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Exploring the significance of alternative tourism as a way of alleviating poverty in rural areas

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CHAPTER 1

1.1 Introduction

This study explores the significance of 'alternative tourism' in rural areas as a means of alleviating rural poverty. 'Alternative tourism' is a tourism that advocates 'small-scale' locally owned developments; community participation; socio-cultural and environmental sustainability. The focus of the study is on 'alternative tourism' as a potential sector, which has the ability to provide wealth opportunities in terms of job creation, creating small businesses, educational skills and viable market in eradicating poverty.

'Alternative tourism' in this study is seen as a way to help address the uneven and unequal tourism development that exists between the rich and the poor, the white and the black and also between men, women and youth.

The focus on 'alternative tourism' is also based on the fact that rural areas are faced with high levels of poverty but at the same time possess the richest diversity of cultures, natural, heritage, man-made resources and labor. This can appeal to domestic and international tourists and present a good opportunity for the rural resources to be realized and achieve meaningful development.

1.2 The scope of the study

Tourism has become one of the most important social and economic activities in today's world and different types of tourism are steadily increasing. The most common type of tourism practice around the world is the mass- conventional tourism, which can be criticised for not benefiting the poor in developing countries. As such 'alternative tourism' has emerged as an alternative form of development to the poor.

'Alternative tourism' is a broad concept which involves a number of elements and forms that are available and applicable in rural areas and it will be discussed in detail. Poverty

in rural areas has impacted negatively on the lives of people who struggle with little or no income, and limited access to basic needs and services. Improvements in living conditions have briefly benefited the urban population and thus widening the gap between the urban and the rural in respect to the quality of life. These conditions continued to prevail in the democratic and post-apartheid era.

It is the poverty that is striking the rural people that will be discussed in detail and a viable mechanism/ strategy to overcome the poverty challenge is recommended in the final chapter.

1.3 Hypothesis

The study has an ambition to find answers to the question of whether 'alternative tourism' can contribute significantly to the quality of living in the rural areas. In other words is 'alternative tourism' an appropriate vehicle to alleviate poverty in an equitable and sustainable manner to the marginalised and disadvantaged people?

In this study 'alternative tourism' has the potential to provide rural poor people a chance to supplement their subsistence farming with new opportunities. This will direct revenue, creating employment, SMMEs, protecting the environment and enhancing the skills in terms of education and labor force, especially to the female work force.

1.4 Aims and objectives

The main aim of the study is to explore ways and means of alleviating poverty in rural areas through 'alternative tourism'. The aim is to take advantage of the growing tourism sector and to turn it into a rural recognised industry that will uplift the standard of living for the rural poor.

This will be done through assessing the contribution of 'alternative tourism' to the rural poor people in terms of the socio-economic, cultural and environment impacts, and to

ensure that women do participate equally with men in the tourism industry and their participation is well recognized and appreciated. The above aims align with the principles of Reconstruction and Development Programme, the White Paper on Tourism and the Green Paper, which state that tourism has the potential to promote well-being and pride, economic growth, job creation and redistribution to the marginalized poor people.

The objectives of the study will be as follows: -

- To examine the current South African tourism and the potential of rural areas in terms of tourist attractions;
- To explore the opportunities and benefits of 'alternative tourism' in rural areas through theories and policies;
- To assess the claims that are attached to 'alternative tourism', through the description and the analysis of the Case Study- Noko Cultural village; and
- To address the gaps and suggest ways that can realise the potential contribution of 'alternative tourism' to the rural poor.

1.5 Methodology

The study used both primary and secondary means of data collection.

1.5.1 *Secondary Data Collection*

The methodology used to collect secondary information was based on textbooks, journal catalogues, newspaper cuttings, magazines and articles from the University of Witwatersrand libraries. The information was based on theories of tourism, poverty, gender, sustainability as well as planning approaches and methodologies. This included issues of international experiences, developing countries, tourism impacts and forms of 'alternative tourism'. The study also included other forms in the field of tourism and rural poverty, and they were accessed from:

- The Development Bank of Southern Africa (DBSA)
- The Department of Environmental Affairs and Tourism (DEAT)
- South African Tourism (SATOUR)

1.5.2 Primary Data Collection

The methodology used to collect primary information was in a form of a case study. Noko Cultural Village in Limpopo Province was chosen as a way of examining in details the practices and benefits of 'alternative tourism' in rural people, and also highlighting the challenges that need to be addressed in an attempt to make alternative tourism a tool for future development. The methodology was divided into three techniques, namely observations, in-depth interviews and informal discussions.

In-depth interviews were conducted first with the Director of the cultural village, to collect information on the current situation and the future developments of the village. Secondly, it was the Manager of Strategy and Development Department within the Greater Tzaneen Municipality. Thirdly, it was the Provincial Director of tourism in the Limpopo Province. The in-depth interviews also included the head of the African Centre for Arts, Culture and Heritage Studies at UNISA. It was not easy to interview the Finland government as the funder of the cultural village. The Finland government was not comfortable to discuss the issues of the cultural village.

20 people from the community were interviewed, 12 women, 5 men and 3 youth. They were chosen based on their interest to tourism; as members of the cultural village; and on behalf of the traditional council and as board members.

During the Tourism Public Participation workshop which was facilitated by the local Municipality, groups of people were formed and divided into four, each represented by a committee member from the cultural village. It has helped to have informal discussion with the private sectors and officials of the local government. It also helped to be engaged in a dialogue with relevant people, who are responsible for the functioning of the cultural

village; i.e. to explore, clarify and understand the perceptions surrounding the cultural village.

1.6 The structure of the study

The study comprises group of chapters oriented towards achieving the above objectives (ref: 1.4). The study is divided into four (4) parts namely, introduction, conceptual framework, case study, and conclusions.

Chapter two (2) will commence by defining the keywords and stating the problem of the study by analysing the economic situation in rural areas and the status of South African Tourism in regard to rural areas.

Chapter three (3) will review the literature on 'alternative tourism'. The chapter will analyse the existing debates on 'alternative tourism' in terms of the socio-economic, cultural and environmental impact on the rural poor

Chapter four (4) will examine 'alternative tourism' through development themes relevant to the theoretical perspective of the study

Chapter five (5) will examine tourism planning approaches and methodologies

Chapter six (6) will give an in-depth description of the Noko Cultural Village as the object of the case study. The chapter will further present the findings of the case study.

Chapter seven (7) will analyse the principal findings based on the case study, match the stated hypothesis and discuss their consequences.

The final chapter (8) will evaluate the principal conclusions drawn from the findings and offer some recommendations for further studies.

CHAPTER 2: CONCEPTUALIZATION

2.1 Introduction

The word 'tourism' was introduced by England's Sporting magazine as early as 1811 as an activity which was associated with 'grand tour' and it was restricted to the wealthy people (Van der Borg1991; 6). In less than 50 yrs, the industry has grown into one of the world's recognised major industries in both developed and developing countries. Thus tourism has become a fiercely competitive business in today's world and the opportunity to participate in tourism has become increasingly widespread. Globally the industry is expected to expand and more forms of tourism are increasingly recognised.

The emergence of 'alternative tourism' has become more significant as a tool for improving the standards of living in poorer areas. This chapter intends to define the concepts that underpin the discussion of the study, outline the current problems of the South African tourism and how it impacts on rural people. The chapter will also include the opportunities that the rural areas offer.

2.2 Definitions

This section attempts to define the principal components of the study. The definition of the key words is intended to clarify and how they will be interpreted in the rest of the study.

2.2.1 Tourism

"It is difficult to define the word tourism, although it is accepted and recognised in common parlance, it is nevertheless a term that is subjected to a diversity of meanings and interpretations. However, for the purpose of the study, the word tourism is associated with the movement of people to destinations, which are removed from their normal place,

include the organisation and conduct of their activities and the facilities and services that are necessary for meeting their needs" (Williams 1988.3)

Thus tourism is concerned with all travelers visiting foreign parts, international and locally whether it is for pleasure, business, or a combination of the two. The only exception is someone who is setting a new residence in a foreign country and will be earning a salary and paying tax in that country. From the definition, it is important to note that tourism is recreational in nature, but can also include some sort of business, professional or personal travel but whether travel for business or pleasure; there are some social, economic, cultural and environmental impacts in the destination area.

In the past tourism was an activity exclusively reserved to the wealthy sections of the population. By the beginning of the 1980's, number of people who could afford a vacation grew very quickly and the emergence of 'alternative tourism' was one significant change that has occurred.

*2.2.2 **Alternative Tourism***

For the purpose of the study, the term 'alternative tourism' is adopted as the core concept. While it is a rather broad term, it helps to indicate the variety of tourism that has emerged. In some aspects they seek to distinguish themselves from mainstream or conventional mass tourism that are mostly practiced all over the world. It is argued that "alternative tourism has emerged as a result of new types of consumers (known as the new middle class), new types of political movements (known as the new socio-environmental movements) and new forms economic organisations (known as of post-fordism)" (Mowforth 1998:5)

Alternative tourism is a generic form that encompasses a whole range of tourism strategies, e.g. 'appropriate', 'eco-', 'soft', 'responsible', 'people to people', 'controlled', 'small- scale', 'green', tourism (see table 1).

Table 1: terminologies associated with alternative tourism

The following list is an indicative of the types/descriptors of alternative tourism
Academic tourism
Adventure tourism
Agro-tourism
Athro-tourism
Appropriate tourism
Contact tourism
Cottage tourism
Culture tourism
Eco tourism
Ecological tourism
Environmental friendly tourism
Ethnic tourism
Green tourism
Risk tourism
Safari tourism
Scientific tourism
Soft tourism
Sustainable tourism
Wild life tourism
Wilderness tourism

Source: Mowforth (1998:98)

Inskeep (1991:245) defines 'alternative tourism' as a categorical term applied to forms of tourism, typically small-scale, designed not to generate negative environmental or socio-cultural impacts but brings the tourists in closer contact with the residents and the environment as a learning experience. He further states that the main aim of alternative tourism is often to bring the benefits of tourism to local residents.

