted to tourism development and has strategic plans which are intended for local community beneficiation. The municipality also keep numbers of tourists visiting the area and nodes along the KSHR, particularly the KwaDukuza Visitor Centre located next to King Shaka's grave.

Table 4.1: KSHR ANNUAL VISITOR STATISTICS

No	Month	2010	2011	2012
1.	January	130	172	151
2.	February	155	99	172
3.	March	157	141	424
4.	April	69	209	402
5.	May	245	348	675
6.	June	220	513	394
7	July	122	392	138
8	August	359	464	406
9	September	207	762	496
10	October	274	220	586
11	November	106	298	335
12	December	569	548	558
TOTAL		2613	4166	4737

(d) Development of Nodes

The route features and facilities are not well developed and maintained. It looked as if the municipality is not looking after the resources. The King Shaka spring and Mavivane Execution Valley are a good example of this fact. There were no new developments observed along the route, except new residences for people living in the area. As such, it is not easy to determine the economic contribution of the route to the local economy.

It may be argued however, that the King Shaka Heritage Route has the potential to benefit the local communities, if well managed. The local municipality seems to have played a significant role in developing the route. However, there are areas that need serious consideration such as marketing, accessibility, signage, infrastructural development, supporting businesses, community awareness and commodification.

4.2.3 The Zululand Birding Route

The situation analysis of the Zululand Birding Route (ZBR), [Refer to Map 4.3 in Appendix C] was undertaken by members of the research team, in order to establish the viability of this route. The trip began at the University of Zululand continued to Richard's Bay, believed to be the starting point of the Zululand Birding Route, and ended at Ongoye Forest.

4.2.3.1 The Physical Status of the Route

From Richard's Bay to uMlalazi there are no signs that indicate the direction, but there was good signage from R34 to Ongoye Forest. The Zululand Birding Route (ZBR) was established in 1997. The route has more than 600 species of birds, and it is Southern Africa's birding diversity hotspot. The ZBR is made up of a network of 16 self-drive routes that offer a range of great birding localities. The ZBR creates awareness of important bird areas such as Ongoye Forest, Richard's Bay and Umlalazi Nature Reserve. The Richard's Bay-Ongoye Forest route has rare bird species, such as the crab plover and broad-billed sandpiper, which are summer visitors. The Ongoye Forest is South Africa's exciting birding forest with its green

barbet (found only in Tanzania); eastern bronze-naped pigeons; green twinspots; green malkoha; and yellow-streaked greenbul.

4.2.3.2 Route Features and Tourism Features

The Zululand Birding Route is the first Bird Life South Africa avitourism project, and it has been running for more than a decade, with a focus on conserving birds and their habitats by developing and promoting avitourism in the Northern KwaZulu-Natal region [Refer to Map 4.1 in Appendix A].

4.2.3.3 Route Nodes, Types and Characteristics

The ZBR has various nodes. During the situation analysis trip, the tour started at Richard's Bay was expected to be the main node, but unfortunately the team could not identify what could be regarded as a node. The next node was located at Umlalazi Nature Reserve. This was a very interesting spot with a wide variety of bird life. Following the route, the team ended at Ongoye Forest, which also has a large variety of birds including rare species.

4.2.3.4 Existing Tourism Facilities

The only place that has a distinct tourism facility is Ongoye Forest. Right in the forest there is a camp called Ongoye Forest Birders Camp. This camp is a joint project between various stakeholders such as the ZBR, Mzimela Tribal Authority, Ezemvelo KZN and uThungulu District Municipality. The facility is one of the significant contributors to long term conservation of the area. On the day when situational analysis was done there were tourists at the camp, which provided some evidence that there are bird lovers who visit and stay overnight at the camp.

4.2.2.5 Job Creation and Employment Opportunities

A number of jobs have been created through the avitourism. The camp which is located at Ongoye Forest offers some opportunities for employment. There are also tour guides whose responsibility is to take tourists to the birding route hot spots. At the entrance of uMlalazi Nature Reserve there is a collection of a variety of beautiful

clay pots and a shop at the information office. These products are sold to the tourists, and make a difference in the economic situation of these people.

4.2.2.6 Promotion and Marketing of the Route

It has been argued that KwaZulu-Natal has the most impressive birding routes in South Africa, because of excellent habitats, such as forests, wetlands, grasslands and seascapes. The route is marketed locally and internationally, where birders visit the route to view varieties of bird species. Local people are trained and mentored to be guides by the Zululand Birding Association, which is affiliated to Birding South Africa. The latter is internationally known and affiliated.

The Zululand Birding Route is the action space where the conservation of birds and their habitats takes place. The route is managed under Birdlife SA Rio Tinto Avitourism programme which helps in financing birding programmes in Zululand. The birding association works under the auspices of the uThungulu District Municipality and runs programmes where to date over thirty five local guides have been trained. It was reported that guides are involved in weekly radio shows on tourism and community conservation programmes. These activities have made a significant impact on the lives of people living close to these birding sites.

The birding association is said to regularly send delegates to the British Birding Fair in London, where the route is marketed in different ways. Birdlife travel market the route by taking the bookings and allocating the tourists in the Birders Friendly accommodation establishment across the region. The uThungulu Municipality has spent a lot of money to develop an infrastructure for birding, e.g. the Thulabahleke Pan Bird Sanctuary, birding signage, and a new birders camp at Ongoye Forest. The main purpose for building the steel tower at aerial boardwalk in Eshowe was to attract the tourists who want to do birding on the canopy. There is however no evidence that there is direct benefit of local communities on the route, from these birding programmes.

4.2.2.7 Challenges Encountered along the Birding Route

There were a few challenges encountered along the Zululand Birding Route such as the following:

- Birding spots are not easy to locate unless the group is accompanied by a tour guide.
- The road is not good towards Ongoye Forest. To take full advantage of this section of the route (between R34 and Ongoye Forest) the use of 4X4 is strongly advised.

Even though the investigating team did not have a tour guide to the area, it managed to identify the route and its nodes and facilities as well as adjacent communities.

4.3 SUMMARY

This chapter has been addressed the situational analysis of the three tourism routes, wherein this analysis was seen as the systematic collection and study of the status quo of the three selected tourism routes; their features, nodes, facilities and their management and viability. What has emerged from the analysis of the routes is that some features, facilities and nodes need to be well managed and maintained. The potential of some of these tourism routes to create jobs and sustain employment or provide socio-economic benefits to local communities have not been fully exploited. The main aim of this research project is to establish the extent to which the tourism routes have an impact on the socio-economic standing of adjacent communities. Preliminary indications are that there are still enormous challenges ahead of route tourism, and these should be confirmed in the next few chapters of this investigation.

CHAPTER 5

ANALYSIS AND INTERPRETATION OF DATA

5.1 INTRODUCTION

Research is a tool for change and an essential instrument for matching theory with spatial reality for the improvement of the society's spatial and non spatial situations and environments (Magi 2009). In the context of the tourism routes project, the idea of change can be achieved through the analysis and interpretation of data from the three tourism routes surveyed. The process of presenting data and community perspectives is the objective of this chapter, making it the practical part and core of this research investigation. Furthermore, this chapter contains the ordering and summary of fieldwork research data so as to provide answers to the research questions and stated objectives of the research investigation.

The data that is analysed in this chapter was collected from the three tourism routes we are concerned with, namely; the Zululand Heritage Route [Route 66], the King Shaka Heritage Route and the Zululand Birding Route. The stakeholders in these routes consisted of three population categories: (a) tourism and municipal officials; (b) small business entrepreneurs; and (c) the local communities. The selection of these population categories was aimed at providing answers to questions related to the extent to which the tourism routes have an impact on the socio-economic standing of adjacent communities on the three tourism routes. In handling the analysis and interpretation process, an attempt was made to reveal the extent to which the stakeholders are conversant with the role of tourism routes in their livelihoods. Finally, it is worthwhile to state that in this research investigation every effort has been made to identify, reduce or compensate the margins of error during the phase of analysis. The next section of this chapter is the restatement of objectives of the research investigation. This procedure is important for driving the research process and coming up with some research findings.

5.2 RESTATEMENT OF OBJECTIVES

In order to reorientate and refresh the reader about the objectives of this research investigation, it is important at this juncture to restate them. It is hoped that this restatement of objectives and hypotheses will provide a clear direction or starting point for the analysis, interpretation and eventual findings (recommendations) of the investigation. The restated objectives as mentioned in Chapter One are as follows:

- Objective 1:** To identify and describe stakeholders' awareness and understanding of rural tourism routes.
- Objective 2:** To reveal and describe the characteristic features of communities adjacent to the rural tourism routes.
- Objective 3:** To assess the positive socio-economic impacts of the identified rural tourism routes on communities.
- Objective 4:** To assess the negative socio-economic impact of the rural tourism routes on the identified communities.
- Objective 5:** To describe how the rural tourism routes influence tourism development and product development among the identified communities.

It is anticipated that these objectives will assist the researchers to arrive at reasonable and educated conclusions with regard to this research investigation. All this is for the purpose of establishing emerging perceptions towards tourism route development and strategic arrangements for community beneficiation within the three tourism routes. Finally, the restatement of objectives seeks to facilitate the making of judgements and drawing of conclusions and recommendations from this research process.

5.3 DEMOGRAPHIC VARIABLES OF THREE TOURISM ROUTES

Out of 12 demographic and socio-economic variables researched, only six (6) were selected for analysis. These are gender, age, status, race, education, types of employment and income status. These demographic variables are analysed and aggregated in Table 5.1, according to the three routes.

TABLE 5.1: DISTRIBUTION OF DEMOGRAPHIC CHARACTERISTICS

VARIABLE	SUB-VARIABLE	OFFICIALS n=46		BUSINESS n=69		COMMUNITY n=258	
		Freq	%	Freq	%	Freq	%
Gender	Males	18	39%	26	38%	81	31%
	Females	28	61%	43	62%	177	69%
Age	15-24	01	02%	02	03%	19	08%
	25-34	13	28%	20	29%	46	18%
	35-44	22	48%	21	30%	148	57%
	45-54	07	15%	15	22%	32	12%
	55 +	03	07%	11	16%	13	05%
Race	Black	44	96%	66	96%	252	98%
	White	01	02%	03	04%	06	02%
	Indian	01	02%	00	00%	00	00%
	Coloured	00	00%	00	00%	00	00%
Education	No Formal Educ.	00	00%	02	03%	12	05%
	Primary	02	04%	10	15%	27	10%
	Secondary	23	50%	27	39%	165	64%
	Tertiary Diploma	16	35%	29	42%	30	12%
	Tertiary Degree	05	11%	01	01%	24	09%
Level of Employment	Unemployed	00	00%	01	02%	136	53%
	Fully Employed	19	41%	30	42%	58	22%
	Part-time	15	33%	27	39%	24	09%
	Casual	08	17%	10	15%	33	13%
	Pensioned	04	09%	01	02%	07	03%
Income	Less than R1000	02	04%	03	04%	37	14%
	R1001-R5000	01	02%	30	44%	153	59%
	R5001-R10000	05	11%	21	30%	41	16%
	R10001-R20000	19	42%	12	18%	12	05%
	R20001-25000	13	28%	03	04%	07	03%
	Over R25000	06	13%	00	00%	08	03%

n=373

The outcomes of the analysis and interpretation of these demographic variables is now presented as follows:

- (a) The aggregated **gender variable** in all three tourism routes is dominated by females. The findings indicate that the majority of respondents across the three routes were females with 61% for officials, 62% for business people and 69% for communities. It is worth noting that two of the three stakeholder categories; officials and business sector (SMMs) have males in the majority,

refer to Appendix – D.1. The reason for this outcome is that males tend to dominate business, service provision and senior occupational levels of tourism in KwaZulu-Natal. The situational analysis, however, indicated that there were more females on the three routes visited by the research team. The main reason is that females seemed more available and willing to provide information than males. In addition, females dominated most rural home-based activities. This was the case, notwithstanding that, in most municipalities, tourism jobs and business entrepreneurs were historically dominated by males in KwaZulu-Natal. The Tourism White Paper (DEAT, 1996) also argued that tourism should be used as a catalyst for human development, focusing on gender equality.

- (b) The **age variable** of the respondents ranged between 15 to over 55 years. The majority of the respondents (48%, 30% and 57%) in all stakeholder categories, were in the mature adults age group (35-44). This age category is regarded as that of the economically active population. The main reason for the preponderance of this group is that they were found to be the most readily prepared to respond to the questionnaires. Tourism is regarded as attracting more mature adults in related economic activities, offering them jobs and employment opportunities. The reason for this distribution is that this is the age-group that is economically active.
- (c) The **education variable** was dominated by respondents who had a secondary school qualification. It is also evident that the officials and business people contributed to the bulkiness of this variable: officials (50%); Business people (39%) and community members (64%). The next category was the tertiary diplomas (35%) for officials and 12% for community members. It is worth noting that none of the officials revealed that they had no formal education and only 03% and 05% respectively of business and community respondents had no formal education. This distribution can be attributed to the fact that people have come to understand the significance of getting educated in order to get

- jobs. However, it is true that the rurality of the study area contributes to low education status and secondary education levels of most respondents.
- (d) The majority of respondents (53%) were significantly found to be in the **unemployment category**. Rural areas are known to have more people unemployed than urban areas in South Africa. However, this is more acute on tourism routes, because of the rural character of the study area. The findings also indicate that a majority (41%) of the officials were fully employed, while 50% were employed on part-time and casual bases. The rest of the officials were either retired, retrenched or in voluntary service. Business owners are basically self-employed, but there are those who do their business full-time (42%), those who are in their businesses on part time basis (39%) and those who consider themselves as casuals (15%). The other reasons for these distributions could probably be that there are no job opportunities in the study area and therefore the majority of the people remain unemployed. It could also be that the majority of the respondents were females who were at home during the interview, while men were at work. The findings point to the need for job creation in the study area.
- (e) The study objectives also sought to determine the **level of income** of the respondents, since income gives an indication of respondents' contribution to economic development of the area. The findings indicated that the majority of the officials (42%) receive income of between R10 001 and R20 000. This distribution suggests that officials interviewed ranged from those that were young and newly employed, probably less educated, and at the low-end of the salary scale, to those that were in senior positions who earned more than R25 000 per month. The business people earned less (44%), between R1 000 and R5 000. This income distribution suggests that the businesses were small in size, thus 78% of the respondents received between less than R1001 to R10 000. Interestingly, there were no business respondents who indicated that they earned more than R25 000. Most of the respondents were very uneasy about revealing their true earnings. The majority (59%) of the community

members indicated that they earned between R1001 and R5000 per month. Also, important is that 89% of the community respondents revealed that they earned less than R10 000 per month. The reason for this distribution of income is that there are many members of the local community who earn informal and casual income although they are officially unemployed.

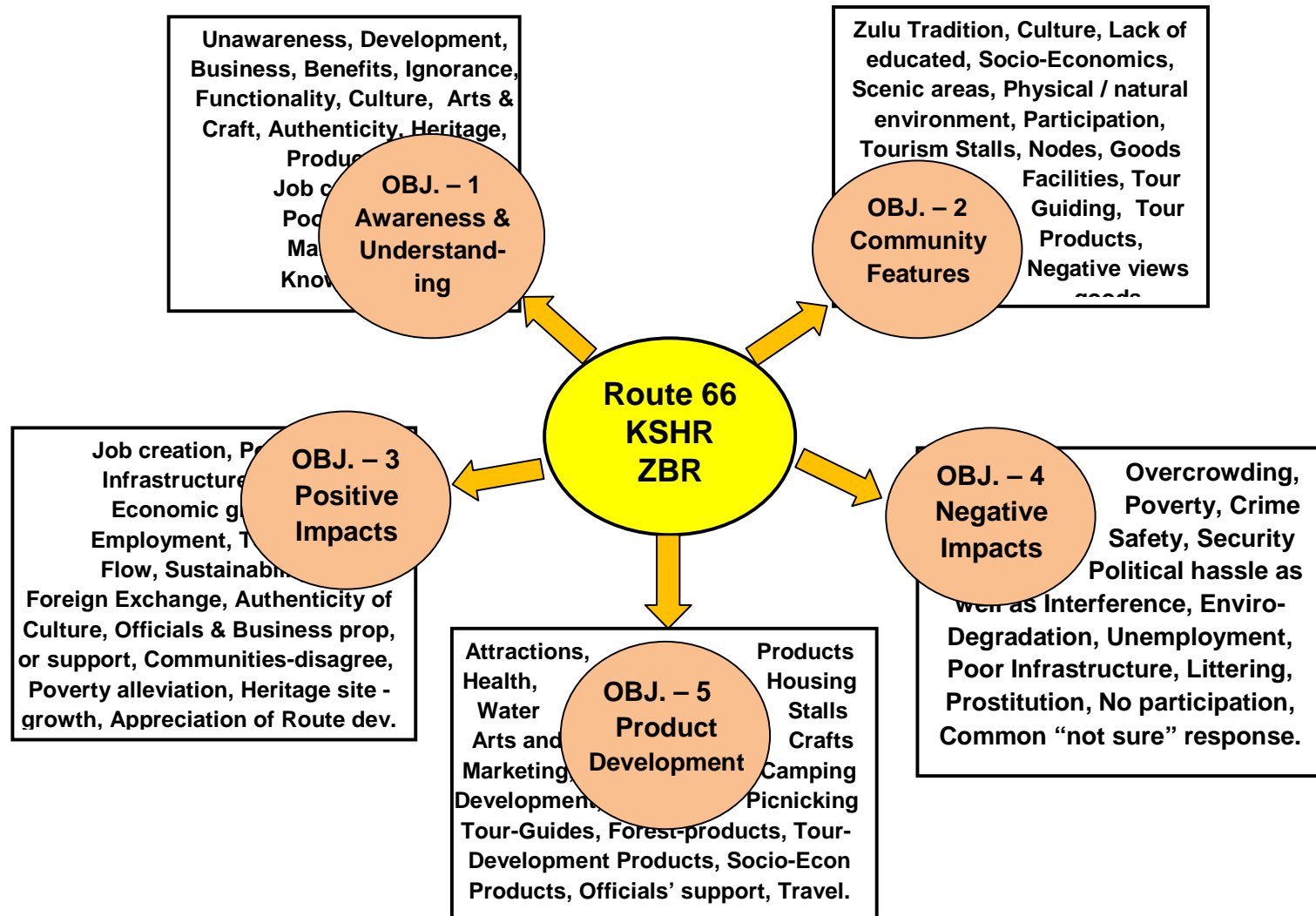
On the whole, the findings of demographic variables are dominated and moderated by the characteristics of community respondents. The official and business people may be on the higher end of the scale, but the community members are on the lower end.

5.4 PROCEDURE FOR ANALYSIS OF DATA

The analysis and interpretation of data is pursued on the basis of the objectives of the study. Each objective is analysed or assessed in terms of the three tourism routes. These routes were analysed on the basis of their observed development and perceived beneficiation to the previously disadvantaged communities or marginalised communities adjacent to the routes. The analysis is further undertaken with due regard to the schematic diagram given below.

For example, the data associated with Route 66 are analysed on the basis of all objectives, and in relation to some of the variables linked to each objective shown in Figure 5.1 above. Next in line would be the sequential analysis of the King Shake Route (KSHR) and the Zululand Birding Route (ZBR).

FIGURE 5.1 SCHEMATIC PRESENTATION OF DATA ANALYSIS IN TOURISM ROUTES



5.5 THE ZULULAND HERITAGE ROUTE [ROUTE 66]

What is discussed in this section are the outcomes of the fieldwork analysis of the Zululand Heritage Route (Route 66), based on the five objectives of the study. These objectives do also highlight the reasons for the involvement and contributions of the tourism route in community affairs.

5.5.1 Objective 1: Route Awareness and Understanding

The respondents adjacent to the Zululand Heritage Route were asked to respond to questions relating their awareness and contributions of the tourism route in their locality. They were also to indicate the contributions of the route to livelihoods.

5.5.1.2 Awareness and Understanding

What is shown in Table 5.2 are outcomes associated with responses to awareness and understanding of the stakeholders on Route 66.

TABLE 5.2 AWARENESS AND UNDERSTANDING OF THE TOURISM ROUTE: ZULULAND HERITAGE ROUTE (ROUTE 66)

RESPONSE	AWARENESS			UNDERSTANDING		
	Officials	Business	Community	Officials	Business	Community
Yes	23 (72%)	26 (54%)	41 (38%)	24 (75%)	28 (58%)	38 (36%)
No	05 (16%)	16 (33%)	46 (43%)	06 (19%)	10 (21%)	44 (41%)
Not Sure	04 (12%)	06 (13%)	20 (19%)	02 (06%)	08 (17%)	25 (23%)
TOTAL	32 (100%)	48 (100%)	107 (100%)	32 (100%)	48 (100%)	107 (100%)

n=187

- (a) Out of the three stakeholders, tourism officials and business (SMME) indicated that the majority of them were aware and understood the importance of the rural tourism routes. The community members were in both instances not aware and understood the importance of tourism routes less.

- (b) Of the three stakeholders, the officials were the most supportive (over 70%). The main reason could be that officials were only doing their work, which is to support the development and management of tourism routes, more specifically Route 66.
- (c) What is interesting is that, when stakeholders were asked to reveal their involvement in tourism route activities, the majority of community members (63%) responded in the negative. The majority of officials (53%) were more positive about involvement in route activities. The business people (40%) were also negative, and a significant number (25%) indicated that they were not sure.
- (d) The main reasons advanced for these responses were that:
 - The community is ignorant about the working of tourism routes.
 - The decision-making system of the planning and managing of tourism routes is foreign to the communities.
 - The tourism and municipal officials are protective of the mismanagement of tourism routes, since they get their salary from these activities.
 - A variety of additional responses were: there are no tourism-related activities; lack of awareness; opportunity to sell arts and crafts; and possibly cultural activities.

5.5.1.2 Contributions of the Tourism Route [ROUTE 66].

Respondents were asked to indicate the contributions of the tourism route they are aware of. The responses to this question varied in terms of stakeholders; the officials and business respondents were more forthcoming than community members. Responses are analysed in Table 5.3, and indicate the following:

- (a) The majority of respondents among all stakeholders varied significantly as to the contribution of the tourism route to the local communities. The possible reason is that stakeholders pronounced on the routes on the basis of their experience.
- (b) A significant number of officials (20% and 17%) indicated that tourism routes contributed in terms of community development and job creation opportunities, respectively, towards the local community. Similarly,

business people (17% and 15%) felt that the contribution was from infrastructural and community development, respectively.

TABLE 5.3 CONTRIBUTIONS OF TOURISM ROUTE TO STAKEHOLDERS IN ROUTE 66.

ROUTE CONTRIBUTIONS	STAKEHOLDERS		
	Officials	Business	Community
Job Creation / Opportunities	05 (17%)	05 (10%)	12 (11%)
Community development	06 (20%)	07 (15%)	09 (08%)
Lack of route awareness	02 (07%)	02 (04%)	15 (14%)
No Contribution from route	01 (03%)	02 (04%)	20 (19%)
More people in area are poor	04 (13%)	03 (06%)	13 (12%)
Infrastructural development	04 (10%)	08 (17%)	10 (09%)
More tourist visiting / buying	02 (07%)	06 (13%)	09 (08%)
Cultural heritage improvement	04 (10%)	05 (11%)	11 (10%)
Marketing of route / products	01 (03%)	07 (13%)	05 (05%)
Not sure / No response	03 (10%)	03 (07%)	04 (04%)
	32 (100%)	48 (100%)	107 (100%)

n=187

- (c) Negative statements such as “Lack of route awareness”; “No contribution from route” and “More people in area are poor” were mainly responded to by the community. This suggests that the community viewed the tourism route as contributing minimally to their livelihood and benefit.
- (d) Whereas, a high number (11%) of community respondents indicated that the tourism routes were supposed to contribute by offering job creation opportunities. This finding does not necessarily suggest that the community members were employed, since 53% of them, had indicated that they were unemployed (refer to Table 5.1).

5.5.2 Objective 2: Community Features [ROUTE 66]

Respondents on Route 66 were asked to reveal and describe the characteristic features of communities around the tourism route. These community features and

attributes characterise not only the demographic variables of the people, but also the environment they were staying in.

5.5.2.1 Community Features

In the situational analysis the stakeholders on Route 66 were observed to be typically rural people, and were characterised by the following features:

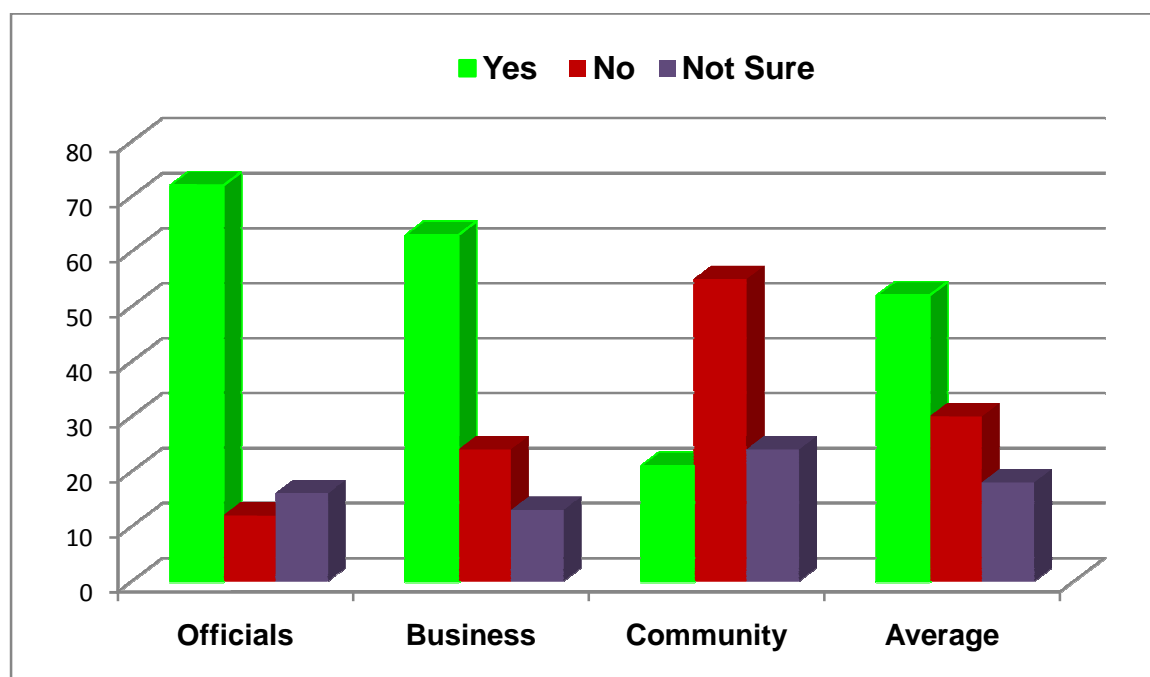
- Predominantly rural and traditional people of Zulu extraction.
- Local communities were not highly educated, the majority have secondary education qualifications.
- There was lack of knowledge and information about the nature of tourism and tourism routes.
- The majority of stakeholders largely believe and hold Zulu traditional and cultural values and belief systems.
- A substantial number (53%: refer to Table 5.1) of the respondents are unemployed.
- Communities on this tourism route live in scenic areas with a substantial number of cultural, historical and natural sites.
- Extensive indigenous forests such as Dlinza and Dukuduku on this tourism route, upon which the rural people sustain.
- There was lack of tourism advertisement and marketing by the local municipality.
- Absence of educational programmes on tourism.

5.5.2.2 Route Features Influencing the Community

The rurality of the physical environment is understood to influence the communities along the routes in some manner. For example, the remoteness of infrastructure, relating to schools, health facilities and places of recreation, is known to have a slowing influence on many of the local residents. According to Visser (2004:339), a number of challenges still face local tourism in South Africa: “In rural areas there are few structures through which to facilitate tourism development; Poverty contributes to the destruction of tourism resources; human resource development and entrepreneurship opportunities are rare”. In the context of the above-mentioned statements, respondents were asked to express

their views regarding the influence of tourism routes on the local communities. On the basis of the analysis shown in Figure 5.2, the following outcomes emerged:

FIGURE 5.2: ROUTE FEATURES POSITIVELY INFLUENCING THE LOCAL COMMUNITY ON ROUTE 66 IN TERMS OF STAKEHOLDERS



- (a) Both officials (72%) and business people (63%) perceived the tourism route features such as facilities, nodes, accommodation, transport, and so on, are positively influencing the local community on Route 66 according to various stakeholders. The reason for such a perception is that officials and business are happy with the role of tourism routes in the livelihood of the community.
- (b) On the contrary, 55% of the community respondents were not sure and 24% thought tourism route features were positively influencing the local community on Route 66. The justification is that community members are not benefiting significantly from Route 66, in terms of job opportunities, employment and sustainable livelihood.
- (c) Figure 5.2 also shows that, on average, 52% of the respondents reflected a positives response about the route's influence on the local community. It is important to note that the actual frequency of the community ($f=258$) is larger than the frequency of officials and business ($f=48$ and $f=69$,

respectively), This suggests that a substantial number of community members represents a negative viewpoint about the route's influence on the local community.