There are a number of definitions of 'alternative tourism' but the underlining principle is that 'alternative tourism' is applied to tourism, which does not damage the environment, is ecological sound, avoids the negative impacts of many large scale tourism developments and is undertaken in areas that have not previously developed. It is called 'alternative tourism' because it is not 'exploitative' of the local people and the benefits flow to local communities. Alternative tourism emphasises cultural sustainability. It is a type of tourism, which does not damage the culture of the host community, but encourages a respect for the cultural realities (De Kadt 1990:5).

Alternative tourism suggests a link between sustainability and tourism, and it is discussed in detail below.

2.2.3 Sustainable tourism

The concept of sustainable tourism has rooted in the principle of sustainable development, which was popularized in the late 1980s with the publication of ***Our Common Future*** by the World Commission on Environment and Development. Sustainable development put forward the views that there should be fairness between generations and to ensure that future generations are left with the natural and human man-made resources required for them to meet all their needs (Richards et al 2000:18). This captured the attention of tourism researchers and academics resulting in the concept of sustainable tourism.

"Sustainable tourism is defined as a tourism, which is developed and maintained in an area (community, environment, etc) in such a manner and a scale that it remains viable

over an indefinite period. It does not degrade the environment (human & physical), in which it exists to such a degree that it prohibits the successful development and well-being of other activities and processes in the future generation" (Wahab et al 1997:44).

It should be noted that tourism competes with other activities for the use of limited resources such as land, water, labor and capital and the principle of sustainable tourism is very crucial. Tourism is unlikely to be the sole user of resources and that a balance must be found between tourism and other existing potential activities in the interest of sustainable development.

The relationship between tourism and sustainability is that 'alternative tourism' attempts to encourage sustainable practice through various measures, and most of the forms of alternative tourism are sustainable in nature.

The call for sustainable tourism in this study goes beyond environmental measures; it includes the social, cultural and economic concerns. It recognises that the host communities must benefit in order to be viable over a long period, as a way to achieve sustainability. Sustainable tourism is elusive and relatively recent concept whose definition will undoubtedly continue to evolve in the next decade.

3.2.4 Rural

There are a number of debates on what constitutes the word 'rural' and it is also difficult to define in academic research. In the South African context the word 'rural' is often used to indicate low density of population or dependence on farming or forestry. This includes all households not living in formally declared towns.

Rural Development Framework (1997:5) defines the word 'rural' as the sparsely populated areas in which people farm or depend on natural resources, including the villages and small towns that are dispersed through these areas. In simple terms rural areas define themselves with respect to the presence of particular types of problems.

Rural areas throughout the world tend to have similar characteristics where agriculture is often dominant and opportunities for resource mobilisation are limited.

The specific economic conditions in rural areas result in fewer opportunities, limited or unaffordable access to credit and markets, inadequate education and restricted access to land and water, hence the tax base is limited. Rural areas are rarely able to mobilise sufficient resources to finance their own development programs, leaving them dependent on transfer from the city center or main town. Furthermore, rural areas are often politically marginalised, leaving little opportunity for the rural people to influence government policies and pose major challenges to development.

In this study, rural areas will be defined as areas that fall outside the proclaimed metropolitan or township areas. This leads the study to the next key concept: poverty. Throughout the rural areas there is deep poverty, deprivation and low economic growth.

2.2.5 Poverty

Poverty is a multidimensional phenomenon; it varies with scale and context, i.e. political, social, cultural, ecological and historical. It is defined as a condition of being without adequate food, water, money, facilities and services. It is a condition where there is a scarcity of basic needs in terms of the living standards; i.e. deprived economically, politically and socially. It means few assets and opportunities, higher vulnerability to natural disasters, conflict, crime, diseases, etc (Snel 2002:2).

There are various ways of defining poverty, which is expressed in absolute relative economic and human terms.

Absolute Poverty- it is an objective way of defining poverty, it is a condition where people are poor without basic needs. The main aim is to raise their standard of living to a common standard.

Relative Poverty-Estimating poverty in terms of purchasing power is one of the most common measures of poverty. Not only that they are the poorest of the poor, but their position in a society depends on income distribution inequalities.

Human Poverty- It means that people cannot lead a secure existence, make use of opportunities, have choices, freedom and dignity and self- respect, or have resources needed for a descent standard of living.

From the above definitions of poverty, the study looks at poverty as a condition where there are scarcity of basic needs in terms of their living standard such as unemployment, lack of education and inequality; i.e. human and absolute poverty.

There is also a distinction that people are much poorer in rural areas than in the cities. Rural children, youths and the elderly are particularly vulnerable than men. The highly skewed distribution of incomes in South Africa goes hand in hand with highly inequitable levels of literacy, education, health and housing and of access to water and fuel. All these factors limit the ability of rural household to improve their standard of living (RDF 1997:6).

Although South Africa is the richest country in Africa, most of the people live in poverty and hunger. According to the United Nations Development Programme (UNDP) data, South Africa is among the five most unequal countries in the world. It is ranked among the first 30 out of 123 developing countries for productivity and about the 70^{th} worse in terms of poverty (Insight 2002:20). The UNDP data points the backlog faced by rural black communities, where there is lack of basic services and high rate of unemployment.

2.3 Problem Statement

Tourism industry in South Africa, has largely been, and continues to serve small proportion of the population and faced with number of impediments to its further growth and development. This section will look at the current tourism industry in relation to rural areas.

2.3.1 Current tourism in SA

Tourism in South Africa is generally following a narrow path that has both reflected and entrenched by the racial, gender and class division in our society. The market is dominated by white people and keeping within South African National Parks and protected areas, for an example Kruger National Park in Mpumalanga and St Lucia in Kwazulu-Natal and other game reserves. Tourism industries provide income largely to the major hotel chains and tour operators. Most of the incomes go to the cities, e.g. Waterfronts in Randburg and Cape Town; Mega hotels and Casinos in Northwest; Beaches in Durban; etc. Even if the project is conducted within the rural local communities, the rural people have no say nor do they benefit from these projects. The emerging local rural businesses often do not have the skills or products to provide goods and services to tourism ventures.

The development of tourist attraction has often happened with little regard for human rights and dignity of indigenous people. Penny Mackenzie argues that the establishment of a number of Games Parks in South Africa was made possible by the forced removal of indigenous people. In the process the rural people were denied access to resources such as grazing for cattle, hunting, medical plants, firewood and matching of grass and denied access to their ancestral graves. In the process they lost their traditional knowledge and cultural values associated with the natural environment (1994:26).

The rural resources have often been ignored, manipulated and distorted; and most of the protected areas were proclaimed without consultation with, or the approval of the affected rural communities in the name of tourism development.

The fact that the majority of the poor live in the rural areas, means that tourism in South Africa will potentially develop in a manner in which those who have historically benefited from it will continue to do so, leaving those who are poorly or unorganized marginalised. Therefore there is an urgent need for development in rural areas in terms of adequate training, education and awareness of the opportunities that are available within the tourism industry. The reality of tourism in South Africa is characterized by uneven and unequal development and despite a democratic government being in place the disadvantaged and marginalized rural people have not yet benefited from tourism in any meaningful way.

2.3.2 Poverty in Rural Areas

In South Africa, almost three-quarters of people living below the poverty line, live in rural areas. According to the Rural Development Framework (1997:6) approximately 70% of South Africa's poor people live in rural areas and about 75% of the rural residents are poor. Their income is constrained because the rural economy is not sufficiently vibrant to provide them with remunerative jobs or self-employed opportunities. The rural poor people have no local economic base; their inhabitants are sustained through pensioners and dependence on subsistence farming.

The legacy of apartheid has played a major role in causing poverty in rural areas through the enforcement of different acts, such as forcing or removing people from their places of birth to live in overcrowded homelands, which also had some negative impacts in terms of the environment. It has led to widespread overgrazing, social erosion, and serious land degradation coupled with erratic rainfall and limiting opportunities for economic growth.

According to Williams Shaw (1989:28), when people are poor, the environment and resources suffer, abused, over-consumed, the economy decline and making poor people poorer. The environment is very crucial to the rural poor for food, income and employment. The standard of the environment goes hand in hand with the standard of living in these areas.

Poor people in rural areas depend on natural resources and land, but they often have ill defined land tenure and restricted rights to resources. People live in the land that is theirs but not recognized by the state/ government. Historically the Group Areas Act and The Separate Amenities Act of 1946 also denied black people access to facilities that would have exposed them to tourism such as Hotels, Beaches, Cinemas, etc.

Women in rural areas, especially, carry out many of the lower status jobs in different sectors, especially in tourism, where they are employed to satisfy the tourist's needs in terms of sex and other entertainment. In most cases tourism related to pleasure and adventure has been associated with women prostitution. Women only play part of prostitution in order to earn some income. Since the late 90's the economic plight of women to resort to prostitution has been exacerbated by the Aids pandemic. AIDS has killed ten thousand men who worked in the cities and used to send money to their families in the rural areas. The Commission on Gender argues that poor women don't have any alternatives but to grab what comes their way (Sowetan 2002:23).

Unemployment and lack of employment opportunities contribute significantly to poverty in rural areas, resulting in individuals being unable to meet their basic needs. There is a high rate of unemployment in rural areas due to factors such as the change of Land Rights on farm workers, i.e. large scale eviction of farm dwellers from their homes as land belonging to the white commercial farmers. This is fuelled by the current lack of certainty in respect to farm worker tenure policy and laws pertaining to land rights and security of tenure for current and long term occupants of rural land (DLA 1997:34). Other factors that contribute to these problems are seasonal and casual jobs, mechanization, economic trend that prevails the country and the whole world. While this

has been largely due to the previous government's policies, the need to reverse this situation is of urgent importance.

Local and participation are two concepts that are regularly used together to emphasise the need to include and involve local people in planning and development. It is the rural people who have been left out of planning, decision making, investment, promotions and operation of tourist schemes. Participation is power; hence there is a lack of power held by rural people in tourism development. Many towns have initiated nature tourism activities but few of the benefits have gone to local rural people. There is little integration of rural communities in the functioning of the tourism industry in this country.

Due to the above problems, the rural people are less equipped to identify and manage tourism products and opportunities. Instead the past inequalities and abuse of power have led to the exploitation of rural cultures and community groups.

Problems that deepen rural poverty are: -

- Lack of infrastructure, transportation;
- Negative attitudes of rural products, which are sometimes viewed with skepticism and considered to be inferior;
- Lack of market access, capital, credit; and
- Language barrier, English is the established language for tourism communication.