5.5.3 Objective 3: Positive Impacts

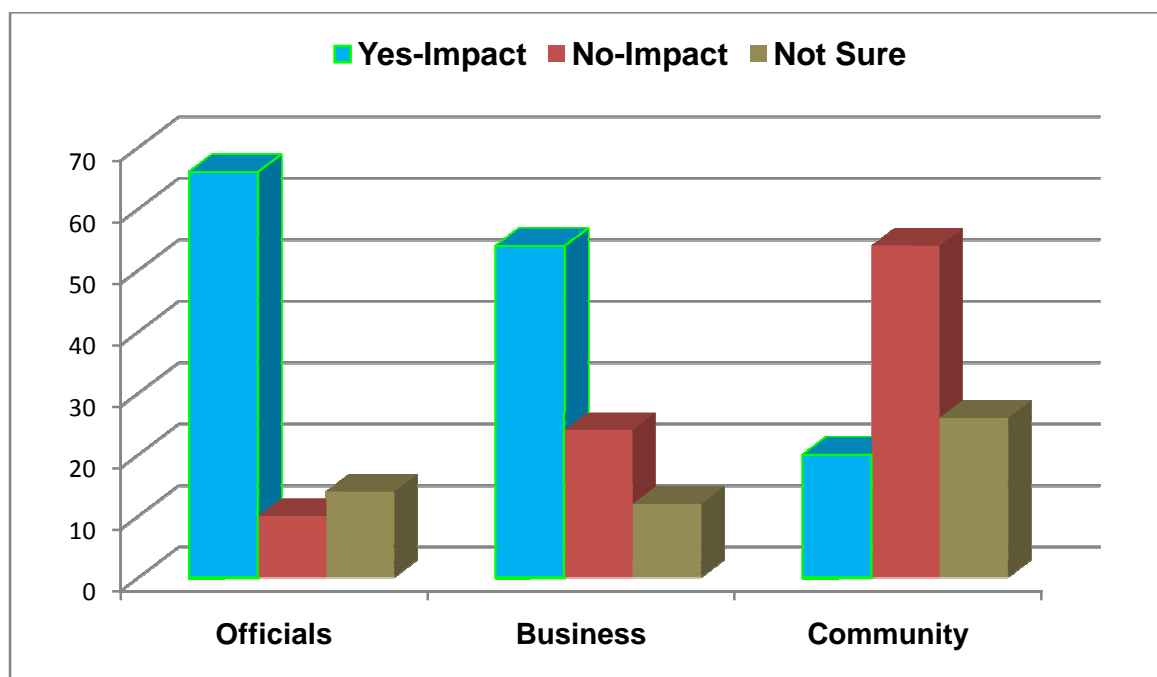
The term “impact” was defined in one sense as the positive influence and change that occurs to a tourism destination or route, propelled by social, economic and environmental benefits. These benefits were identified as infrastructure, economic growth, job creation, employment opportunities, heritage sites, development of tourism facilities and products, and increased tourism flow.

5.5.3.1 The Occurrence of Positive Socio-economic Impacts

In the context of these positive impacts, respondents were asked to indicate the type of socio-economic impacts, the tourism routes have on the local communities. The analysis of the impact in this study is shown in Figure 5.3, and the related outcomes are based on the questions that were responded to by various stakeholders.

- (a) The majority of officials (66%) expressed a supportive view that the tourism route (Route 66) has a positive impact on the local community. The business people (54%) were also of the same opinion, whereas 54% of community respondents were not in support, and also indicated that they were not sure.
- (b) The respondents gave these responses on the basis of the following grounds, in support of the positive socio-economic impacts of the tourism route:
 - a) The development of the local infrastructure
 - b) Protection and improvement of the environment
 - c) Enhancement of economic development
 - d) Improvement of social and cultural features
 - e) Preservation of heritage and tradition
 - f) Job creation and poverty alleviation
 - g) Revenue generation and foreign exchange

FIGURE 5.3: THE POSITIVE SOCIO-ECONOMIC IMPACT OF ROUTE 66 ON THE LOCAL COMMUNITY



- h) Establishing schools and health facilities
- i) Initiating employment opportunities
- j) Alleviation of poverty in general.

5.5.3.2 Analysis of Positive Socio-economic Impacts by Stakeholder

In an effort to assess the above-listed socio-economic impacts, the respondents were given a list of Likert scale statements on which they were required to express themselves in terms of their experiences. The outcomes of their responses are depicted in Table 5.4 below:

- (a) On the whole, the majority of responses from stakeholders supported the notion that there were positive socio-economic impacts that were affecting the local community on Route 66.
- (b) The statement: “*Tourism growth has brought about social integration*” was not supported by all stakeholders. The main reason could be that there was no social nor cultural integration in the area.

TABLE 5.4: OUTCOMES OF POSITIVE SOCIO-ECONOMIC IMPACTS ON ROUTE 66 BY STAKEHOLDER

STATEMENTS	OFFICIALS			BUSINESS			COMMUNITY		
	A	N	D	A	N	D	A	N	D
The benefits of tourism outweigh negative impacts.	45%	17%	28%	46%	35%	19%	32%	46%	22%
Tourism has improved the indigenous culture.	75%	13%	12%	71%	17%	12%	55%	22%	23%
Quality of life in the community has improved because of tourism routes.	60%	19%	21%	54%	25%	21%	35%	32%	33%
The community participates less in tourism activities.	75%	13%	12%	61%	23%	16%	48%	29%	23%
Tourism growth has brought about social integration.	37%	13%	50%	35%	23%	42%	29%	28%	43%
This area has the potential for tourism development.	69%	06%	25%	58%	15%	27%	58%	17%	25%
Tourism has encouraged the preservation of local traditional belief systems.	71%	09%	20%	66%	13%	21%	45%	28%	27%
Tourism creates jobs and improves unemployment.	84%	10%	06%	58%	21%	21%	45%	34%	21%
Tourism eradicates our culture and heritage.	74%	10%	16%	72%	15%	13%	63%	20%	17%

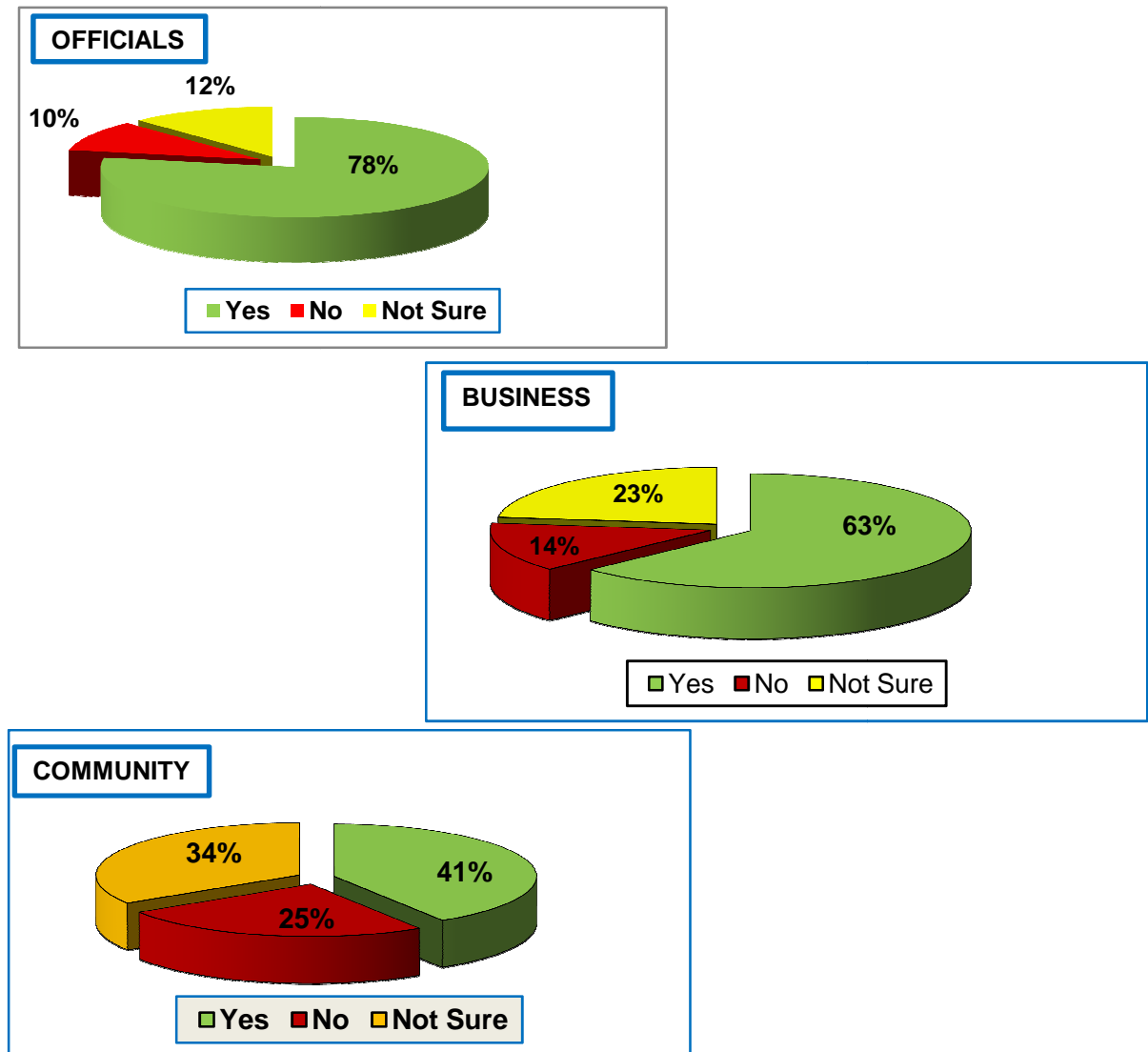
- (c) The community respondents were not in support of three additional statements, namely: “*The benefits of tourism outweigh negative impacts*”; “*Quality of life in the community has improved because of tourism routes*” and “*The community participates less in tourism activities*”. The lack of support was because the community did not benefit from tourism opportunities.

Furthermore, the third objective sought to assess the positive socio-economic impacts on local communities. These impacts are emerging from the identified rural tourism route, namely Route 66. The respondents were asked to reveal whether there are any tourism features which have exerted an impact on local stakeholders as well as whether the tourism route has contributed to their area.

- (a) The majority of stakeholders in each category; officials (78%), business (63%), and community (46%) suggested that the tourism route has contributed some benefit to the study area. However, the responses varied from one stakeholder to another. Possible reasons are that officials are

professionally contracted to route managing authority, whereas the ordinary people in the community are not obliged to support the status quo.

FIGURE 5.4: STAKEHOLDER-PERCEPTION OF POSITIVE SOCIO-ECONOMIC IMPACTS IN TERMS OF STAKEHOLDERS



- (b) In terms of Figure 5.4, tourism officials are overawed by the burden of changing the lives of the people they serve. Tourism being one of the five priority areas that has been earmarked by the government to providing people with jobs thus changing the socio-economic lives of the people, it is therefore seen by officials as having positive impacts on the socio-economic lives of the people living adjacent to the tourism route. Furthermore, the success of tourism on the tourism route is solely

dependent on the effective management of tourism route nodes. The infrastructure established in the nodes by municipalities has been well received by young tourism entrepreneurs, who are making use of the tourism nodes found on the tourism route.

- (c) The majority of the business people or tourism service providers on Route 66, saw themselves as benefiting substantially from the route. Another benefit is the emergence of small business entrepreneurs in areas of the route. Furthermore, it must be remembered that business people gauge their business as successful or not successful when they receive profit as compared to loss. Some businesses in the area are for subsistence purposes.
- (d) As for community responses on Route 66, the community does not seem to view the existence of the tourism route as highly benefiting them, more particularly in the northern most section of the route. On comparing the percentage outcomes from those of officials and business people, it can be noticed that the value is less than 50%. In addition, the value reflecting a “not sure” response is relatively high (34%). The main reason may be that the community members are not happy about the contributions of the route. This suggests that the tourism route is perceived as not yielding good benefits for the local community.

5.5.4 Objective 4: Negative Impacts

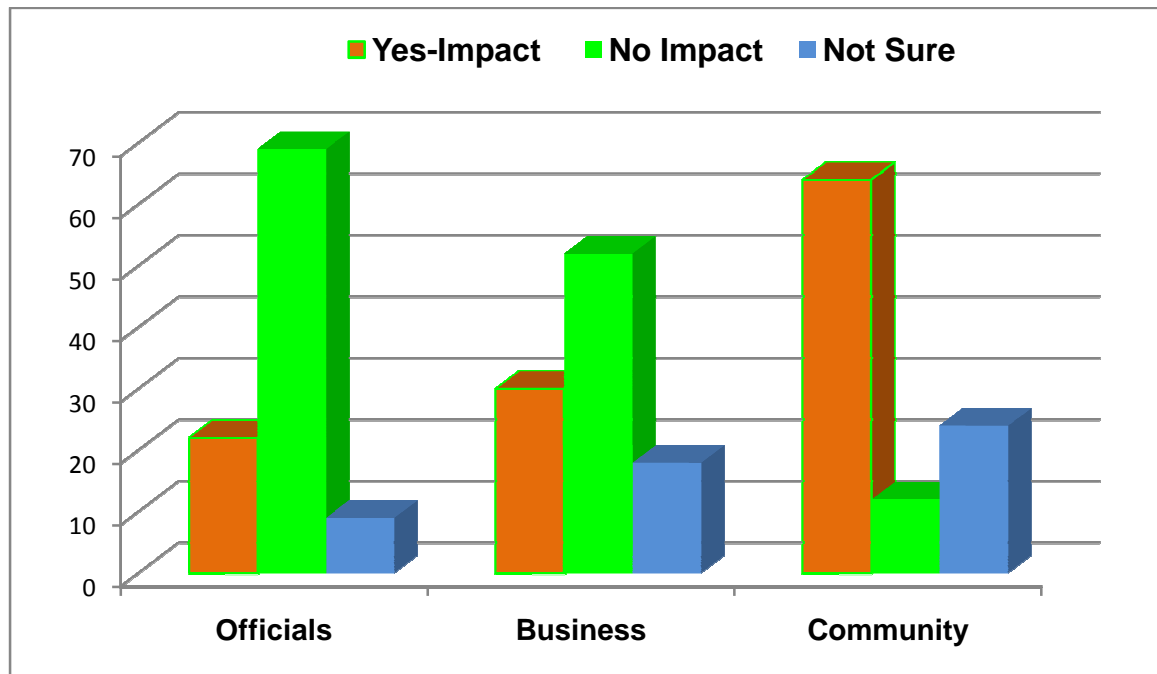
In contrast to objective 3, the term “impact” also relates to the negative change that occurs on a tourism route, driven by factors such as overcrowding, environmental degradation, commodification of culture, increased crime, deforestation, moral degeneration, and so on.

5.5.4.1 *Analysis of Negative Impacts*

In an effort to analyse negative impacts, the respondents were asked to indicate the negative impacts associated with the tourism stakeholders on Route 66. The outcomes of this enquiry are shown in Figure 5.5 in relation to stakeholders.

- (a) The majority of officials (69%) indicated that there was no negative impact exerted by the tourism route on the local community. The business people (52%) were of the same opinion.

FIGURE 5.5: THE NEGATIVE SOCIO-ECONOMIC IMPACTS ASSOCIATED WITH ROUTE 66 ON LOCAL COMMUNITIES



- (b) On the contrary, the majority of community respondents (64%) held the view that there were negative impacts associated with Route 66. In addition, about 24 percent of respondents indicated that they were “not sure” about the existence of negative impacts.
- (c) Justifications for these outcomes were that the community is less informed and benefiting less from Route 66 products, whereas the official and business people are getting better rewards from the route products.

5.5.4.2 Statements Based on Negative Impacts

The respondents expressed their preferences on statements that could either be translated into negative impacts or not. The statements were equally distributed between positive and negative statements.

- The majority of responses to the statements marked in yellow in Table 5.5 indicated that six statements were perceived by the community as expressing negative impacts. These statements are: 1, 3, 4, 5, 6, 7 and 9.

TABLE 5.5: NEGATIVE IMPACTS ASSOCIATED WITH STAKEHOLDERS IN ROUTE 66

STATEMENTS	OFFICIALS			BUSINESS			COMMUNITY		
	A	N	D	A	N	D	A	N	D
1). The overall benefits of tourism outweigh its negative impacts.	45%	17%	28%	46%	35%	19%	32%	46%	22%
2). Tourism has the capacity to improve indigenous culture.	75%	13%	12%	71%	17%	12%	55%	22%	23%
3) Route tourism leads to creation of jobs.	84%	10%	06%	58%	21%	21%	45%	34%	21%
4). The community participates less in tourism activities.	75%	13%	12%	61%	23%	16%	48%	29%	23%
5) Tourism can result in pollution and littering in our area making it untidy.	54%	08%	38%	51%	11%	38%	73%	05%	22%
6). Commodification of culture and heritage is rife in the area.	71%	07%	22%	56%	12%	32%	33%	45%	22%
7). Tourism in our area leads to promotion of prostitution.	14%	48%	38%	35%	23%	42	62%	23%	15%
8). Tourism brings littering to our area making it untidy.	61%	13%	26%	56%	12%	32%	45%	28%	27%
9). Tourism in our area leads to the preservation of heritage and tradition.	66%	10%	24%	58%	15%	27%	35%	12%	53%
10). Breaking down of barriers such as language, race, politics, religion, social, etc.	74%	10%	16%	72%	15%	13%	63%	20%	17%

- For example, the statement “The overall benefits of tourism outweigh its negative impacts” is neutrally perceived by the majority of community respondents. In addition, the negative statements “the community participates less in tourism activities”, “tourism can result in pollution and littering in our area making it untidy” and “commodification of culture and heritage is rife in the area” were perceived as expressing a negative impact.
- Furthermore, statements such as “Tourism in our area leads to promotion of prostitution” and “Tourism in our area leads to the preservation of heritage and tradition” were both perceived negatively.

5.5.5 Objective 5: Product Development

The respondents on Route 66 were also requested to indicate their view of the manner in which they perceive rural tourism routes as influencing tourism and product development.

5.5.5.1 Awareness and Involvement in Product Development

In an attempt to address the perceived awareness and involvement of stakeholders in tourism and product development on Route 66, respondents were asked to express their views. As shown in Table 5.6, the perceived existence of tourism and product development was as presented below.

- (a) Out of the three stakeholders, tourism official and business people (68% and 63%, respectively) were aware of the existence of tourism and product development processes on Route 66. The community members (45% and 58%, respectively) expressed their lack of awareness and involvement in tourism and product development in the study area.
- (b) The main reason for the officials' support (68%) is that they were the ones responsible for developing products on the route, and they are the managers and promoters of tourism in Route 66.

TABLE 5.6 RESPONDENTS' AWARENESS AND INVOLVEMENT IN TOURISM AND PRODUCT DEVELOPMENT ON ROUTE 66

RESPONSE	AWARENESS			INVOLVEMENT		
	Officials	Business	Community	Officials	Business	Community
Yes	22 (68%)	30 (63%)	39 (36%)	23 (72%)	32 (65%)	32 (30%)
No	07 (21%)	12 (25%)	48 (45%)	06 (20%)	11 (24%)	62 (58%)
Not Sure	03 (11%)	06 (12%)	20 (19%)	03 (08%)	05 (11%)	13 (12%)
TOTAL	32 (100%)	48 (100%)	107 (100%)	32 (100%)	48 (100%)	107 (100%)

n=172

- (c) What is interesting is that when stakeholders were asked to reveal their involvement in tourism and product development, the majority of community members (58%) responded negatively. They did not participate in product development.
- (d) The majority of official (72%) and business people (65%) were more positive about involvement in tourism and product development in the study area. Around 20% of officials and business people were negative about product development.
- (e) The main reasons put forward for these responses were that:

- The community is not sufficiently aware of and involved in the operation of product development activities.
- The tourism and municipal officials are protective of the mismanagement of tourism routes, since they get their salary from these activities.
- A variety of additional responses were: there are no tourism-related activities; lack of awareness; lack of opportunity to sell arts and craft; and inadequate tourism route-related cultural activities.

5.5.5.2 *Types of Product for Development*

Respondents were asked to indicate the types of tourism-related products that are available and ready for development in the study area, Route 66. It is interesting note that the officials and small business people, on the whole, perceived all types of products to be relatively available in the study area.

- (a) The respondents in Table 5.7 indicated that the availability of tourism products in the study area was mainly supported by officials and business people, particularly relating to socio-cultural products, infrastructural and nature-based products. Practically all tourism and product development features, such as information on tourism development (64%), tourism arts and craft (81%), cultural village and features (68%), infrastructure development (83%), accommodation provision (67%), health clinics and facilities (63%), natural forest products usage (66%), picnic and camping sites (67%) and related activities were described as available in the study area.
- (b) Interestingly, the local community was more subdued in their support of product development features. A majority of community respondents felt that most of the three types of products were not adequately available in the study area. Products such as tourism skills development knowledge (58%), food vending and street vending (51%), accommodation provision (77%), health clinics and facilities (63%), water supplies (78%), picnic and camping sites and activities (56%), hiking trail maintenance (77%) and bird-watching (57%), were all considered as non-available.

TABLE 5.7: AVAILABILITY OF TOURISM PRODUCTS IN THE STUDY AREA.

TYPES OF PRODUCTS AVAILABLE	STAKEHOLDERS		
	Officials	Business	Community
(A) SOCIO-CULTURAL PRODUCTS	(Yes) or (No)	(Yes) or (No)	(Yes) or (No)
Information on tourism development	64% -- 36%	66% -- 34%	42% -- 58%
Tourism arts and craft in stalls	81% -- 19%	72% -- 28%	57% -- 43%
Cultural village and features	68% -- 32%	69% -- 31%	52% -- 48%
Food vending (street vending)	56% -- 44%	77% -- 23%	49% -- 51%
	<i>f</i>=32	<i>f</i>=48	<i>f</i>=107
(B) INFRASTRUCTURAL PRODUCTS	(Yes) or (No)	(Yes) or (No)	(Yes) or (No)
Infrastructure development (roads)	83% -- 17%	64% -- 36%	48% -- 52%
Accommodation provision	67% -- 33%	72% -- 28%	23% -- 77%
Health clinics and facilities	63% -- 37%	61% -- 39%	37% -- 63%
Water supplies	58% -- 42%	55% -- 45%	22% -- 78%
	<i>f</i>=32	<i>f</i>=48	<i>f</i>=107
(C) NATURE-BASED PRODUCTS	(Yes) or (No)	(Yes) or (No)	(Yes) or (No)
Natural forest products usage	66% -- 34%	57% -- 43%	66% -- 34%
Picnic and camping sites and activities	67% -- 33%	70% -- 30%	44% -- 56%
Hiking trail maintenance	54% -- 46%	56% -- 44%	23% -- 77%
Bird-watching	52% -- 48%	56% -- 44%	43% -- 57%
	<i>f</i>=32	<i>f</i>=48	<i>f</i>=107

n=187

- (c) The main justification for the positive responses for the availability of tourism and product development features was that the officials and business people were persuaded by their exposure to good jobs, product management opportunities and relatively high levels of education.
- (d) Reasons for the negative responses towards the apparent inavailability of tourism and product development features on Route 66 was that the local communities were unaware and less knowledgeable about the route and its potential to attract tourists in the area.

5.6 THE KING SHAKA HERITAGE ROUTE

The stakeholders found on the King Shaka Heritage Route (KSHR) were asked to provide information related to the five research study objectives mentioned in previous sections.

5.6.1 Objective 1: Route Awareness and Understanding

The first objective required respondents residing along the King Shaka Heritage Route (KSHR) to respond to questions relating to their awareness and understanding of the tourism route in their locality. They were also required to indicate the contributions of the route to their livelihoods.

5.6.1.1 Awareness and Understanding

What is shown in Table 5.8 are outcomes associated with responses to awareness and understanding of the stakeholders on KSHR.

TABLE 5.8: AWARENESS AND UNDERSTANDING OF THE TOURISM ROUTE: KING SHAKA HERITAGE ROUTE (KSHR)

RESPONSE	AWARENESS			UNDERSTANDING		
	Officials	Business	Community	Officials	Business	Community
Yes	6 (67%)	8 (67%)	52 (56%)	6 (67%)	7 (58%)	76 (83%)
No	1 (11%)	2 (17%)	12 (13%)	1 (11%)	1 (12%)	0 (00%)
Not Sure	2 (22%)	2 (17%)	28 (31%)	2 (22%)	4 (30%)	16 (17%)
TOTAL	09 100%	12 100%	92 100%	09 100%	12 100%	92 100%

n= 113

- (a) The findings indicate that the majority of tourism officials (67%) indicated that they were aware of the route and also understood issues that relate to route tourism. The reason for such a positive response is that tourism officials are responsible for route development, and therefore they are knowledgeable about route tourism. The business people (67%) indicated that they were aware of the route. Furthermore, of the community, 56 percent also indicated that they were aware of the route.

- (b) The community members were in both instances aware of (56%) and understood (83%) the importance of tourism routes. Most local community members participate fully in tourism development issues, and therefore they remain knowledgeable about these issues.
- (c) Of the three stakeholders, the community were the most supportive (over 83%). The main reason could be that the community lives on these routes, and some of their livelihoods depend on the existence of the KSH route.
- (d) What is interesting is that when stakeholders were asked to reveal their involvement in tourism route activities, the majority of community members (63%) responded in the negative. The majority of official (53%) were more positive about involvement in route activities. The business people (40%) were also negative, and a significant number (25%) indicated that they were not sure.
- (e) The main reasons advanced for these responses were that:
 - The KSHR business people and officials are in favour of the development route, and benefiting the local communities.
 - The local community is not adequately participating in the decision-making system of managing tourism nodes in the KSHR.
 - The tourism and municipal officials are protective of the mismanagement of tourism routes, since they get their salary from these activities.

5.6.1.2 Contributions of the Tourism Route [KSHR].

Perceptions of respondents with regard to the contributions of the tourism route were sought. Respondents were asked to indicate contributions of the tourism route they were aware of. The responses to this question varied in terms of stakeholders: the officials and business respondents were more forthcoming than community members. Responses are analysed in Table 5.9, and indicate the following:

- (a) The majority of respondents among most stakeholders varied significantly regarding the contribution of the KSHR to the local economy and communities. Approximately 77 percent, 67 percent and 67 percent of the officials accepted that job creation and opportunities, community

development and increased tourist visits were contributing substantially to the local economy.

- (b) Similarly, the majority of business people felt that the contributions of the KSHR to the local economy and communities were based on the same activities mentioned above. The possible reason for this finding is that the officials and business people work with these items on a regular basis, and are aware of their contribution to job opportunities, employment and community development.

TABLE 5.9 PERCEPTIONS OF THE CONTRIBUTIONS OF KSHR TO THE LOCAL ECONOMY AND COMMUNITIES

ROUTE CONTRIBUTIONS	STAKEHOLDERS		
	Officials	Business	Community
Job creation / opportunities	77%	62%	23%
Community development	67%	54%	21%
Lack of route awareness	33%	33%	44%
No route contributions found	22%	33%	57%
Infrastructural development	53%	50%	37%
More tourist visiting / buying	67%	54%	54%
Not sure / No response	11%	33%	27%

n=113

(Some stakeholders selected each contribution more than once)

- (c) On the whole the community members tended to respond negatively about the contributions of most items to the local economy and community. The community also generally indicated that ideas such as “lack of route awareness”; “no contribution from the route” and “more people are poor in area” tended to influence the choices of the local community.

5.6.2 Objective 2: Community-related features [KSHR]

Tourism-related features and opportunities play an important role in shaping the impact of tourism routes on local communities. In this regard the respondents along the King Shaka Heritage Route were asked to reveal and describe the

characteristics of communities around the tourism route. These community features and attributes characterise not only the demographic variables of the people, but also the environment in which they live.

5.6.2.1 Community Features

In the situational analysis the stakeholders on the King Shaka Heritage Route were observed to be typically semi-rural people, and were characterised by the following features:

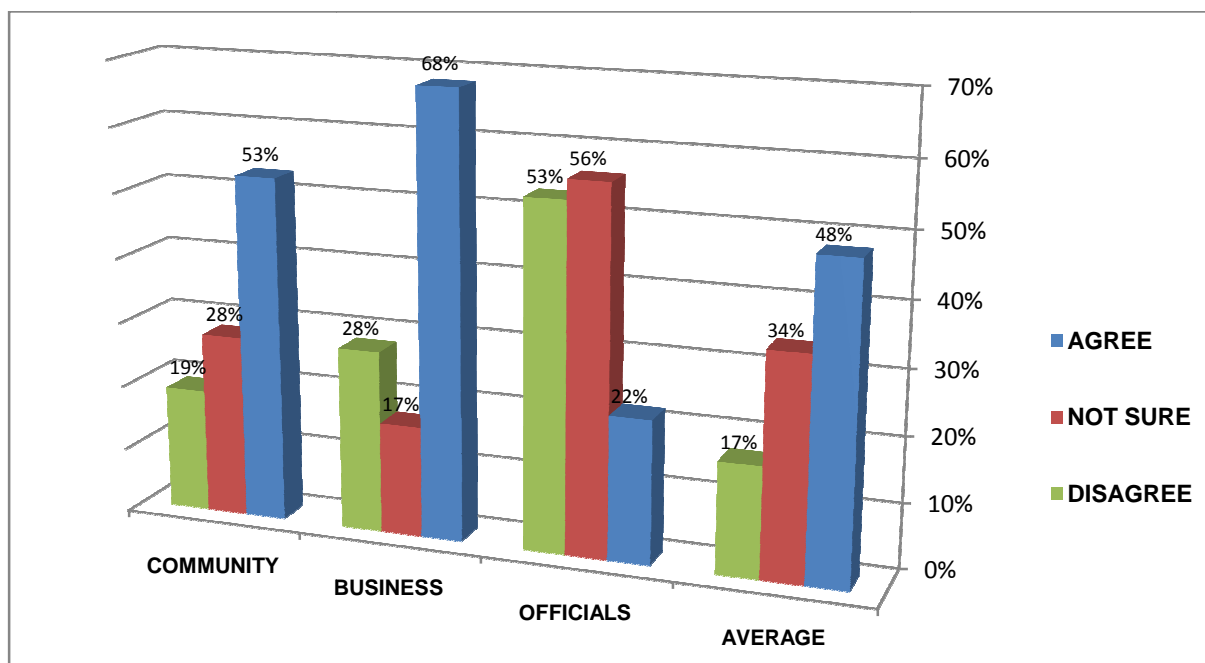
- Predominantly rural and traditional people of Zulu ethnic-group extraction.
- Local communities were not highly educated; the majority have secondary education qualifications.
- They seem to be knowledgeable about the nature of tourism and tourism routes.
- The majority of stakeholders largely believe and uphold Zulu traditional and cultural values and belief systems.
- Communities on this tourism route live in scenic areas with a substantial number of cultural, historical and natural sites.
- Extensive and leading historical sites such as King Shaka's Cave and Bathing Pool, King Shaka's Spring, Mavivane Execution Cliff, Observation Rock, High Rock, two trees associated with King Shaka (Assassination Tree and Indaba Tree), KwaDukuza Cemetery and King Shaka Visitor Centre, KwaDukuza are located on this tourism route.
- There was lack of tourism advertisement and marketing by the local municipality.
- Lack of signage.
- Absence of educational programmes on tourism.