2.4 Potential in Rural Areas

2.4.1 Overview of Tourism

The World Travel and Tourism Council describe tourism as the world's largest industry and largest earner of foreign currency. It generates more than US $ 4.4 trillion in economic activity and in 1998 supporting 231 million jobs, directly or indirectly around

the globe. It is predicted that the industry will grow to US $ 10 trillion in total demand and 3.28 million jobs by 2010 (Green paper 1995, 3).

While in South Africa, tourism plays a relatively small role in the economy of the country. It was estimated that South African tourism contributed not more than 4% to the GDP in 1995, which is very low by any standard. It is claimed that if tourism does contribute and create 10% to the country's economy as it does in the US, it will generate R40b annually and create 2 million jobs (White Paper 1996:2).

The country offers both domestic and foreign tourists, landscapes, beaches, wildlife, wilderness and indigenous cultural attractions, which are mostly found in rural areas comparable with the best in the world, yet the country only attracts 0.2% of the 300 million annual tourists (Green paper 1995:4). The above statistics show that the country has not really exploited its international and domestic tourism market. Further the rural areas do not appear to form part of the packaging strategies in tourism development and marketing of the country.

2.4.2 What rural areas can offer

The period of the late 1980's and beyond is showing itself to be radically different from other decades. Political and social changes were seen such as the end of apartheid in the country, the rise of feminism, reduction in discrimination on the basis of color, race and other personal characteristics, and the lifting of sanctions have had some impact on tourism. The image of rural areas among international tourists has emerged as representing the opportunity to discover the unknown, offering the attractions of environmental beauty, cultural and ecological diversity and travel to this kind of places is promoted (Fennell 1997:23).

South African rural areas have the potential to be developed as they possess a wide range of diversity. Some of the features, which differentiate them from the urban areas, are accessible wildlife, varied and impressive scenery, diverse cultures, and in particular

diverse African cultures. In addition, a unique archeological sites and battlefields, which could be exploited, marketed to sustain the lives of the rural poor and the future generations.

Notwithstanding all the above- mentioned advantages, South Africa has not realised its full potential and the significance of the rural based products, hence rural tourism is not really exploited. The contribution of tourism to employment, small business development, income and foreign exchange earnings remain limited. The advantage of tourism in rural areas is that semi-skilled and unskilled people can have an opportunity to enter the workforce for the first time and enhance their skills and acquire knowledge.

The tourism industry can accommodate the thriving and dynamic informal sector from craft, arts, curio sales, and teaching of African languages and customs to the interested visitors in rural areas. Rural areas can represent a significant opportunity for South African tourism, as there is evidence that alternative tourism is more labor intensive than manufacturing, and could employ a higher proportion of women. Furthermore the products can be built on natural and cultural resources which the rural areas have.

2.5 Summary and Conclusions

Poverty alleviation is currently the subject of much concern in the development strategies and policies throughout the world. The chapter has tempted to clarify most of the concepts that form part of the discussion of this study. The meanings of these concepts are closely related to the problems that the study seek to discuss. From the definitions of the core concepts, it seems clear that 'tourism' has become an activity of global significance and it is an inherently geographical phenomenon that centers upon the movement of people, goods and services through time and space.

The chapter has identified other concepts, which are important in the research study, namely, sustainable tourism, alternative tourism, rural and poverty. From the discussions it is clear that 'alternative tourism' holds considerable promise as a vehicle for addressing

the problems of poverty in rural areas. Mowforth (1998:25) argues that 'alternative tourism offers poor people an opportunity to escape the confines of 'underdevelopment'.

The study has described the problem statement and outlined the opportunities of the tourism industry in rural areas. The study also notes that if tourism is developed in rural areas, it should be grounded within the principles of sustainability, to avoid its potential negative impacts and to ensure that the resources and attractions remain viable for future generations.

3.1 Introduction

There are a number of studies about the debates of tourism especially in urban areas including major cities and little information about the rural areas. Tourism in rural areas is largely neglected in the literature and not much has been documented. The chapter intends to review the debates surrounding tourism with specific interest to alternative tourism in rural areas. According to Pearce et al (1999:18), it is important to review the literature because it contextualizes the problem and acknowledge the related conditions of others and lays no claim to originality.

This chapter will first review the international tourism experiences, including issues of tourism in developing countries, trends and impacts. Secondly, it will review the evolution and forms of alternative tourism. The chapter will thirdly discuss the development of tourism in South Africa by reviewing policies and legislation that govern it. Finally, it will discuss the institutional arrangements of the tourism industry.

The chapter will also note the absence of adequate literature and figures on tourism, especially on alternative tourism as an emerging industry. According to Britton (1991) in Mowforth (1998:3), there are vital elements in the study of tourism, but they are dealt within a descriptive and weakly way despite its increasing economic and social significance and its use as a development strategy by both developed and developing countries (Sharpley & Telfer 2002:51).

3.2 Literature Review

International literature on tourism provides a clear framework on the study of tourism. Some studies refer to tourism as an activity, others as an industry, whiles others as an agent of transformation and development (Butler, Douglas 1999, William and Shaw

1988, Salah Wahab 1999 and Murphy 1985). According to Mowforth "tourism should not be seen as a discrete field of study, rather as an activity, which helps us to understand the world, and the ways in which humans interact with the planet and with each other in range of senses (1998:3). Gunn also supports the statement by arguing that there are misconceptions that tourism is an industry. He regards it as an agglomeration of land developments and programs that are designed to meet the needs of the people (1988:5). Tourism should not be treated as one type of industry, but as a mixture of different sectors, i.e. as a single system (Gunn 1988:5).

Harvey (1991:125) suggests that tourism involves the way in which people represent both their own activities, which include how they define themselves, e.g. tourists, visitors, travelers, etc and the destination areas, e.g. mountains, beaches, lodges and others. Travel is a long established tradition, its origins can be traced back to historic times, but over time the opportunities to travel have increased, changing the picture of individual travel to mass tourism. Inskeep (1991:6) reviews evolution of tourism from the pre-industrial era, during that time travel was an activity limited to the wealthy and privileged people. It provided young wealthy men with the opportunity to visit cultural centers in Europe and Italy. Tourism in those early days was associated with cultural explorers; i.e. lay in the seaside, resort and spas, etc (Williams 1998:44). It was during that time that the notion of 'grand tour' developed.

The 'Grand tour' became very popular peaking in the eighteenth century and laying the foundation of nature tourism in general. Inskeep (1991:6) points out that the French Revolution in 1789, followed by the Napoleonic wars disrupted British travel and led to the demise of the 'Grand tour' as a distinctive but rather elitist type of pleasure activity.

The basis of modern tourism development was created during the industrial revolution in Europe, North America and later Japan. During that period and after the Second World War tourism grew to become a major socio- economic activity of the world. Due to the following reasons: reduced working hours; greater disposable income available for travel; annual vacations; higher education levels; hence greater awareness and major

improvements in transportation (Inskeep 1991:9). The above significant changes were seen through the statistics on travel, where the number of international tourists increased from over 25 million in the 1950's to 405 million in 1989. Murphy (1985:17) argues that during this period the increase in productivity, regular employment and growing urbanization gave more people especially the working class group the motivation and opportunity to go on holiday, more.

Although international tourism is often more emphasized than domestic tourism because of its generation of foreign exchange, domestic tourism is also important. According to the World Tourism Organization (WTO 1999) total domestic tourist arrivals are about ten times the number of international tourists. It is highly developed in North America, Eastern Europe and Japan.

From its evolution it is clear that tourism is a multi-faceted phenomenon. Travel for religious, cultural, educational and medical purposes and even for entertainment can be found throughout human history. According to Butler and Douglas (1995:12), tourism encompasses economic, political, social, cultural, historical and psychological dimensions. They further pointed out that the motivations, roles, and institutional structures of modern tourism differ significantly from those of pre- modern and non-western forms of travel. The motivations have changed and continue to change over time as tourism itself changes.

3.2.1 Tourism Trends

Tourism has grown considerably during the recent decades in terms of pleasure trips spent away from home. Assessment of future prospects indicates the likelihood for further growth in the developing countries. Van der Borg (1991: 59) states that tourism is a trendy phenomenon. A destination that has been 'in' for years may suddenly go 'out'. The tourists presumably follow the trends. The pre- conditions for the realization of this trend are: the improvement in people's economic well- being and social security; increased spatial mobility; increased annual leave entitlements as well as the amount of

leisure time (Van der Borg 1991:60). Tourism is based on the assumption that the experience offered by the destination area is not available in the tourist's home environment.

It is essential to consider tourism trends for future planning and development. Several tourism trends are discernible in the late 1980's with the emergence of 'alternative tourism'. A major trend has been the increasing demand for new forms of alternative tourism that have become more popular. It is these major trends that the study is concerned with. There has been a gradual shift in public concern in many countries from tourism development to the protection of local nature, people and culture from tourism impacts. Butler (1995:14) argues that alternative tourism is more radical concerned with how the local environment and people could be protected from the tourist gaze (Butler 1995:16).

Alternative forms of tourism focus on the increasing spread of tourism to remote and untouched areas, and in some cases leading to the revitalization of environmental consciousness (Fennell 1999: 207). Many studies and scholars have developed a lot of interest in these forms of alternative tourism.

According to Fennell, alternative tourism has emerged as an advocate approach that is opposite to mass conventional tourism. Alternative tourism has emerged to ensure that tourism policies do not concentrate on economic and technical necessities alone, but rather emphasise the demand for unspoiled environment and consideration of the needs of local people (1999:20). Some authors feel that as an option to mass tourism, full- fledged alternative tourism cannot replace conventional tourism simply because of mass tourism's varied and many-sided associated phenomenon. Butler (1995) states that mass tourism has not been rejected outright for two main reasons: first it is economic, in that it provides significant amounts of foreign exchange for countries; the secondly it is socio-psychological. It relates to the fact that people enjoy not making their own arrangements such as accommodation; flights, food, etc (1995:40). He further pointed out that Europe

as a mass conventional type of tourism still dominates both tourist arrivals and reception, followed by America, then East Asia and the Pacific (1995:2).

From the early appearance of tourism to the emergence of alternative tourism one can deduce that historically, tourism research has tended to concentrate on tourism types and the various individual traits, characteristics, motivations and needs. The modern type of tourism does not include the rural local people in terms of the product and profit generated. Inskeep (1999: 165) point out that one of the benefits of alternative tourism is that most of the economic benefits of employment and income are received directly by the residents who own and operate the services. Alternative forms of tourism recognise the importance of rural people and their contribution in the development and operation of the industry.

The shift from mass tourism to alternative types of tourism gives the local communities a chance to be involved in the tourism industry. Murphy (1985:121) states that tourism is an activity linked to the tourists and the host cultures. Alternative tourism can be seen as a unifying force between different cultures, which broadens the opportunities of women at home. He further pointed out that outside the family, the meeting between urban and rural people is seen as an opportunity to foster the exchange of views and promote friendship between the two groups.

Women in rural areas are given a chance to meet a variety of people and enhance their knowledge in the tourism industry. David Grossman argues that alternative tourism has been called the 'world peace industry' because it has the capacity to promote respect for other people's cultures. It is also relevant in post- apartheid South Africa to promote understanding between the races. It is an activity that promotes social development that takes into account the environment that nurtures it and the importance of women. Peter Murphy (1985: 67) also states that tourism has some economic benefits on both the individual entrepreneur and the community as a whole. According to him tourism has great rewards for communities because of anticipated economic benefits such as income and employment, and diversifying their economic opportunities.

The World Travel and Tourism Council further pointed out that a common response by many counties is that tourism industry is the creation of economic development programs designed to attract tourists and increase local employment in the process. This is seen as particularly suitable form of economic activity for small communities where there are few alternative job opportunities as it capitalizes on socio-cultural resources. These resources are labour intensive and relevant to the poor, uneducated and unskilled rural people. They add to the provision of local amenities and infrastructure in the process.

At the level of economic enterprises, it can promote business partnerships between the private sector, conservation authorities and residents of settlements located adjacent to wilderness areas. It is a form of industrial growth that is well suited to rural areas which has been neglected in the past. If managed properly, it can spread revenues to the poorest strata of marginal rural communities and can be counted as the natural way of redistributing wealth (SATOUR 1995:2). For rural people and their areas it represents a symbiotic relationship between agriculture and tourism and it can supplement the farm products. The economic impact of tourism is globally significant. However, it is not easy to quantify the contribution of alternative tourism in developing countries because of the absence of monitoring mechanisms compared to developed countries.

Its economic contribution cut across other economic sectors, so at the end one cannot measure or isolate the contribution that alternative tourism as a sector has made. There is an interrelation between tourism with other sectors and systems of the economy. It is also noted that it is difficult to assess the contribution of tourism in employment creation, even where data is adequate it is not easy to estimate. Furthermore, some of the studies argue that its contribution to employment has been exaggerated and that the regional unemployment rate is not resolved, as it is seasonal and relies on unskilled labour (Harrison 1992:15). However some studies draw attention to the 'inferior' nature of employment in tourism and the tendency for administrative and other senior positions that are held by outsiders and the hosts occupy low position, i.e. cleaning, security, tea-making etc.

Table 2: Murphy Growth Factors in the Evolution of Tourism

Era	Motivation	Ability	Mobility
Pre-industrial	Exploration and Business Pilgrimage/religion Education Health	Few travelers; those involved were wealth, influential or receive permission	slow and treacherous
Industrial	Positive impact of Education, print radio Escape from city Colonial empires	higher incomes more leisure times organised tours	lower transport costs reliable public transport
Consumer Society	Positive impact of visual Communication, consumer Society Escape from work Routine	shorter week more discretionary income mass marketing package tours	growth of transport faster and more efficient transport

Source: Murphy 1985:35

Alternative tourism is regarded as an agent of transformation. It encompasses friendly environment than many other economic activities. The conservation of beauty and heritage are key factors to the industry's development and survival. It supports the protection of natural and cultural resources. Murphy argues that the presence of tourists often adds to the amenities of local rural areas, which the benefit extends to the cultural environment, and the diverse nature of the resource base (Wahab 1997:20).

In summary tourism is one of the most widespread and most powerful influences shaping the economic features of regions and localities in developed countries, especially Europe. Tourism is essentially a series of host – guest- environment relationships, which means that the impact extends far beyond narrow economic terms (Williams & Montanari 1994:8).

3.2.2 Tourism in Developing Countries

"Many developing countries suffer generally from external indebtedness, scarcity of foreign currency earnings; under-utilization of some of their major resources; comparatively disadvantageous exports; inadequate development finance and poor quality of life" (Wahab 1997:129).

As previously suggested, tourism is widely regarded as a means of achieving development in destination areas. Developing countries become involved in tourism primarily because of the expectations of improving economic conditions through an increase in employment and associated income. Sharpely & Telfer (2002:169) argues that the economic benefits of tourism have been overestimated and that there is a high rate of foreign exchange leakage from developing to developed countries. They further contended that those employed in tourism ventures are poorly paid and their jobs are menial. Based on the above problems, tourism has little effect in reducing the overall employment levels.

Mowforth (1998:11) also argued that tourism in developing countries is not sustainable in terms of the negative impacts on the environment; and the way the developed countries manipulate the developing countries. He further pointed out that they corrupt and 'bastardise' local cultures and the manner in which any potential economic benefits are frittered away as a result of the first world external ownership and international aid. He outlines four elements that characterise tourism in developing countries, which are interventionist, commodification; domination and control. In summary less developed countries consider tourism to be vital ingredient in their overall development plans and policies. Tourism acts as a progression of modernisation.

3.2.3 Tourism Impacts

Tourism affects the livelihoods of the poor in many ways. It is necessary to look at the positive and negative, direct and indirect impacts. Inevitably, tourism impacts on communities vary between poor groups, men and women, destinations and types of tourism.

This section examines the environmental, cultural and socio-economic impacts to be considered in planning for tourism development. The study looks at the impact of mass and alternative tourism in different areas. During the 1960's and much of the 1970's, tourism was primarily based on economic objectives, with limited regard to environmental and socio- cultural impacts of the local people. Because of negative impacts from earlier development, concerns in the 1980's focused on prevention and control of environmental and socio-cultural impacts along achieving economic growth (Inskeep 1995:337). Alternative tourism appear more in tune with the principles of sustainability, further with the alluring names that are commonly given to alternative forms of tourism, e.g. 'green', 'soft', 'responsible', 'eco' and 'sustainable'.

The study will analyse both negative and positive social, cultural, economic and environmental impacts of mass and alternative tourism.

3.2.3.1 Environmental Impacts

The close relationship between the environment and tourism is that many features of the physical environment are the attractions to the tourists. The environment is a tourism resource. It is the environment that the tourism industry promotes and sells. Tourism can generate either negative or positive environmental impacts, depending on how the development is planned and managed. The study will analyse the negative and positive impacts on the environment.

1. Positive Impacts

If tourism is well planned and managed, it can help to maintain and improve the environment in various ways. The protection, enhancement and improvement of the various components of man's environment are among the fundamental conditions for the harmonious development of tourism. Rational management of tourism may contribute to a large extent to protecting and developing the physical environment and the cultural heritage, as well as improving the quality of life (Inskeep 1995:32).

Bennett (1995:26) states that tourism has been responsible for transforming old buildings and abandoned sites into new tourist sites, e.g. the Victoria and Alfred Waterfront in Cape Town. Tourism may also help to conserve the natural resources. This effect is seen widely in the establishment and protection of National Parks (Lea 1988:55).

2. Negative Impacts

The various types of negative or undesirable environmental impacts that can be generated by tourism development are not unique to tourism. These activities lead to the loss of habitat, damage to soil, vegetation, fire, pollution, and disturbance of flora and fauna. This results from major construction activities, e.g. new highway, new airport, etc. Such developments result in the removal of large quantities of land from primary agricultural

production (Lea 1988:35). This disrupts animal breeding patterns and habits, and also the impacts on vegetation.

3.3.3.2 Economic Impacts

Tourism is frequently justified on the basis of its potential contribution to economic development. In practice, however, there are many factors that frequently serve to reduce the potential benefits to the host communities. Economic impacts resulting from tourism depend on the type and intensity of tourism developed. The objective is to ensure that the economic benefits are earned by local communities.

1. **Positive Impacts**

Inskeep (1991:368) argues that there are direct economic benefits through the provision of employment, income and foreign exchange which leads to the improvement of living conditions of the local people. In depressed rural areas, the employment and income provided by tourism are not necessarily full time jobs but there is an expansion of informal sector activities to young people, which help to reduce the movement of people from rural to urban migrations.

Revenues from tourism have been used to develop community infrastructure, facilities, and services and assist in general economic development. An important indirect economic benefit of tourism in rural areas is that it has served as a catalyst for the development or expansion of other economic sectors, such as agriculture, handicrafts, fisheries and other manufacturing activities. Tourism employs a large percentage of women and youth. It provides an opportunity for the emancipation of women through training and employment (Inskeep 1991:370).

2. **Negative Impacts**

If not well planned, tourism may generate some negative economic impacts or reduce the effectiveness of the positive ones.

Loss of potential economic benefits to the local area can occur if the tourist facilities are owned and managed by outsiders and if most of the resources that are used are imported from outside the local area. In many cases, for the tourism industry to function successfully in rural areas, resources are imported from urban areas and city centers.

Normally, economic distortion takes place geographically when tourism is concentrated in only one or few areas of the country or region, without corresponding development in other places. The industry will turn to attract too many employees from other economic sectors, because of its wages and working conditions and other economic sectors.

3.3.3.3 Socio- cultural Impacts

The type and the extent of socio- cultural and economic impacts depend very much on the type and intensity of tourism development. It also depends on the socio- cultural and economic characteristics of the tourism areas, and the emphasis should be put on how it is planned, developed and managed.

1. Positive impacts

Tourism can be a major stimulus for consideration of important elements of the cultural heritage of an area, through conservation of the archeological and historical sites, revitalization of the traditional arts, handicrafts, dances, music, customs, ceremonies, dress and certain aspects traditional lifestyles.

A sense of pride is renewed in a culture through appreciating tourists. It helps to promote cross- cultural exchange of tourists and residents learning more about one another's cultures, resulting in greater understanding and respect (Inskeep1991: 173).