5.6.2.2 Route Features Influencing the Community

The history of the Zulu nation and the knowledge thereof seemed to influence the communities along the route. Respondents are traditional, semi-rural and believe in observing Zulu cultural mores. The stakeholders in the KSHR were asked to express their views regarding the influence of the tourism route on the local communities. On the basis of the analysis shown in Figure 5.6 the following outcomes emerged:

- (a) It is interesting to note that both the community and the business sectors 56% and 68% respectively, indicated that the King Shaka Heritage Route (KSHR) has an impact on the area, but the majority of the officials (53%) are unsure whether the route, has an impact on the area.

FIGURE 5.6: ROUTE FEATURES POSITIVELY INFLUENCING THE LOCAL COMMUNITY ON THE KSHR



- (c) The findings also show that on average 48% of the respondents reflected a positive response about the route's influence on the local community

5.6.3 Objective 3: Positive Socio-economic Impacts

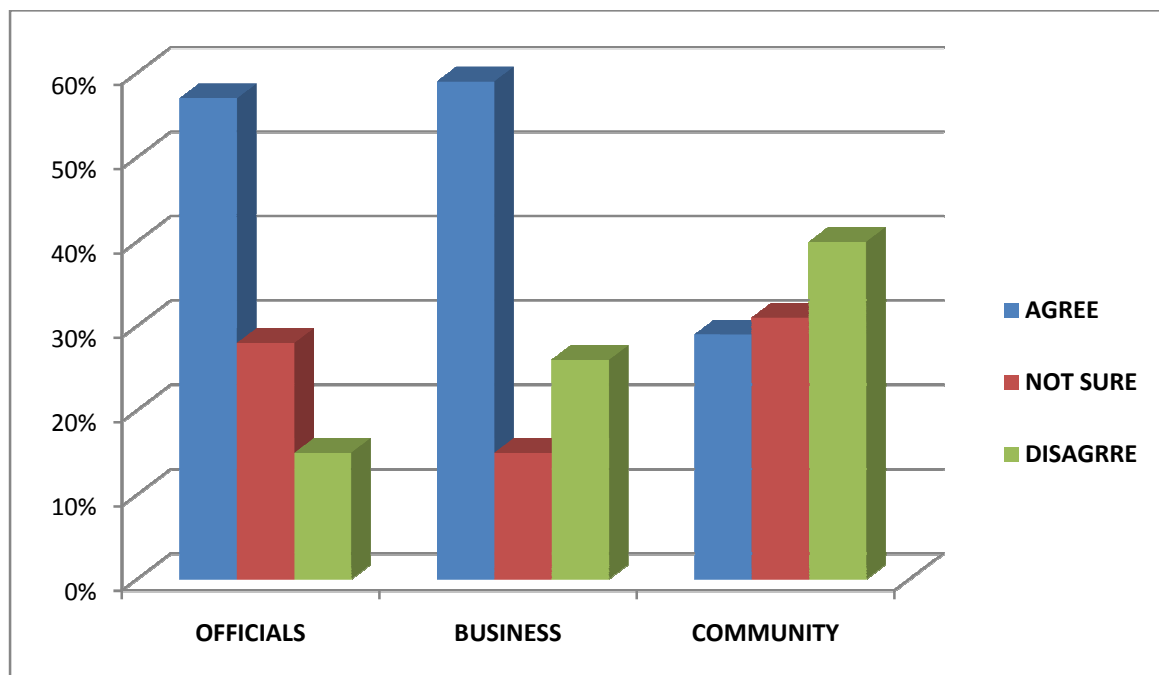
It was one of the major intentions of this research project to assess the positive impacts that the King Shaka Heritage Route has on adjacent communities. The benefits observed ranged from infrastructural development, economic growth, job creation, employment opportunities, heritage sites, development of tourism facilities and products, and increased tourism flow.

5.6.3.1 The Occurrence of Positive Socio-economic Impacts

In order to get a sense of responses supporting these positive socio-economic impacts in the KSHR, respondents were asked to indicate the type of socio-economic impacts the tourism routes have on local communities. Figure 5.7 reflects the analyses, which were derived from questions responded to by different stakeholders in the study area.

- (a) The majority of officials (57%) expressed a supportive view that the tourism route (KSHR) has a positive impact on the local community. The business people (59%) were also of the same opinion. Surprisingly, the local community different from the two stakeholders as it was only 29 percent that responded positively on the impact of the route in the area. 40 percent of community respondents were not in support, while 31 percent were not sure.

FIGURE 5.7: THE POSITIVE SOCIO-ECONOMIC IMPACT OF KING SHAKA HERITAGE ROUTE ON THE LOCAL COMMUNITY



- (b) The results depicted in Figure 5.7 indicate that both officials and businesses perceive the tourism route as impacting positively in the area. Both these two stakeholders are hands-on in tourism, and so responded

positively. The local community has the majority of respondents not being sure of the response to give. This inability to respond and an almost equal number of positive and negative responses suggest that communities have not seen themselves positively benefiting from the existence of the route.

5.6.3.2 Analysis of Positive Socio-economic Impacts by Stakeholders

In an effort to assess the socio-economic impacts, respondents were given a list of Likert scale statements, which they were to express in terms of their preferences. The outcomes of their analysis are depicted in Table 5.10 below:

TABLE 5.10: OUTCOMES OF POSITIVE SOCIO-ECONOMIC IMPACTS ON KSHR BY STAKEHOLDERS (%)

STATEMENTS	OFFICIALS			BUSINESS			COMMUNITY		
	A	N	D	A	N	D	A	N	D
The benefits of tourism outweigh negative impacts.	67	22	11	34	50	16	26	51	23
Tourism has improved the indigenous culture.	67	11	22	50	50	00	58	20	22
Quality of life in the community has improved because of tourism routes.	66	10	24	50	33	17	44	30	26
The community participates less in tourism activities.	45	33	22	67	33	00	55	25	20
Tourism growth has brought about social integration.	44	11	44	50	50	00	49	28	23
This area has the potential for tourism development.	65	24	11	100	00	00	49	27	24
Tourism has encouraged the preservation of local traditional belief systems.	67	11	22	98	02	00	48	34	18
Tourism creates jobs and alleviates unemployment.	67	11	22	84	00	16	74	16	10

(a) *The benefits of tourism outweigh negative impacts*

Responses from officials indicated that they were in agreement with the above statements, whereas the community and businesses remained neutral. The main reason may be that the officials are aware of and actively involved in tourism-related issues in terms of their positions.

(b) *Tourism has improved the indigenous culture*

The majority of respondents in all categories agree with the above statement. The reason may be that the communities of the KSHR have been of different cultures ever since the establishment of the area, and acknowledge each other's cultures, and this is extended to visitors from outside the area.

(c) *Quality of life in the community has improved because of tourism routes*

While all the sectors agree that the quality of life in the community has improved because of tourism routes, the largest percentage comes from officials (66%). This could be as a result of the role that they are supposed to play in improving the life of the whole community through tourism route development.

(d) *The community participates less in tourism activities*

Only the business sector supports this statement. The possible explanation is that when there are major events, for example, Heritage Day on 24 September, it is only then that tourism translates into increased profit margins.

(e) *Tourism growth has brought about social integration*

Both the community and officials agree that the KSHR brings about social integration. The majority of the business sector (67%) does not see the KSHR as promoting social integration.

(f) *Tourism has encouraged the preservation of local traditional beliefs*

As in the case of the improved indigenous culture above, the majority of respondents in all categories agree with the above statement. The reason may be that the communities of the KSHR have been of different cultures ever since the establishment of the area, and acknowledge each other's cultures, and this is extended to visitors from outside the area. Furthermore, local history and culture are preserved by the routes.

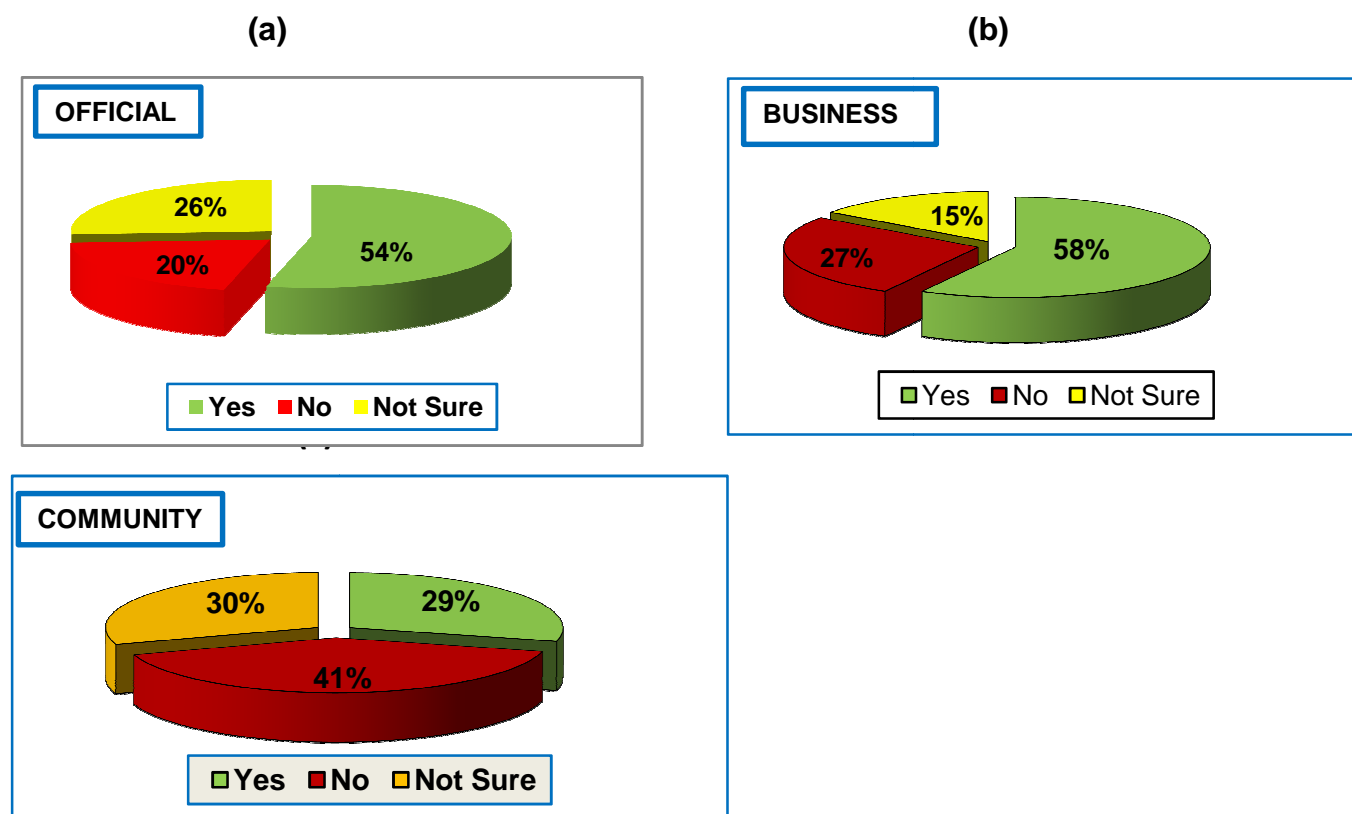
(g) Tourism creates jobs and alleviates unemployment

The majority of the respondents agree that tourism does create jobs and at the same time reduces unemployment. The main reason for this is that the total South African population, especially the Blacks, have benefited from being introduced to the tourism industry, which initially was reserved for other population groups and areas.

5.6.3.3 Analysis of Positive Socio-economic Impacts by Stakeholders

The third objective also sought to assess the positive socio-economic impacts that characterise the identified impact of rural tourism routes on local communities. The respondents were asked to reveal whether the KSHR tourism route has contributed anything positive to their area. The analyses of these stakeholders are presented in Figure 5.8 and the outcomes are given below:

FIGURE 5.8: STAKEHOLDER PERCEPTION OF POSITIVE SOCIO-ECONOMIC IMPACTS IN TERMS OF STAKEHOLDERS



- (a) The majority of stakeholders in all categories, officials (54%), business (58%) and the community (29%) indicated that tourism route has contributed interesting and practical outcomes from the King Shaka Heritage Route. However, some of the responses tended to vary from one stakeholder to another. The main possible reasons suggested are that official as well as business people are professionally linked or contracted to route management opportunities, whereas the ordinary people in the local community are not obliged to support the status quo.
- (b) In terms of Figure 5.8 the tourism officials are overawed by the burden of changing the lives of the people they serve. Tourism being one of the five priority areas that has been earmarked by the government in providing people with jobs thus changing the socio-economic lives of the people, it is therefore seen by officials as having a positive impact on the socio-economic lives of the people living adjacent to the identified tourism routes. Furthermore, the success of tourism on the identified tourism route is solely dependent on the effective management of tourism nodes on this route.
- (c) Relating to community responses on the KSHR, the local community does not seem to view the existence of the tourism route as highly benefiting them (30%). The main reason may be that the community members are not happy about the contributions of the route, in contrast to the officials and some business people. This suggests that the tourism route is perceived as not yielding good benefits (41%) for the local community.
- (d) What is also interesting is that for all categories of stakeholders, there has been a substantial number of those saying they are “not sure”. The community respondents were the highest in this regard (30%), suggesting that the community is the least confident about the benefits of route tourism.