2. Negative Impacts

In most cases there is an over commercialisation and loss of authenticity of traditional arts and crafts, customs and ceremonies, they are over modified to suit the tourist demands. For an example, traditional dance or tales, which have some significance to the community, may be shortened or change to fit the tourists tastes and schedules. Butler (1995:12) argues that some of the problems are the shift from the natural and authentic to the artificial and contrived.

Misunderstandings and conflicts arise between residents and tourists because of differences in languages, customs, religious values and behavioral patterns.

Tourists are often the victims of crime, as they are fairly easy targets. They are generally relaxed, 'off guard', and unfamiliar with the destination area. Although crime and prostitution are not endemic to tourism, there seems to be ample evidence in the literature to prove that these activities are closely related to tourism. Problems of drugs, alcoholism and breakdown of marriages can be exacerbated by tourism, although tourism is seldom the basis of such problems. Tourism also acts as a vehicle to spread diseases such as HIV/ AIDS.

From the above analysis of tourism impacts, it is clear that the success of tourism can not be measured by monetary value alone. Factors such as the image of the destination, the satisfaction level of the visitor and the quality of the environment should be considered (Gunn 1993:xvi). Richard Butler (1995:5) argues that the severe impacts upon tourism, is caused by lags behind in dealing with the important social and cultural variables, and that it is impossible to separate the above factors from the political settings in which tourism occurs and operates.

One of the most persuasive socially oriented frameworks developed to analyse the impact of tourism on local people and the environment is based on the work of Doxey (1975). According to him there are four main stages to consider in the assessment of local feelings towards the tourism industry.

Table 3- Doxey's Index –Stages of Development

Euphoria	Initial phase of development, visitors and investors are welcomed. Little planning and control mechanisms.
Apathy	It is about visitors and little regard on the residents. Planning is concentrated around marketing.
Annoyance	Saturation points approached, residents have misgivings about tourists industry, and policy maker's attempt solutions via increasing infrastructure, rather than limiting growth.
Antagonism	Irritations openly expressed, visitors seen as cause of all problems, planning now remedial but promotion increased to offset deteriorating reputation of destination

Source: Fennell 1999:100-101

The above stages are not linear process; societies might be seen to reflect one or two of the stages, according to their level of exposure and effective management to the tourist and tourism industry.

3.2.4 Evolution of Alternative Tourism

Weaver (1991:8) reviews alternative tourism from its evolution. According to him it is an articulated concept and a recent phenomenon, which emerged as a consequence of broad

development within the field of tourism studies. He identified four basis or platforms of 'alternative tourism", as discussed: -

3.2.4.1The Advocacy

The emergence of an advocacy platform was an initial response to the post- world growth of international mass tourism. This perspective tended to perceive tourism as a vehicle for national and international development. The development potential was considered as its contribution to economic growth, its success was measured by indicators such as income, employment generation and the 'multiplier effect' (Sharpley & Telfer 2002:323). At the same time, tourism was seen as co-existing with the environment. The advocacy platform was prominent during the 1960s and essentially right wing and pro-tourism. During this period tourism and conservation were considered separate issues.

3.2.4.2 Cautionary Platforms

By the late 1970s, the advocacy platform was challenged by a cautionary platform, which was responding to the broad pattern of negative economic, socio- cultural and environmental impacts resulted from tourism's rapid and largely unplanned development. At the same time tourism was evolving in a way that closely matches historical patterns of colonialism and economic dependency.

3.2.4.3The Adaptancy Platform

By the early 1980s, an adaptancy platform emerged, which moved beyond emphasis on criticism to the proposal of tourism modes, and the overall trend towards sustainable tourism. The adaptancy platform was the first formal reference to the alternative tourism. This platform was divided into two streams. Alternatives were proposed in the form of 'responsible', 'soft', 'green' tourism, all of which attempted to transpose the concept of alternative development.

This platform was divided into two streams. The first stream was more critical of the social and cultural impacts of tourism and advocate forms of tourism development that were more respectful of host communities values and interest, and few references were made to the impact upon the natural environment.

The second stream was concerned with tourism impact upon the natural environment and seldom mentioned the social or cultural context and it was a call for ecological tourism (Sharpley & Telfer 2002:324).

3.2.4.4Knowledge- based Platform

This platform maintains links with the other platforms. It recognises that the adaptancy platform represents only a partial solution to the previous ideologically driven perspective. While maintaining the legitimacy of alternative tourism, it recognises the legitimacy of mass tourism, but qualifies support for both sectors with calls for their genuine adherence to the principles and practice of sustainability. Knowledge-based platform represents an alternative not a solution to the alleged problems associated with mass tourism development.

3.2.5 Forms of alternative tourism

In the evolution of tourism, forms of alternative tourism, specifically in rural areas have become increasingly popular. It is through alternative tourism that people can identify a multiple role in their environment, manifested in their history and the natural environment. According to Montanari (1994:128), for many people alternative tourism means discovering and rediscovering a more relaxed change in air, atmosphere and daily routine. In formulating alternative types of tourism development projects, it is important to understand the different forms and their applicability to certain areas.

Alternative tourism covers a wide variety of tourism forms, and are discussed as follows:

3.2.5.1 Cultural tourism

Cultural tourism is a broad concept than focuses on places, cathedrals, temples; in an essence it is the understanding of the destination area. This includes people's values, beliefs' and customs, traditional dances, arts crafts, to name a few (Mowforth1998: 211). Inskeep (1991:166) states that this form of alternative tourism is where small groups of tourists stay in or near traditional, often remote villages, learn about the village life and the local environment. South African rural areas have a unique cultural diversity.

One challenge is that local communities have often not yet had the chance to develop the capacity in cultural resources management to effectively protect their resources when demand increases. Peterson's research (1990:209) categorise cultural travelers as sophisticated, professional, casual visitors, event visitors giving the reason of existing cultural sites, experiencing a different time or place, learning and sharing knowledge with others. Cultural resources also include places that provide entertainment, health, sport and religion (Gunn 1994:50). Hall (2000:19) identifies the characteristics of cultural tourism as follows:

- Mixing with and meeting local people, and learning about their lifestyle and culture;
- Seeking education as well as pleasure, using travel for personal growth;
- Seeking authentic, informed and quality;
- Seeking individual involvement and varied experiences rather than organised mass tourism; and
- Attending cultural events and venues.

3.2.5.2 Natural tourism

The term natural tourism refers to five basic natural features, namely; water, topography, vegetation, wild life and climate. Gunn (1994:54) argues that the location and the quality of the natural resources support the tourism activities. The activities of natural tourism include species, landscape, fauna, flora, scenery, wild life and eco-tourism. Prime examples of natural attractions are the Kruger National Park in South Africa and Victoria

Falls in Zimbabwe. The examples given have been components of mass tourism for many years but the difference with alternative tourism is that they are engaging local people in the environmental, social and economic benefits of the projects, e.g. Makuleke Community in Kruger National Park.

The Rural Development framework (1997: 35) argues that the most suitable form of natural tourism in rural areas is eco-tourism:

Eco-tourism

Although the term eco-tourism appears to be recent, the concept of balancing tourist use with resource protection was put forward many years ago. Fennell (1999:35) defines eco-tourism as low impact tourism, which contribute to the maintenance of species and habitats, either directly through a contribution to conservation or directly by providing revenue to the local community.

Scheyvens (1999:24) refers eco- tourism as the fastest growing tourism sector, with an estimate growth rate of 10- 15 %. It is regarded as one of the largest tourism industries in the world. The demand and increasing affluent consumer for 'remote', 'natural' and 'exotic' environments have created an upsurge in eco-tourism ventures, particularly in developing countries and rural areas. Eco- tourism recognizes the need to promote both the quality of life and the conservation of resources.

3.2.5.3 Farm / Agro-tourism

Farm or Agro tourism refers to working farms that supplement their primary function with some form of tourism business (Murphy 1985: 23). It can take many forms, but the most common one is the provision of accommodation. This can include camping facilities and the sale of farm products, e.g. selling fish rights. Inskeep (1991: 362) argues that the tourists would be learning about farming activities and stay on tropical plantations. This form of tourism provides the opportunity for urban families to

experience a better understanding of agricultural activities through exposure and actual participation. In areas where agriculture/ farming cannot survive by itself, the farm lifestyles and attractive agricultural landscape can be maintained through the controlled development of tourism.

This type of tourism is well developed in Austria, especially in the western part of the country. Murphy (1985: 25) states that "the location of farm tourism appears to be influenced by four factors: the level of income provided by farming; the need for a supplementary income source; the presence of tourism resources and the accessibility to major generating regions".

3.2.5.4 Adventure Tourism

This form of tourism has become more popular, reflecting the trend towards tourists seeking to participate in activities that are more energetic. Adventure tourism is normally taking place in less developed and remote areas. It includes fishing, hunting, and mountain climbing. More general adventure tourism requires certain types of attractions such as mountain trails, night stopovers, camping sites, hiking, and river front terminal points for river rafting and boating. Efficient organisation and the provision of services can be the key to the success of adventure tourism. Basic planning to adventure tourism is the establishment of carrying capacity, because in many cases of resources cannot withstand excessive use without degradation and destruction.

3.2.5.5 Volunteer tourism

Volunteer Tourism is becoming common for small groups, often community organizations, to travel to and stay in an area assisting local people with a particular project such as: building low-cost houses, developing a village water supply, etc (Inskeep 1991: 167).

The above-discussed forms of 'alternative tourism' are not unique but emphasise contact with the society and nature, and if planned properly, it would have little impact on the local culture and resources.

There is a link between the above different forms of tourism because they rely on the environment for survival. In this study they are seen in a broad light of theory and practice encompassing both the sustainability of the environment and the economic opportunities of the local communities. They are regarded as synonymous of responsible and sustainable tourism. It is important that the above forms of tourism are not treated as separate issues, but as a holistic experience, an integrated package that is offered to the tourists. Researchers suggest that alternative tourists are likely to be middle class, well educated and interested in enhancing both their education and personal growth; i.e. Are Europeans and North Americans who explore wilderness, culture and conserved heritage (Hall 1997:19).

Scheyvens (1999:246) suggest that the term community based tourism should be adopted to distinguish the above alternative forms of tourism. This would ensure that members of the communities have a high degree of control over the tourism industry and significant proportion of the benefits accrues to them

3.3 South African Context

Tourism in South Africa will be reviewed through its policies and legislation that govern the tourism industry. There are a number of policies that guide and control the development of tourism. The study reviews the Reconstruction and Development Programme (RDP), as an initial inspiration for development policies, the Green Paper and the White paper on tourism.

3.3.1 The Reconstruction and Development Programme (RDP)

The RDP is the first development strategy in the Government of National Unity (GNU). The potential contribution of tourism to the RDP has been recognised in the African National Congress's pre-election document, and in the White paper of the Government of National Unity (GNU).

The central objective of the RDP strategy was to eradicate poverty among the poor, particularly in rural areas. Tourism has been identified as a potential sector. The RDP states that tourism has been developed on a racial basis, geared essentially to the local white and overseas markets, and adversely affected by apartheid and the resultant sanctions.

According to the RDP, the process of Reconstruction and Development must take place within the tourism sector in view of the distortions created by apartheid. Vast potential resources should be realised in terms of the mass market and increasing foreign exchange. The government should facilitate the promotion of tourism in marginalised areas (RDP 1994:105). Partnership between government, NGO's, private sector and communities should be established to unlock, enhance and market the local resources, in order to sustain the creation of job opportunities and black entrepreneurs. Local resources should be enhanced and marketed. The paper argues that tourism should be transparent and environmental sensitive and be integrated with other development projects (1994:116).

The RDP document underpins tourism in its six basic principles, which are; integration and sustainability; people driven; peace and security; nation- building; meeting basic needs and building the infrastructure; democratization and assessment; and accountability.

3.3.2 Tourism Green Paper: towards a new tourism policy for South Africa

According to the Tourism Green Paper, there is poor tourism planning in tourism development, which has led to exploitation of local cultures; inequalities between white and black people, and also between urban/ rural areas.

The central objective of the Green Paper is to improve of the quality of living through the stimulation of economic growth and redistribution of wealth. Tourism is an activity that can promote well-being and pride, as well as an industry that can promote economic growth, job creation and redistribution.

The paper outlines the roles and functions of stakeholders in the development of tourism. This includes the roles of the national, provincial and local government, the private sectors, e communities, NGO's, tourism boards and the provincial departments of tourism.

3.3.3 The White Paper on Tourism

The white paper was launched in June 1996 under Minister Jordan. The legislation governing tourism is now outdated and the White Paper on Tourism, although not legislated, is now a legal basis for the tourism industry in South Africa. It provides directions and guidelines for the development of innovative and imaginative tourism plans. The paper starts by analysing the role of tourism in the country in terms of its potential and its contribution to the economy. A number of problems have been identified related to the current tourism practice in the country. It is believed that there is a real potential for South Africa to grow its tourism industry, to triple its contribution to the national income and to double its foreign exchange earnings.

The paper emphasises responsible tourism as a key guiding principle for tourism development. Responsible tourism implies that the tourism industry should have the

responsibility to the environment through the promotion of balanced and sustainable tourism and focus on environmental based tourism activities (1995:19).

Like the Green Paper, the white paper also highlights the role of key players in the tourism industry, i.e. government, labour, communities, women, NGO's, private sectors (ref.3.4). Responsible tourism encompasses the concepts of environmental sustainability, use of local resources, community involvement in planning and decision making, sensitivity to cultures, benefits accruing to communities, responsible role players and stakeholders. The White Paper's overall vision is to develop the tourism sector as a national priority in a sustainable and acceptable manner, so that it will contribute significantly to the improvement of life to every South African. As a lead sector within the national economic strategy, a globally competitive tourism industry would be a major force in the reconstruction and development effort of the government.

The White Paper on tourism argues that there is an urgent need to create sustainability of the RDP programme, i.e. legs to walk on (implementation). The tourism industry, more than any other industry, can provide sturdy, effective and sustainable legs for the RDP to walk on (1995:14).

3.4 Institutional Framework

Tourism as one of the vehicles for development in the country and in order to succeed towards its maximum potential, it should encourage different structures that aim to create a steady and balanced change. It is necessary at this point to outline the role of different actors in the development of tourism in the country. It should be noted that tourism industry should interact with other sectors and multitude of government functions, and therefore should be developed with a view of multidimensional characteristics.

According to the Tourism Green Paper (1995:8) and the White Paper on Tourism (1996) the role of the state is important in tourism development. The State refers to the National,

provincial and the local government. The White Paper and The Green Paper has laid down the roles and functions of the state on tourism development.

3.4.1 The Role of the Government

National Government should facilitate, coordinate and promote an enabling and conducive environment for tourism to take place. This will include: cooperation with the provincial government; creating a platform to market South Africa and appropriate legal and fiscal frameworks for the industry (White paper 1996:70). The role of the national government would include amongst others: facilitation and implementation; coordination; planning and policy- making; regulation and monitoring and development promotion.

The Provincial government should formulate tourism policies and strategies where all stakeholders are included, i.e. private sectors, tourism boards, NGO's, CBO's. These policies and strategies should be coordinated with other sector departments. The most important function is to ensure that there is an application of integrated environmental management principles in land use development. The Provincial government should encourage community- based projects and ensure the participation of rural people in the planning, implementation, monitoring and evaluation of the projects. Funding of tourism resources and marketing should form part of the functions of provincial government.

The local Government should ensure that the principles of sustainable development form part of tourism development in terms of planning, land use and land allocation in disseminating information. The local government should control, own and maintain public places that have the potential for tourism development. The local conditions including the skills and financial resources will determine the exact role of the local government in each province.

The role of the local government in tourism development is also clearly stipulated by the Municipal System Act (2000). For the local government to fulfill its developmental role, every municipality should carry out Integrated Development Plans (IDPs). The IDP

serves as a tool for municipalities to plan and coordinate development within their localities. One of the requirements of the IDP is to develop sector plans. Tourism Development Framework is one of the sector plans to be contained in the IDP document (IDP 2000:3). The aim of the tourism framework is to provide a direction to the municipality on how to develop tourism, through assessing the current tourism resources and identifying gaps and proposes future tourism growth. This should include the potential of the area to be developed into tourist attractions and previously neglected areas to ensure that people do participate and benefit in the tourism industry.

There are other stakeholders that form part of the government; i.e. the Department of Environmental Affairs and Tourism, the South African Tourism Council and the Parks Board. Generally the role of government is governance, enactment and implementation of laws and regulations. In addition the government owns and manages much of the infrastructure, upon which tourism depends.

3.4.2 Role of The Private Sector, Labour, NGO'S and Communities

Role of the Private Sector

The delivery of quality tourism services through capital, construction and providing the customer with value for money are largely private sector responsibilities.

Furthermore, the private sector is in a position to promote the involvement of local communities and previously neglected groups in tourism ventures by, inter alia, establishing partnership tourism ventures with the communities. According to the White Paper on Tourism (1996:54), specific private sector functions, include investment in the tourism industry, operate and manage the tourism industry efficiently and effectively, advertise and promote individual tourism services as well as the country.

Role of the Labour

Labour has a critical role to play in improving the quality, productivity and competitiveness of the tourism industry. It is often believed that the key to quality is the physical feature of the tourism industry; it is actually the quality of the experience delivered in the labour force that determines the true quality of the tourism experience. The functions of labour include the following: providing service in a responsible manner; upgrading of skills taking advantage of available training opportunities and delivering quality services. Labour should participate fully in the tourism industry, not only in the supply of labour but also as tourists and shareholders in the country.

The Role of the Communities

According to the White Paper on Tourism, communities and previously neglected groups, particularly those in rural areas, possess significant tourism resources. The role of the communities is to organise themselves at all levels, play more effective role in the tourism industry and interact with government at all levels. Communities should be in a position to identify potential attractions and exploit opportunities, through awareness and training, finance and incentives for tourism development (SATOUR 1996:54).

Communities should be in a position to seek partnership opportunities with the established tourism private sector. This can be achieved where private sectors outsource, purchase goods and services from communities in a form of poultry, herbs, vegetables and other agricultural supplies, etc.

Communities should participate in all aspect of tourism, including being tourists, support and promote responsible tourism and sustainable development. They should work closely with NGOs, private sectors, tourism parastatals, and environmental agencies. Communities should be in a position to maximise the sharing of information and experiences, possible facilitated through financial assistance of local governments.

The Role of Women

Women, especially in rural communities, have a particularly important role to play in the development of responsible tourism. The employment of women can be fundamental determinant of the development impacts of the tourism industry. The special roles of women in the tourism drive of South Africa are identified as follows:

- As teachers, mothers and mentors, generate awareness of the potential of tourism to stimulate community growth and development;
- Organise themselves and lead the implementation of community projects; positive environmental, social and economic impacts;
- Promote and ensure respect for and dignity of women in the development, marketing and promotion of tourism; and
- Secure the provision of training and other capacity building opportunities to expand the skills base of rural people.

The Role of NGOs

NGOs are expected to play a vital role in the development and spread of responsible tourism practices. They should contribute to the development of policies and plans for the tourism industry, and assist the government, private sector and communities in implementing, monitoring and evaluating responsible tourism.

They should attract funding from donor agencies to develop specific community-based tourism projects. They should be able to assist communities to organise themselves, deliver education and training.

The above roles of different stakeholders should be supported and channeled through sustainable tourism development and code of ethics.

3.5 Summary and Conclusions

The chapter has taken a broad-based look at literature review of mass and alternative tourism involving both developed and developing countries. From the review, it was noted that tourism has been in existence for centuries, in every basic forms, the actual development process of the phenomenon has not been paid great attention by researchers until relatively recently.

A significant finding of the chapter is that tourism does not draw a clear distinction between tourism and leisure, 'person on leisure who also travels'. Nevertheless modern tourism is not a merely leisure activity, it possess some crucial characteristics which distinguish it from other kinds of leisure, some definitions of tourism include aspects such as business travel. Consequently, tourism research emerged in recent years as a fairly distinct separate from leisure studies (Butler and Douglas 1995:22).

The study has identified a range of economic, socio-cultural and environmental impacts both positive and negative brought by the tourism industry. The results of these impacts can be used as educational tool for tourist, communities, government and other stakeholders in the tourism industry.