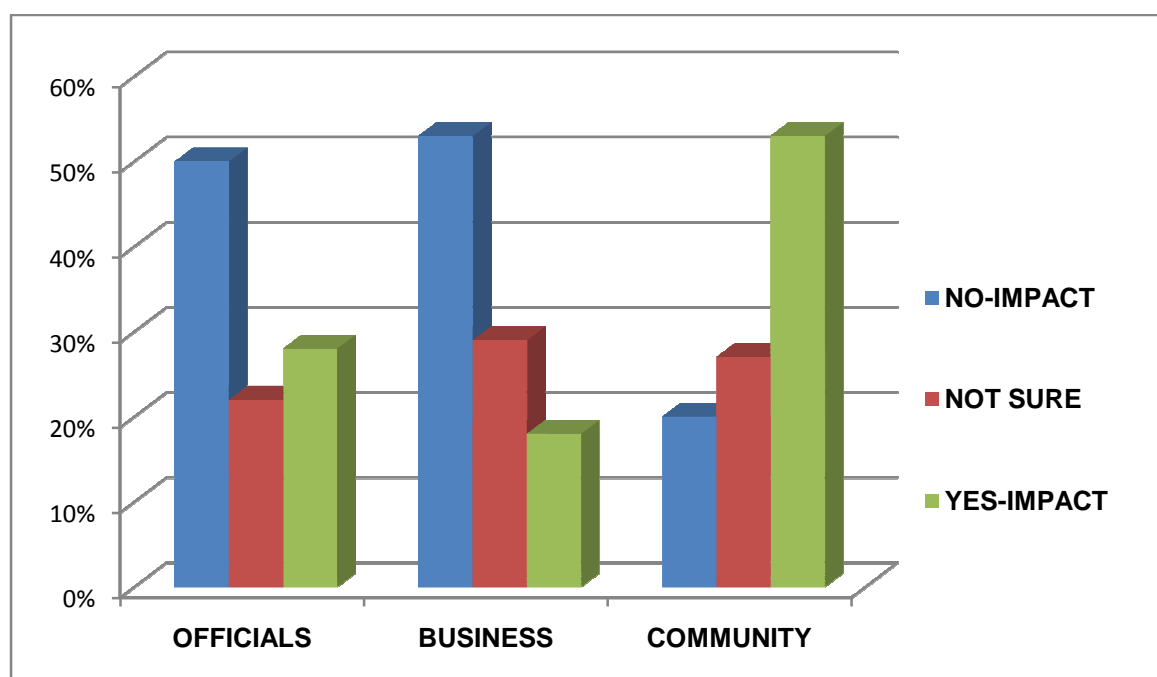
5.6.4 Objective 4: Negative Socio-economic Impacts

The negative impacts in tourism are at times characterised by factors such as overcrowding, unemployment, commodification of culture, increased crime,

deforestation and environmental degradation. In this regard, the respondents were asked to indicate the negative impacts associated with the KSHR. The outcomes of this enquiry are shown in Figure 5.9 on the basis of stakeholders' responses.

- (a) The majority of officials (50%) indicated that there was no negative impact exerted by the tourism route on the local community. The business people (53%) were of the same opinion.
- (b) On the contrary, the majority of community respondents (53%) held the view that there were negative impacts associated with KSHR. In addition, about 27 percent of respondents indicated that they were “not sure” about the existence of negative impacts.

FIGURE 5.9: THE NEGATIVE IMPACTS ASSOCIATED WITH KING SHAKA HERITAGE ROUTE ON LOCAL COMMUNITIES



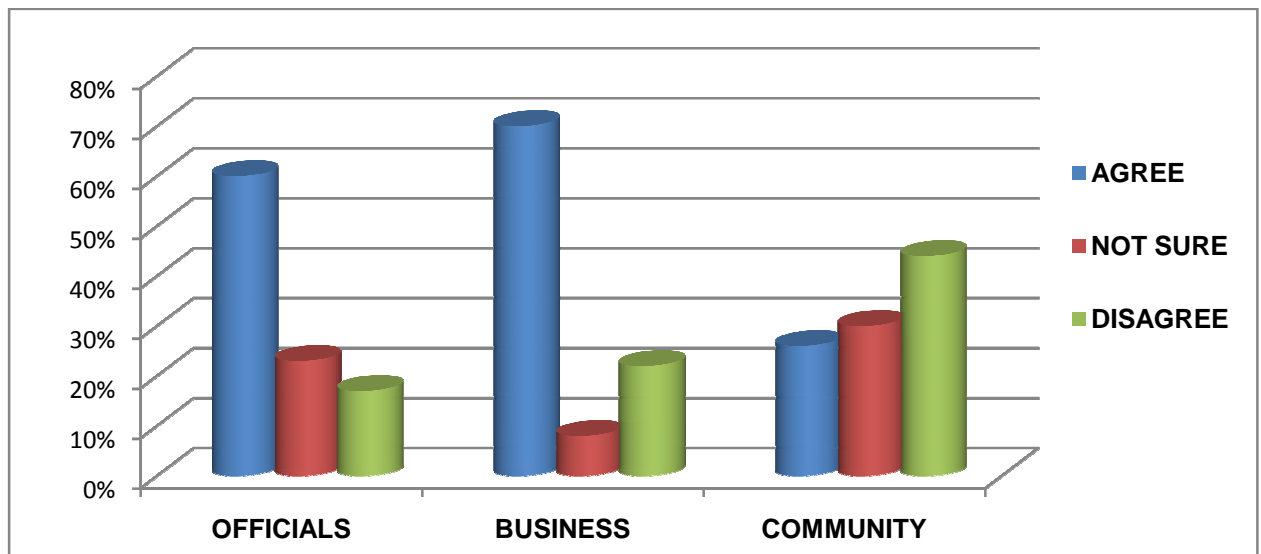
- (c) The main reasons for these research outcomes were that the community is less informed, involved and benefiting from KSHR products, whereas the official and business people are getting better rewards from the route products.

5.6.5 Objective 5: Product Development

In a tourism and product development initiative, the study focused on the unique route features and product available including business stalls, accommodation, and natural and man-made features, identified to symbolise the heritage of King Shaka and the Zulu people.

- (a) On average, the largest percentage of officials (60%) and business (70%) sectors agree that the existence of the route has brought about tourism product development which included business stalls and some improvement in the nodes themselves, for example, the King Shaka Visitor Centre.

FIGURE 5.10: PERCEPTIONS ON PRODUCT DEVELOPMENT



- (b) In contrast, the community has only 26 percent agreeing that the KSHR has brought about tourism product development for them. The majority 44 percent refutes this theory whilst 30 percent are not sure. The reason for this outcome might be the involvement by officials in the creation of tourism product as their responsibility.

5.7 THE ZULULAND BIRDING ROUTE

As with the other two routes, this section analyses stakeholders' awareness and understanding of the rural tourism route, as well as reasons for involvement and impacts of the route along the Zululand Birding Route (ZBR).

5.7.1 Objective 1: Route Awareness and Understanding

As indicated earlier, the first objective required respondents residing along the Zululand Birding Route (ZBR) to respond to questions relating to their awareness and understanding of the tourism route in their locality. They were also to indicate the contributions of the route to livelihoods.

5.7.1.1 Awareness and Understanding

What is shown in Table 5.11 are outcomes associated with responses to awareness and understanding of the stakeholders on ZBR.

TABLE 5.11 AWARENESS AND UNDERSTANDING OF THE TOURISM ROUTE: ZULULAND BIRDING ROUTE (ZBR) (n=73)

RESPONSE	AWARENESS			UNDERSTANDING		
	Officials f=5	Business f=9	Community =59	Officials f=5	Business f=9	Community =59
Yes	4 (80%)	5 (54%)	20 (34%)	5 (100%)	4 (44%)	24 (41%)
No	1 (20%)	2 (26%)	27 (46%)	0 (00%)	2 (22%)	21 (36%)
Not Sure	0 (00%)	2 (20%)	12 (20%)	0 (00%)	3 (34%)	14 (23%)
TOTAL	100%	100%	100%	100%	100%	100%

- (a) The findings indicate that the majority of tourism officials (80%) indicated that they were aware of the route and also understood issues that relate to route tourism. The reason for such a positive response is that tourism officials are responsible for route development and therefore they are knowledgeable about route tourism. The business people (54%) indicated that of they were aware of route tourism issues but only 44 percent understood the importance of the rural tourism routes. The community members were in both instances not aware and understood less of the

importance of tourism routes. Fifty nine percent of the community members were not aware, and 46 percent did not understand route tourism. Most local community members do participate fully in tourism development issues and therefore they remain less knowledgeable about these issues.

- (b) What is interesting is that when stakeholders were asked to reveal their involvement in tourism route activities, the majority of community members (63%) provided negative responses. The majority of officials (53%) were more positive about their involvement in route development activities. The business people (40%) also expressed negative responses and a significant number (25%) indicated that they were not sure.
- (c) The main reasons advanced for these responses were that:
 - The community seems to be ignorant about issues that relate to tourism routes.
 - The community seems not to be involved in the planning and decision-making process of tourism route development.
 - A variety of additional responses that were expressed by the local community included their assertion that there are no tourism-related activities, there is a lack of awareness of the opportunity to sell their arts and crafts; and possibly in adequate cultural activities.

5.7.1.2 Contributions of the Tourism Route [ZBR].

Perceptions of respondents with regard to the contributions of the tourism route to the local economy were sought. Respondents were asked to indicate contributions of the tourism route they were aware of. The responses to this question varied in terms of stakeholders. Officials and business respondents were more forthcoming than community members. Responses are analysed in Table 5.12 and also indicate the following:

- (a) The responses of the majority of respondents among all stakeholders varied significantly regarding the contribution of the tourism route to the economy of the local communities. The possible reasons are that stakeholders pronounced on the routes on the basis of their experience.

**TABLE 5.12: CONTRIBUTIONS OF TOURISM ROUTE TO
STAKEHOLDERS ON THE ZBR.**

ROUTE CONTRIBUTIONS	STAKEHOLDERS		
	Officials (5)	Business (9)	Community (59)
Job creation / opportunities	1.0 (20%)	1.00 (14%)	1.00 (02%)
Community development	1.0 (20%)	5.00 (18%)	0 (00%)
Lack of route awareness	1.0 (13%)	1.00 (11%)	11.00 (19%)
No contribution from route	1.0 (11%)	1.00 (09%)	17.00 (28%)
Infrastructural development	1.0 (16%)	1.00 (11%)	5.00 (09%)
More tourist visiting / buying	0.0 (06%)	1.00 (11%)	12.00 (20%)
Educational tours	0.0 (05%)	1.00 (15%)	3.00 (05%)
Not sure / No response	0.0 (09%)	1.00 (11%)	10.00 (17%)
	5 (100%)	9 (100%)	59 (100%)

n=73 (Frequency adjusted to nearest unit (1) to avoid obtaining a fraction of a person).

- (b) Twenty percent of officials indicated that tourism routes contributed in terms of community development and job creation to the local community. Similarly, 11% and 18% of business people felt that the tourism routes contributed infrastructural development and community development.
- (c) More community members responded to negative statements such as “lack of route awareness”; “no contribution from route” and “more people are poor in area” than officials and business people. This suggests that the community viewed the tourism route as contributing minimally to their livelihood and benefit.

5.7.2 Objective 2: Community-related features [ZBR]

Respondents along the ZBR were asked to describe the characteristic features of communities along the tourism route. These community features characterised not only the demographic variables of the people, but also the environment they were staying in.

5.7.2.1 Community Features

In the situational analysis the stakeholders on the Zululand Birding Route were observed to be typically rural people, and were characterised by the following features:

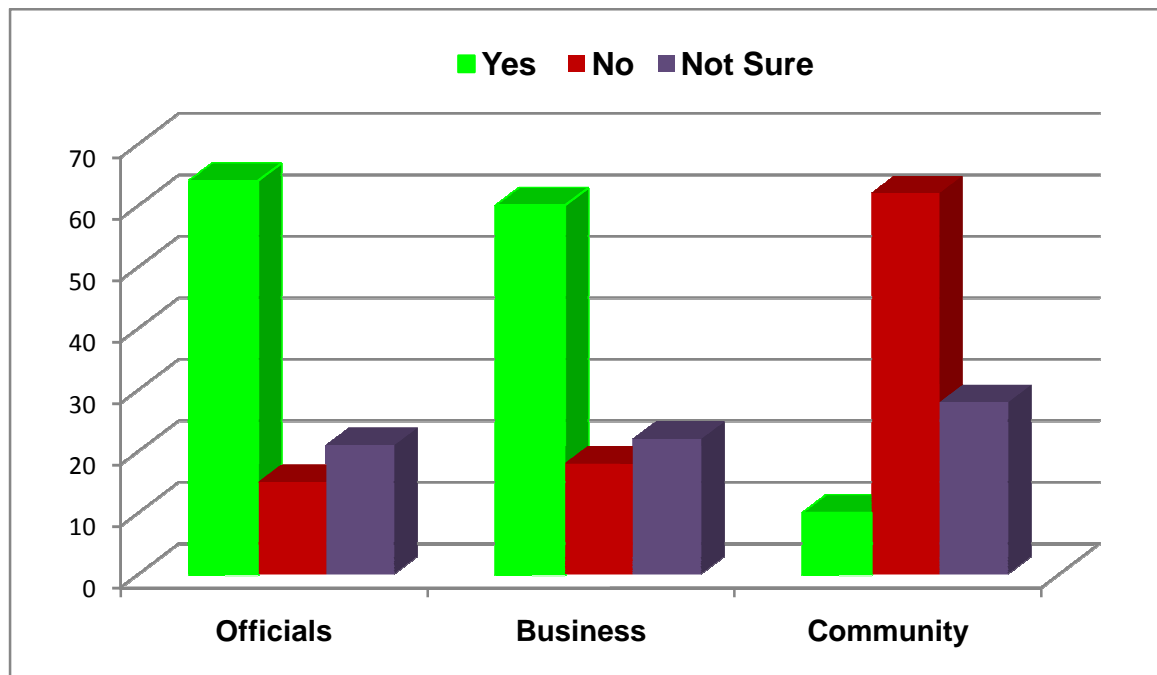
- They were predominantly rural and traditional people of the Zulu ethnic group.
- Local communities were not highly educated. The majority had secondary education qualifications.
- There was lack of knowledge and information about the nature of tourism and tourism routes.
- The majority of stakeholders largely believe and uphold Zulu traditional and cultural values and belief systems.
- Communities on this tourism route live in scenic areas with a substantial number of cultural, historical and natural sites.
- Indigenous forest, Ngoye Forest which is located on this tourism route.
- There was lack of tourism advertisement and marketing by the local municipality.
- There were no educational programmes on tourism.