The chapter has tempted to show how alternative tourism as a sector has emerged and different forms of alternative tourism have been discussed in detail, namely: cultural, natural, adventure, volunteer and farm tourism. Tourism as an industry has policies that govern it. The study has explored different policies that control and govern tourism in South Africa, and responsible tourism has been identified as the most important principle in the functioning of the tourism industry.

The study has further discussed the role of different stakeholders in the tourism industry. The role of the government is to co-ordinate, facilitate, regulate and monitor the process of tourism development. The most important function is to give support to the previously disadvantaged people in terms of finance, training and other related issues by the local

government. It is clear that tourism development need a coherent functions of public and private sector, to add value to the disadvantage communities, who do not have the resources, but lack of skills, capital, standard to sustain the growth and positive impacts of tourism. However many of the negative impacts associated with tourism are in fact consequences of globalisation and occur in other economic sectors, although problems of displacement of local people can be more acute within tourism industry.

4.1 Introduction

There are a number of problems that are facing developing countries such as poverty, inequality, deprivation and underdevelopment. These problems are concentrated in Africa, South and Central America and Asia. They have provided a fertile ground for economists to generate various theories. These theories shape the interpretations of social events, including socio-economic development, and provide an analytical framework research of how to make sense of the world. "Theories serve to simplify complex processes by offering a set of concepts that allows us to select, categorise and label various forms of action and change and make inferences about cause and effect" (Jaffee 1990:7).

There have been a variety of approaches to development, and no single theory has ever attained absolute dominance. At different times one theory has dominated the development area but with time the theory has been challenged, replaced or become less popular.

The purpose of this chapter is to develop some themes relevant to the theoretical understanding of 'alternative tourism' in rural areas, drawing some of the approaches and paradigms of a range of academic and intellectual fields concerned with issues of development and tourism. The chapter will further examine how the approaches and paradigms impact on people's lives and influence development planning in South Africa and the rest of the world.

The themes below will underpin the discussion throughout the study. The first theme is dependency which underlines the relationship between developed and less developed areas. At its most basic level the theme is reflected in the unequal development that exists between the two and the concept of core-periphery. The second theme of the study is participation. Participation in all spheres of tourism development entails community

members determining their own goals for development and having a meaningful voice in the organisation and administration of tourism industry.

The third theme to the research study is gender. According to gender theorists, gender is a societal invention. It is argued that women are gendered into their roles as subservient members of the society. As a result, women find themselves at the bottom end of the scale of production. Men and women do not have equal opportunities in societies, particularly in tourism projects.

Sustainability is the fourth theme that will be examined in this chapter. Today there is wide acceptance that sustainability is one of the most important issues faced by the tourism industry. This acceptance is reflected in the proliferation of publication attempting to define the principles and practice of sustainable tourism, and to relate them to the concerns of sustainable development. Finally, the chapter will discuss the economies of tourism, particularly rural tourism.

4.2 Dependency

Dependency is the central theme of the study and which is increasingly invoked in the analysis of tourism. The theme 'dependency' originated in the 1960s through the work of number of academics and development economists who were particularly concerned over the continuing economic failure of Latin American Countries.

According to the Dependency theory, the massive and persistent poverty in countries like Argentina, Peru, Chile and Brazil was caused by exposure to the economic and political influences to the advanced countries (Webster 1990:85). The growth of advanced industrial centers in the world today meant the simultaneous underdevelopment of the less developed countries, and the persistent poverty of these countries is a reflection of its dependency. Underdevelopment is a created condition and is a direct consequence of the development of the center. Dependency has been one of the dominant theories used in tourism research, especially as it relates to the negative impacts of tourism. The basis of

the dependency argument lies in the organisation of the tourism industry and in the structure of the underdeveloped economies.

For several years it became increasingly obvious that tourism did not act as a development agent to the developing countries. It did not offer a panacea to rural people struggling for economic growth, hence number of studies (Bryden 1973; Turner 1976) have highlighted the unequal economic and social impacts associated with tourism. Dependency theorists see the lack of development as being attributed to external forces more than internal causation, with power at the center exploiting a disadvantaged periphery as described in center- periphery models.

In other words, dependency theorists see lack of development in the developing countries as a result of exploitation by developed countries, often in colonialism. For an example, after a potential tourist destination has been identified (on the basis of unique bio-physical or cultural conditions) foreign companies (in a form of airlines, hotels and tour operators) will greatly influence the image of a destination country through development and promotion. Strong reliance will be placed on imported supplies for both construction and operation of tourist facilities. Also, foreign people from developed countries would occupy middle and senior management positions and own airlines, hotels and tour operators.

Thus, the developed countries will perpetuate the dependency of the developing countries using tourism. Instead of reducing the regional disparities within the developing countries, tourism reinforces them through organising its economy, i.e. building hotels, formal tour companies and transportation to serve the so-called tourists. This is reflected in the degree of control that major tour operators in the generating country hold over the destination countries. These patterns of control effectively present illusory benefits for less developed countries, which have pursued tourism as a route to economic development, often facilitated by grants and investments from the World Bank and other international aid agencies.

"Developing countries promote tourism as a means of generating foreign exchange, increasing employment opportunities, attracting development capital and enhancing economic independence. The structural characteristics of these countries economies however were detracted from achieving these goals. Developing countries are drawn to tourism as a way of earning foreign exchange witnessed the leaking of much of the money made, straight back out of their national economies" (Mowforth 1998:87). This leakage as it is now commonly known was seen arise primarily as a result of the developed areas ownership and control of the tourism industry in the less developed areas.

Oppermann (1991:24) argues that there are two tiers of dependency, which researchers overlooked, firstly developing countries depend on metropolitan countries and secondly, the peripheral rural areas depend on the urban centers and particularly the capital city for its survival. In South Africa, rural based companies are usually the ones that have enough capital available and the political insight into where development will occur and they invest in these areas. Rural people are not included; they are hired as cleaners and other menial positions with low wages.

According to the dependency theorists the only way to solve the development crisis was to de-link from international markets through emphasising local based products and ownership. The idea is to move beyond dependency and to break off the subordination that characterises mass tourism. It is believed that economic activities from within should be supported by increased support of the local people (Mowforth 1999:38). Britton's (1981) analysis has attempted to apply dependency theory to the study of tourism. In his analysis he stresses the need to place tourism firmly within the dialogue of development and investigate why tourism so often perpetuates uneven and unequal relationships between the developed and the developing countries (Mowforth 1999:45). The most celebrated of the dependency theorist; Andre Frank takes matter one-step further in his notion of the development and underdevelopment in the tourism sector. According to him, the financial strategies that are attached to the claims of tourism sector are unlikely to help the disadvantaged who are in most need because of the above problems.

While most studies automatically equate the core- periphery power relations with developed- developing countries, there exists another power relation within developing countries, between the more developed urban areas and the rural and peripheral region within the country.

4.3 Participation

Participation has been a component of the political dynamics of the post- apartheid era in South Africa and is gaining much wider currency in all spheres. During the 1960s, there was a concern with citizen involvement in the planning and implementation processes. The traditional processes did not recognize the importance of community in their planning and development. The public participation process was removing itself from the intrinsic substance of planning activity and growing attention was paid to facilitate the engagement of the public (Muller 1992:145)

Participation is for the benefit of people, and they should be involved in the planning and development of tourism in their areas. According to WTO (1994:9) through community involvement, tourism development will reflect a consensus of what the people want. According to Inskeep (1991:27) an important aspect of planning that has been emphasized for some time is community involvement in the planning process and decision making.

According to Murphy (1985:172) tourism development is a local issue and where the action takes place. Public participation as a form of political action has modified existing institutions and planning procedures to effect social change and environmental preservation, so its extension to alternative tourism becomes inevitable.

Community participation is designed to develop in such a way that intended beneficiaries are encouraged to take matters into their own hands, to participate in their own development through mobilising their own resources, defining their own needs and

making their own decision. This has resulted in the establishment of many community-based tourism enterprises intended to attract wealthy tourists and help them to redistribute their wealth to poorer regions. A defining characteristic of community development is that the community is the main actor in the development process. It is seen as the process by which the efforts of the people themselves are united with those of governmental authorities to improve economic, social and cultural conditions of communities.

Tourism is increasingly seen as a key community development tool in the 1990's, with the recognition of its economic contribution in bolstering stagnating economies and diversifying existing sectors and the ability to unify community members. It is important to recognize that the entire community should be involved in some level. Participation therefore plays a key role in the initiative, as it empowers people to play a role in the decision making process. It should be founded on the notion of trust and transparency (Fennell 1999:214).

One of the principles of participation is that local people should have a decision- making role in any development and be stakeholder in it. In other words they should participate in shaping any developments, which affects them. Pretty (1995) has analysed the different interpretations of participation, ranging from merely imparting information that development is going to occur, to the full involvement of the affected community at all stages, from initial planning through implementation and management (see table 4).

For effective participation to take place local communities should participate in all stages of a tourism project; i.e. planning stage, implementation and share the benefits. Participation in the planning process includes tasks such as identifying problems, formulating alternatives, planning activities and allocating resources. Implementation stage may include actions such as managing and operating a program and sharing benefits. It means that the local communities will receive economic, social, political, cultural and other benefits from the projects neither individually nor collectively.