5.7.2.2 Route Features Influencing the Community

The rurality of the physical environment seemed to influence the communities along the route. Respondents were asked to express their views regarding the influence of tourism routes on the local communities. On the basis of the analysis shown earlier in Figure 5.1 the following outcomes emerged:

- (a) Both officials (64%) and business people (60%) indicated that the tourism route features such as facilities, nodes, accommodation, transport, and so on, are positively influencing the local community along the ZBR. The reason for such responses is that officials and business people are satisfied with the role of tourism routes in the livelihoods of communities.

FIGURE 5.11: ROUTE FEATURES POSITIVELY INFLUENCING THE LOCAL COMMUNITY ON THE ZBR



- (b) On the contrary, 62% of the community respondents were negatively inclined towards the influence of the ZBR on the local community. The community's response was influenced by the lack of education and resources of many of the local respondents.
- (c) The findings also indicated that in all categories (officials 21%, business people 22% and community members 28%) were "not sure" about the route features positively influencing the local community on the ZBR.

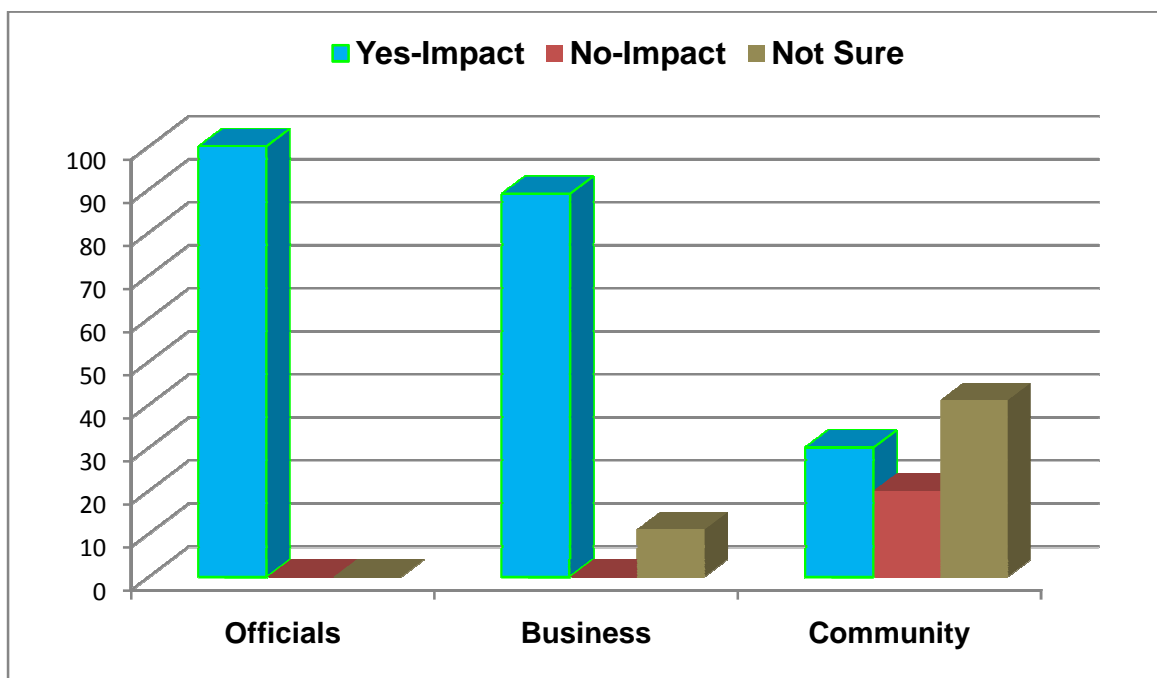
5.7.3 Objective 3: Positive Impacts

One of the objectives of this research project was to assess the positive impacts that the Zululand Birding Route has on adjacent communities. The benefits observed ranged from infrastructural development, economic growth, job creation, employment opportunities, heritage sites, development of tourism facilities and products, and increased tourism flow.

5.7.3.1 The Observed Positive Socio-economic Impacts

In order to get responses relating to the positive impacts of the ZBR, respondents were asked to indicate the type of socio-economic impacts the tourism route has on the local communities. Figure 5.12 indicates the analysis thereof. The given outcomes are based on the questions responded to by different stakeholders investigated in the research project.

FIGURE 5.12: POSITIVE SOCIO-ECONOMIC IMPACTS OF THE ZBR ON THE LOCAL COMMUNITY



- (a) All interviewed officials (100%) supported the view that the tourism route (ZBR) was having a positive impact on the local community. The majority of business people (89%) were also of the same opinion, with only 11 percent who were not sure. Surprisingly, the local community differed from these two stakeholders as it was only 30% that responded positively on the impact of the route in the area. 20 % of community respondents were not in support, and the majority of them (41%) indicated that they were not sure.
- (b) The results depicted in Figure 5.12 indicate that both officials and business people believe that the tourism route is impacting positively in the area. Both these two stakeholders are hands-on in tourism in terms of service

provision on the route itself. They contribute to the creation of business opportunities, and so have a better understanding of what the existing route has done for the local community.

- (c) The majority of the local community respondents that are not involved in the provision of services and also do not receive direct benefits from the route reflected a lack of support (61% either disagreed or were not sure), which means they do believe the route is impacting positively to the area. This inability to respond positively shows that local communities have not seen themselves positively benefiting from the existence of the route.

5.7.3.2 Analysis of Positive Socio-economic Impacts on Stakeholders

The third objective sought to assess the positive socio-economic impacts that characterise the identified rural tourism routes on local communities. In an effort to assess the socio-economic impacts, respondents were given a list of Likert scale statements to which they were required to respond in terms of their experiences. The outcomes of the responses related to socio-economic impacts are depicted in Table 5.13 below:

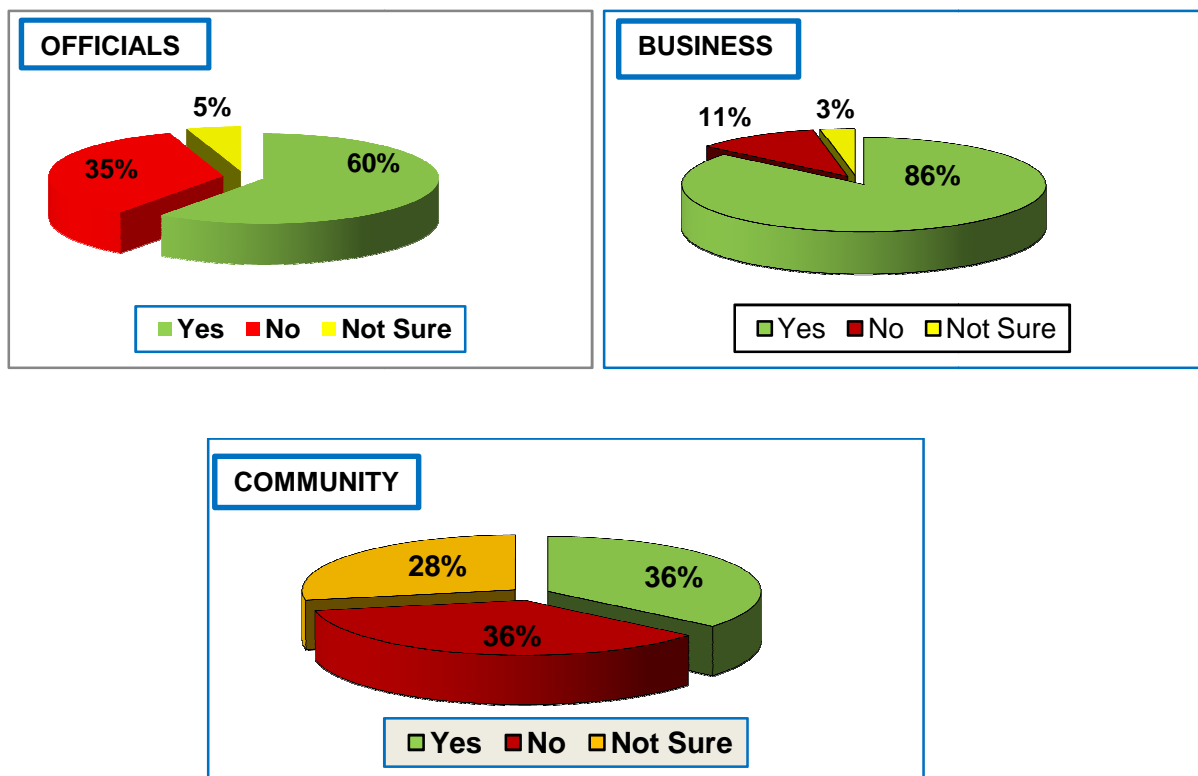
TABLE 5.13: OUTCOMES OF POSITIVE SOCIO-ECONOMIC IMPACTS ON ZBR BY STAKEHOLDER (%)

STATEMENTS	OFFICIALS			BUSINESS			COMMUNITY		
	A	N	D	A	N	D	A	N	D
The benefits of tourism outweigh negative impacts.	60	27	13	56	33	11	17	70	13
Tourism has improved the indigenous culture.	58	35	07	22	56	22	29	32	39
Quality of life in the community has improved because of tourism routes.	68	12	20	89	11	00	26	29	45
The community participates less in tourism activities.	05	55	40	77	17	06	27	37	36
Tourism growth has brought about social integration.	22	64	14	68	18	14	32	39	29
This area has the potential for tourism development.	100	00	00	78	11	11	51	22	27
Tourism has encouraged the preservation of local traditional belief systems.	83	11	06	73	22	05	32	41	27
Tourism creates jobs and reduces unemployment.	91	03	6	88	11	07	45	30	25
Tourism eradicates our culture and heritage.	00	06	94	00	00	100	13	28	59

- (a) Responses from officials and business people supported the statements that were related to tourism having positive socio-economic impacts on the local community residing adjacent to the ZBR. On the contrary the local communities disagreed or were not sure about some statements such as the following “*The benefits of tourism outweigh negative impacts*”; “*Quality of life in the community has improved because of tourism routes*” and “*The community participates less in tourism activities*”. The lack of support was because the community did not recognise the benefits of tourism routes.
- (b) The statement: “*Tourism growth has brought about social integration*” was not supported by the officials and the local community. The main reason could be that there was no social or cultural integration in the study area.

In addition, respondents were asked to reveal whether the ZBR tourism route has made a positive socio-economic contribution to their area. The analysis shown in Figure 5.13 reflects varying outcomes.

FIGURE 5.13: STAKEHOLDER-PERCEPTION OF POSITIVE SOCIO-ECONOMIC IMPACTS IN TERMS OF STAKEHOLDERS



- (a) The responses varied from one stakeholder to another. The majority of stakeholders in the two categories, officials (60%) and business people (86%), indicated that the tourism route has contributed positively to the economic development of the study area. Possible reasons are that officials are professionally contracted to develop and manage routes, whereas the ordinary people in the community are not obliged to support the status quo.
- (b) In terms of Figure 5.13 the tourism officials are overawed by the burden of changing the lives of the people they serve. Tourism being one of the five priority areas that have been earmarked by the government to provide people with jobs, thus changing the socio-economic lives of the people, it is therefore seen by officials as having a positive impact on the socio-economic lives of the people living adjacent to the identified tourism routes.
- (c) The majority of the business sector or tourism service providers living adjacent to the ZBR themselves as benefiting substantially from the route. One other reason that can be given for this is the development of their tourism business. This in many cases is caused by the increase in income as compared to the expenditure. Furthermore, it must be remembered that business people gauge their business as successful or not successful when they receive profit as compared to loss. Some businesses in the area are merely for subsistence purposes.
- (d) Relating to community responses on the ZBR, thirty six percent of the community does not seem to view the existence of the tourism route as benefiting them. In addition, the value reflecting a 'not sure', response is relatively high (28%). This suggests that the tourism route is perceived as not yielding good benefits for the local community.

In order to get more information on the socio-economic impacts, a questionnaire was designed that was directed to business owners. It is important to find out about the profile of the businesses that are found adjacent the route. This

information included the ownership, nature, type and size of these businesses as well as the extent of beneficiation by local communities. The majority of the respondents (76%) were not owners but were either managers or “right-hand-persons” of the owner. Some of the businesses are formal and have been in existence for a long time such as those owned by Ezemvelo KZN Wildlife, while others are informal and relatively new, having existed for less than four years. The accommodation facilities found adjacent to the route are owned and managed by Ezemvelo KZN Wildlife. They include the Camp site which is located at Ongoye Mountain and chalets in the Umlalazi Nature Reserve.

The majority of the respondents (63%) indicated that they employed between three and five employees and made a profit of less than R10,000 a month, particularly those that were outside the jurisdiction of Ezemvelo KZN Wildlife. From the information provided, it is evident that most businesses found along the ZBR can be classified as small businesses. It was interesting to find out that a few of these businesses (2%) are owned by foreigners such as Nigerians and Malawians. The findings also indicated that the majority of the employees (92%) are from the local community. The findings therefore point to community beneficiation directly through job creation and various other indirect ways which may not be easy to identify.

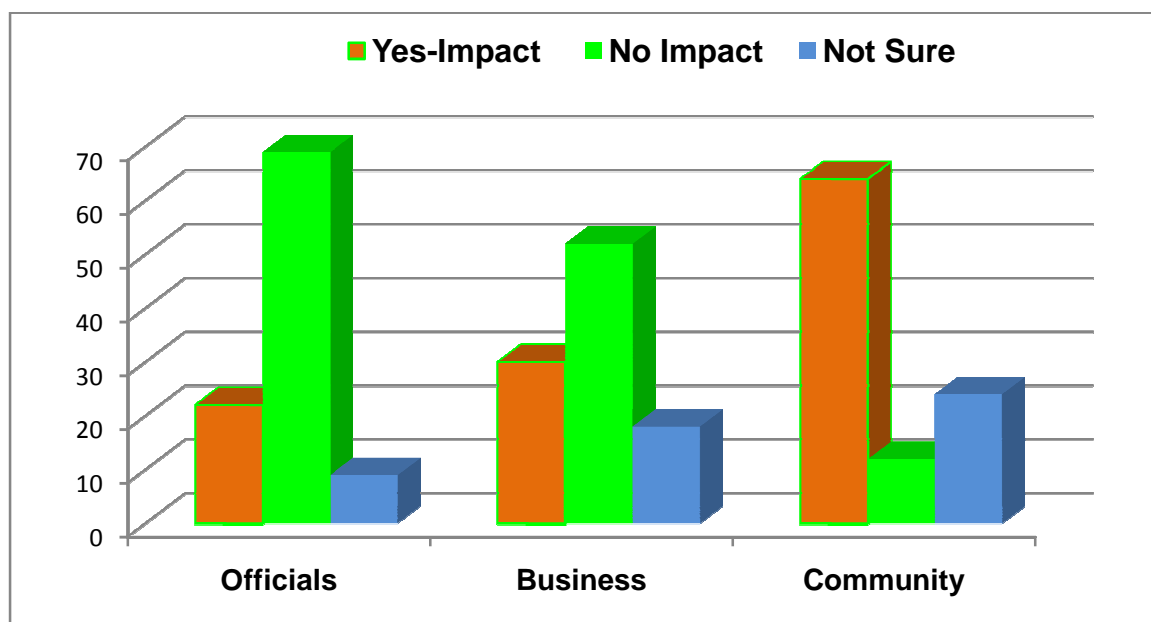
5.7.4 Objective 4: Negative Impacts

In contrast to Objective 3, the respondents were to assess the negative socio-economic impacts of the identified tourism routes on communities. In this regard, the respondents were to indicate the negative impacts associated with the tourism on the ZBR. The outcome of this enquiry is shown in Figure 5.14.

- (a) The majority of officials (69%) indicated that there was no negative impact exerted by the tourism route on the local community. The business people (52%) were also of the same opinion.
- (b) On the other hand, the majority of community respondents (64%) held the view that there were negative impacts associated with Route 66. In

addition, about 24 percent of respondents indicated that they were “not sure” about the existence of negative impacts.

FIGURE 5.14: NEGATIVE SOCIO-ECONOMIC IMPACTS ASSOCIATED WITH ZBR ON LOCAL COMMUNITIES



- (c) Justifications for these outcomes were that the community is less informed and benefiting less from Route 66 products, whereas the official and business people are getting better rewards from the route products.

5.7.5 Objective 5: Product Development

Respondents were requested to indicate their awareness of any tourism products produced in the area. What is shown in Table 5.14 are outcomes associated with responses to awareness and understanding of the stakeholders on ZBR.

TABLE 5.14: AWARENESS OF TOURISM PRODUCTS IN THE AREA ADJACENT TO THE BIRDING ROUTE

RESPONSE	AWARENESS OF TOURISM PRODUCTS		
	Officials n=5	Business n=9	Community n=59
Yes	(93%)	(64%)	(20%)
No	(02%)	(16%)	(53%)
Not Sure	(05%)	(20%)	(27%)
TOTAL	100%	100%	100%

The findings indicate that the majority of tourism officials (93%) indicated that they were aware of the tourism products that are available in the areas that are located adjacent to route tourism. The reason for such a positive response is that tourism officials are responsible for promoting the product development and nurturing of tourism business initiatives. The business people (64%) also indicated that they were aware of various tourism products that have been stimulated by the tourism route. On the other hand, the majority (53%) of community were either not aware or not sure of the existing tourism products. Some community members do not participate in tourism matters as indicated above, and obviously these members will not be aware of the tourism related products, and may not even be aware of the businesses that have been stimulated by the development of the route.

Respondents were provided with a list of tourism products from which to select. The findings are presented below in Table 5.15.

TABLE 5.15: PRODUCTS AS LISTED BY THE STAKEHOLDERS IN THE AREAS ADJACENT TO THE BIRDING ROUTE

PRODUCTS	TOURISM PRODUCTS		
	Officials	Business	Community
Accommodation	78%	68%	54%
Food outlets	65%	79%	58%
Cultural village	00	00	00
Horse riding	00	00	00
Arts and crafts	86%	89%	72%
Camp site	98%	88%	45%
Bird watching	100%	92%	58%
Picnic site	87%	82%	56%
Hiking trails	79%	70%	45%

n=73 (Some respondents selected more than one product)

The responses indicate that the officials and business people could easily identify and select products that are found adjacent to the tourism route. The reason for such responses is that officials and business people work together in developing and promoting tourism products.

5.8 CONCLUSION

This chapter has attempted to address the analysis and interpretation of data pertaining to the manner in which the three selected tourism routes in KwaZulu-Natal exert socio-economic impacts on local communities. The stakeholder responses have tended to be similar, but have also varied from route to route.

The finding that emerges from Route 66 shows that officials and business people are more positively inclined towards supporting the contributions of the routes towards exerting an impact on the local community in terms of social, economic, cultural and environmental products and benefits. The community responses on Route 66 were found to be less supportive of the existence of impacts on local communities.

The findings from the KSHR were relatively similar to those of Route 66. On the one hand, the officials and business people were supportive of the existence of socio-economic impacts on the local community. On the other hand, communities were not supportive of the impact of the tourism route on the local community.

From the findings in the ZBR it was evident that the perceptions of officials and business people are different on a number of issues that require some insight into tourism businesses and participation in tourism development. Communities that are found along the ZBR seem to be benefiting directly and indirectly due to the businesses that have been motivated by the existence of the route, but unfortunately some of them do not seem to be aware of the opportunities that are presented to them by the existence of the birding tourism route.

CHAPTER 6

FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

6.1 INTRODUCTION

The previous chapter of this research study engaged in the analysis of three tourism routes and seems to have succeeded in revealing that local communities perceive the routes as inadequately benefiting them towards achieving a better livelihood in the area. As a core aspect of the study, Chapter 4 provided a detailed analysis of data, presented in the form of tables and graphs for each of the three tourism routes. The perceptions of respondents in regard to varying objectives and statements indicated that local communities were essentially not satisfied with the way in which tourism routes are managed. On the whole, the respondents were

- unable to identify and describe the established rural tourism routes in their area of operation in KwaZulu-Natal;
- not clearly able to identify and describe the nodes found on the tourism routes and also how their location links with these rural tourism routes;
- failing to adequately assess the positive socio-economic impacts of the rural tourism routes on the identified local communities; and
- unable to express themselves on how the rural tourism routes were influencing tourism development among the identified local communities.

In essence, the study was able to make conclusions about the perceived socio-economic impacts of the three rural tourism routes on adjacent communities in the three study areas. Also evident was that communities adjacent to the tourism routes were relatively unaware of the routes themselves, but understood the existence of tourists, who they could not easily associate with the routes as offering positive socio-economic impacts on the local communities. The latter, therefore, suggests that there was no significant community beneficiation and tourism development in the area as a result of the tourism routes.

6.2 GENERAL CONCLUSIONS BASED ON TOURISM ROUTES

The conclusions that emerged from data analysis are presented in relation to the three study area, the Zululand Heritage Route [Route 66], the King Shaka Heritage Route, and the Zululand Birding Route. The core findings of the study are presented below in term of each route.

6.2.1 The Zululand Heritage Route [Route 66]

The general findings of the analysis of Route 66 are somewhat similar to those of the other two routes, but have their distinctive makeup.

- (a) The majority of community members were unaware of the tourism routes and their understanding of the importance of these routes was insignificant. Hence, they also indicated that their involvement in tourism route activities was negligible.
- (b) It is evident that there is a relationship between high education and income levels because the majority of officials and business people engage positively in tourism route activities. Officials and business people are supportive of route tourism, because they get their financial resources from these activities.
- (c) The majority of community members also suggested that this tourism route contributed minimally to their livelihood and benefit. The expected positive impact relating to job creation and employment opportunities was not evident, because of rampant unemployment.
- (d) More of the officials and business people, and less of community members indicated that Route 66 is endowed with features that are amenable to route tourism development, such as accommodation facilities, attractions and infrastructure, hence, these stakeholders are satisfied with the benefits of tourism routes to the local communities. Respondents from the community were not sure of the contribution of tourism routes to their livelihoods.
- (e) Tourism and product development in Route 66 was perceived by officials and business people as well organised in the area, whereas the majority of community members indicated a lack of such development in the area. Justification was that communities were not sufficiently aware and involved

in any type of tourism development, and that officials are protective of their job responsibilities.

6.2.2 The King Shaka Heritage Route [KSHR]

The general findings in the King Shaka Heritage Route (KSHR) are different from those of the other two routes as the KSHR is dominated by the cultural history of the Zulu people.

- (a) In terms of awareness and understanding, the majority of the stakeholders were supportive of the route. No one wanted to show ignorance about the well-respected King of the Zulu nation. In addition, most of the heritage features and nodes are prominent in the area. Notwithstanding the local community members indicated that they were not sure about their involvement in the route activities.
- (b) The majority of officials and business people felt that there was adequate contribution of KSHR to the socio-economic impact on the local community. This positive impact related to job opportunities, economic development and contribution to the local economy. The community members were less supportive of the contribution of the route to their livelihood.
- (c) In summary, the KSHR business people and officials were in favour of the development route and emphasised the extent to which the route benefits local communities. The local community indicated that they were not adequately participating in the decision-making system of managing tourism nodes in the area. They also mentioned that tourism and municipal officials were oblivious of the apparent mismanagement of the tourism route.
- (d) The situational analysis of the route features revealed that, whereas the route has a rich cultural history, the nodes are not all well maintained. Interestingly, both the community and business people have supported the notion that KSHR has a positive impact on the area.
- (e) The majority of officials and business people agreed that there was adequate tourism and product development within the area, the community, however, did not support this viewpoint.

6.2.3 The Zululand Birding Route [ZBR]

The general findings in the Zululand Birding Route (ZBR) are slightly different from King Shaka Route and more similar to the Route 66.

- (a) The majority of officials and business people were aware and showed understanding of the importance of the tourism route for the betterment of local communities, whereas the majority of community respondents were unaware and understood tourism routes to a lesser extent.
- (b) The responses were also similar when it came to the involvement of local communities and perceived contribution of the tourism route to livelihood. The responses of officials and business people were more positive than those of community respondents. The community members displayed ignorance of issues relating to tourism route development and were also not involved in tourism planning and decision-making.
- (c) The positive impacts of the ZBR were associated with benefits such as infrastructural development, economic growth, job creation, employment opportunities, development of tourism facilities and products, and increased tourism flow in the area. The community respondents were less supportive of those factors as benefits and seemed to be less involved in the provision of services. The majority of community members indicated that they did not receive direct benefits from the route. This inability to respond positively shows that local communities have not seen themselves as positively benefiting from the existence of the route.
- (d) The majority of business stakeholders on the ZBR indicated that they were not owners of the businesses, but were either managers or assistants. The socio-economic benefits of the businesses were largely indirect and did not necessarily point to community beneficiation through job creation and various other indirect ways which may not be easy to identify.
- (e) The officials and business people indicated that were aware of the tourism products and product development. The reason for such a positive response is that tourism officials are responsible for planning and promoting product development as well as nurturing of tourism business initiatives. Community respondents were either unaware or not sure of the existing tourism products and product development initiatives.

6.3 CONCLUSIONS BASED ON OBJECTIVES

On the whole the research objectives of this research study have been adequately addressed:

- (a) Objective 1, which sought to identify and describe stakeholders' awareness and understanding of rural tourism routes, was found to be relatively supported by the majority of the stakeholders in most categories. However, it is worth noting that the community respondents were less supportive than the official and business people.
- (b) Objective 2, which sought to reveal and describe the characteristic features of communities adjacent to the rural tourism routes, established that the various tourism routes were excellently endowed with natural, cultural and infrastructural facilities and resources. However, in some instances the maintenance and management of the route nodes and tourism facilities was poorly executed.
- (c) Objective 3 and 4, which sought to assess the positive and negative socio-economic impacts of the identified rural tourism routes on adjacent communities revealed that there were varying perceptions in terms of stakeholder categories. In most instances, more officials and business people, and few community members described the routes as endowed with tourism route features such as natural and cultural attractions, accommodation facilities and infrastructure, since these stakeholders are either responsible for tourism development or are benefiting directly from the tourism route. Respondents from the community were not in full support.
- (d) Objective 5, which sought to describe how the rural tourism routes influence tourism development and product development among the identified communities, identified the existence of these products. As was the case in other objectives, the officials and business people

predominantly indicated that they were aware of the existence and promotion of tourism and product development initiatives. The reason for such a positive response was that officials and business people participated in the planning and promoting the product development and nurturing of tourism business initiatives. On the other hand, community respondents were either unaware or not sure of the existence of tourism and product development initiatives.

6.4 RECOMMENDATIONS

Based on the situational analysis, data analysis and interpretation, this research study has come up with a few recommendations. These recommendations are anticipated to flag some of the issues that need attention in addressing the socio-economic impacts of tourism routes on local communities in study areas. Some of the recommendations include the following:

- (a) There is a need for a more intensive and rigorous investigation addressing route tourism in general, and a variety of case studies on route tourism as they affect, impact and relate to policy, community development, tourism business development and management, marketing and promotion of tourism route initiatives in KwaZulu-Natal. The authorities responsible for tourism route development should attempt to encourage community involvement in tourism route activities and decision-making.
- (b) Authorities and stakeholders should establish route tourism programmes that seek to improve the tourism knowledge base which would lead to community beneficiation in terms of the creation of jobs, reduction of unemployment and poverty alleviation among communities adjacent to tourism routes. For example, there is shortage of tour guides in all three routes, and activities birding in Eshowe and Richard's Bay were not well catered for.
- (c) The findings indicated that there was lack of awareness of tourism routes and their impacts on communities. It is recommended that local, provincial

and national authorities should initiate route tourism awareness campaigns through community radio stations, workshops, newspapers, booklets and brochures, among communities and stakeholders in KwaZulu-Natal.

- (d) Businesses along the route are not directly owned by the local people. Some of those owned by locals are inadequately benefiting from the route itself due to poor promotion and lack of clear signage. Shops and businesses ought to have signage, so as to serve the tourists more effectively. It is therefore recommended that the local and provincial authorities assist local businesses to align their products with the needs of tourists.
- (e) Tourism route education must be encouraged by providing skills development, career guidance and service excellence for members of local communities in places adjacent to tourism routes. For example, authorities can assist local people with developing facilities where arts and crafts can be sold. There were very limited craft and market stalls along these routes.
- (f) The authorities must stimulate and encourage the marketing of tourism routes, nodes, facilities and services towards achieving effective tourism and product development among local communities on tourism routes.
- (g) Local, district, provincial and national authorities should encourage the participation of women, youth and disabled people in tourism related programmes. The authorities must acknowledge the responsibility of providing route tourism-related assistance to all local the community members residing within their municipal jurisdiction. It is recommended that these municipal authorities should establish rural and route tourism forums that would effectively serve the interests of local people, and promote social integration as a result of tourism growth.
- (h) Authorities have to pay more attention to the development and maintenance of infrastructural features, such as roads, nodes, accommodation, nature-based facilities and cultural artefacts and services

which are common to most tourism route. For example, the road located north of Nongoma and to Ongoye Forest are in a bad condition and they both need substantial restoration.

- (i) The stimulation and funding of entrepreneurial initiatives for the benefit of local communities adjacent to tourism routes must be attended to on a regular basis. The route tourism industry must be designed in such a way that it does not only benefit the tourism officials and business people only, but all other stakeholders.

6.4 CONCLUSION

This chapter has attempted to present the main conclusions and recommendations of this chapter. These have indicated that, on the whole, the socio-economic impacts of rural tourism routes on adjacent communities in three study areas are not fully supported and need to be approached differently in order to be seen as offering benefits to local communities. The recommendations presented show that local, provincial and national tourism authorities have to institute related policies that seek to improve the tourism service delivery that is geared to primarily benefit the local communities, and secondly the business and other relevant sectors.

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