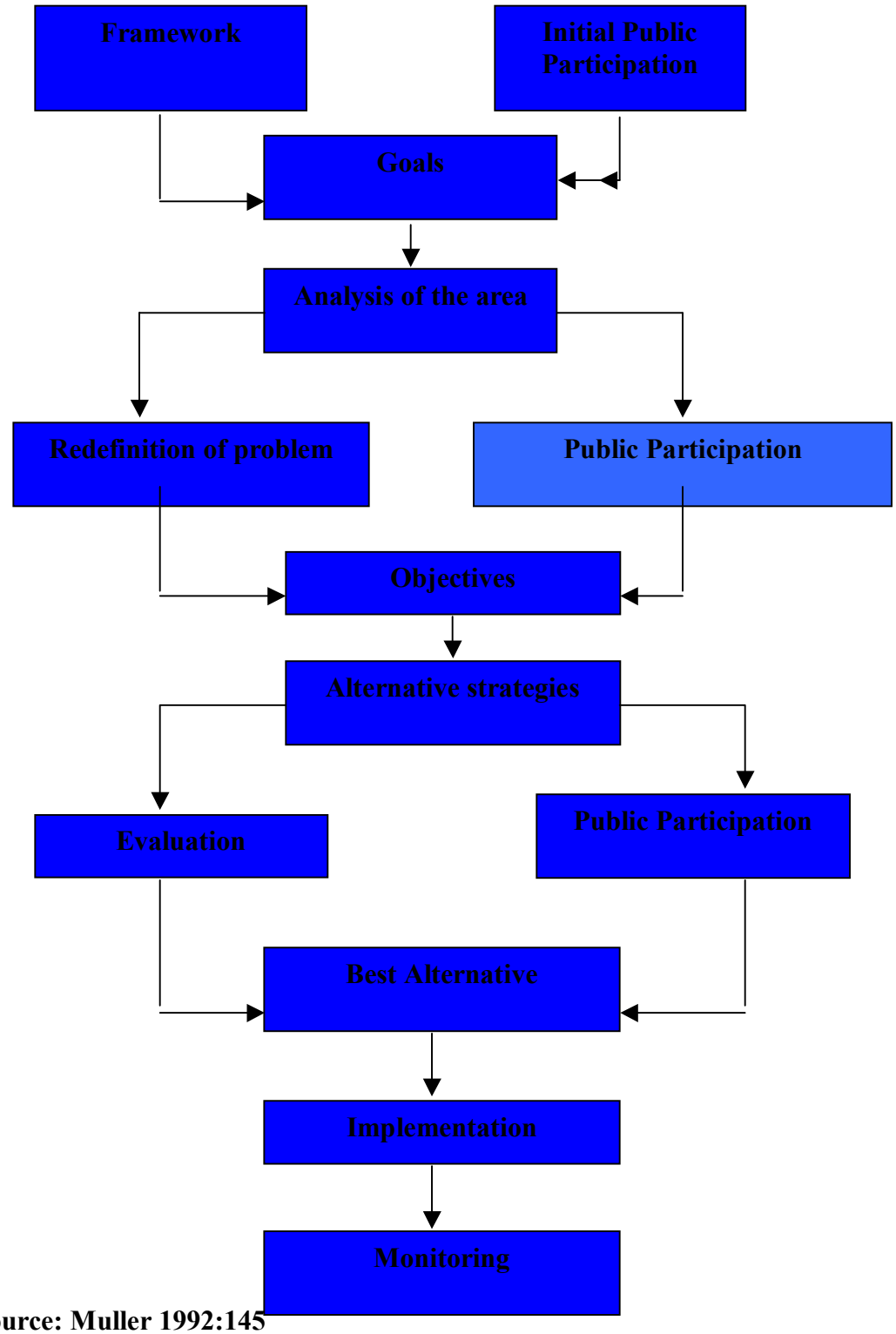
According to Whelan (1991:133), there are number of advantage of including participation in the tourism projects and are;

- Local participation functions as an early warning system, helping people involved to avoid or plan for decisions that might otherwise cause conflict with the local people;
- Local participation fosters better planning and decision- making. Conflicts are brought out in the open and resolved during the planning process, additional information is provided that may quantify environmental values, person previously unrecognised are given a chance to voice out their opinion. A wider array of alternatives may be developed from public opinions and issues; impacts and management alternatives are better identified; and
- Local participation ensures that local inputs legitimises the decision making process.

Scheyvens (1999) also states that participation is empowerment, and there are different types and signs of community empowerment when there is full participation of local people, which are economic, social, political and psychological. Economic empowerment allows resident and entire communities to benefit financially from tourism. Psychological empowerment is developing self esteem and pride in local cultures, traditional knowledge and natural resources. Social empowerment helps to maintain a community social equilibrium and has the power to lead to cooperation and enhance initiatives such as health and education. Signs of political empowerment include representational democracy wherein residents can voice opinions and raise concerns about development initiatives. In a full participation process, agencies and groups initiating tourism ventures seek input from community members and other stakeholders in decision-making (Sharpley & Telfer 2002:153).

Although community participation is seen as an important concept in tourism planning and development, several authors have found out that there is often a lack of knowledge in the community as to how to become involved (Sharpley & Telfer 2002:73).

Figure 1: Public Participation Process



Source: Muller 1992:145

Table 4: TYPES OF PARTICIPATION IN TOURISM

Type	Characteristics	Examples from tourism
Plantation	Exploitative rather than development. Possibly paternalist. Payment in kind	No attempt to participate on the part of workers who are commonly racially and cultural different from management and owners. Purely for material gain of owners.
Manipulative and passive participation	Pretence of participation. Local workers are told what is decided	Some highly centralized multinational corporations based in developing countries. Neocolonial attitude prevail through the use of expatriate labour, capital and technology. Those employed in tourism in non-menial jobs are likely to be expatriates or non-indigenous residents.
Consultation	Residents consulted but external definition of problem and control	An operation of MNC is developed from metropolitan centres to local elites.
Material Incentives	Local contribute resources but have no shares.	Local employment in tourism services where local expertise is used and locals are hiring managerial positions.
Functional participation	Participation seen by outsiders as a way of achieving goals. Major decisions are external.	Increasing use of local technology, capital and expertise; i.e. small locally owned hotels. Minority elites are likely to participate. Decisions are made locally with external influences.
Interactive participation	Residents contribute to planning and takes control of local decisions	Hotels owned by local people; i.e. local taxi owners, tour agencies and entertainments. Maintenance of cultural events for the benefit of residents and tourists.
Self mobilisation	Independent initiatives	Local people have accumulated capital from tourism; they strengthen and extend their activities.

Source: Sharpley, R and Telfer, DJ 2002:151

4.4 Gender

Gender can be considered as a particular variant of alternative tourism. As noted, the field of tourism studies is relatively young, and as such is still establishing its basic tenets. In addition, gender analysis within tourism studies is even younger and the integration of the two bodies of tourism and gender research is, in fact, almost never seen (Sinclair 1994:91). For the purpose of the study, it is appropriate to consider gender perspective as the central theme of the study in exploring the significance of alternative tourism for a number of reasons: gender provides a critique from a particular angle, which is relevant to all development issues in the country and gender also reflects a stance, which is slowly becoming part of the tourism development literature.

Studies of women in tourism shows that there are significant gender gaps in tourism policy, programme design, implementation and decision making levels. As a result it affects women participation in tourism. There are significant disparities between men and women's status, access to resources, control of assets and decision making powers that undermines sustainable and equitable development (Zimmermann 2000:13). This treatment has its roots in the socio-political traditions where most power structures are patriarchal, excluding women. Women who are responsible for most household's work (which in many parts of the world is agricultural production) but women's rights to own land or control resources are constraints, often by traditional customs and religious laws. In patriarchal land ownership widowed or divorced women are often driven off land or denied future access to land and resources on which they rely. According to some cultural customs, women must be chaperoned when in the company of men and are encouraged or compelled not to venture far from home. These stipulations restrict the types of employment that can be undertaken, it is often women's peace to keep closest ties with extended family, home and village life. In this way, traditional gender roles determine what types of employment are most suitable or possible for women and be excluded from decision making process.

Tourism development occurring in our societies is actually reinforcing existing system of gender perception, roles and relations which determine that women continue to take responsibility for reproductive activities regardless of work, and that men continue to have greater access to positions of authority and decision making. Tourism serves to reinforce the hierarchies assumed to exist between women and men, between formal and informal development. Although tourism employment is being considered as a way to integrate women into roles with higher profile, however jobs tend to be divided along socially appropriate lines. Women tend to undertake tasks such as serving meals, working in kitchens and making beds, which replicate some of the roles, ascribed to them in the households division of labour and they are sometimes subjected to sexual harassment.

For example tour guiding is determined to be more appropriate work for men to do because it is not socially and traditionally acceptable for rural women to be alone with foreign men. Men are generally free to work whenever they need to and many migrate to tourism development and live away from home. As a result they have both formal and informal employment opportunities within tourism. For women, they too are able to migrate to work until they get married. Then, they are expected to stay closer to their family to be able to carry out their reproductive duties as wives and mothers. It is clear that the challenge facing rural women are related not only to their lesser socio- economic status, education, literacy levels, inability to speak English and their low self- confidence, but also to their responsibilities as mothers and homemakers. With the exception of their work in tourism, their contributions to the home family are largely non- monetary and thus are less valued than the wages earned by males. But the trend is moving away from patriarchal societies to a situation where women are no longer interested in getting married but to be self sufficient and free to move to any development opportunities. At the same time sex tourism (prostitution) is very big and well recognised in many developed and developing countries including rural areas. Hence women are self sufficient and no longer keen to their traditional roles as caregivers and mothers.

From the discussion, it is clear that women and men are involved differently in both the production and consumption of tourism and they are likely to be impacted upon

differently. Relationships between gender and tourism are likely to be reciprocal, with gender influencing the manifestations of tourism and tourism modifying the existing gender relationships. Women's roles and benefits from tourism can be enhanced through a participatory appreciative approach to community project in which the community acknowledges the value of women's contribution to tourism. This will help to assure broad based participation in a society and benefit sharing, while at the same time uplifting women's self confidence.

Gender and development offer a perspective that both competes with and is potentially compatible with sustainable development. It requires that individuals, both women and men be provided with opportunities to achieve their potentials and equity in access to those opportunities.

4.5 Sustainability

Poverty and environment degradation remains a key problem in many rural areas. Rural communities are generally poorer and often bear the burden of their development, not only with regard to the natural environment, but also with regard to the impacts on their economy, social and cultural life. With this in mind, sustainability becomes a key concept, particularly when understood in the triangle of sustainable development laid out in the 1992 Rio declaration on Environment and Development.

Within tourism the ideology of sustainability has had a significant impact leading to the emergence of sub- discipline, 'sustainable tourism'. It is one of the broader concern linked with the increase awareness of the general environment consequences of economic development, as highlighted in the influential Brundtland Report (1997), which presented a working definition of sustainable development. It is also linked to the impacts of mass tourism on the physical, socio- cultural and economic environments of tourism destination areas (Williams et al 2002:278).

Sustainable tourism is a positive approach intended to reduce the tensions and frictions created by the complex interactions between tourism industry, visitors, the environment and communities. There is another element, which is fundamental to sustainable tourism, which is its long-term viability and quality of both natural and human resources. According to Zimmermann (2000:11), sustainability is achieved when all three components, the ecology, the economy and the society improve simultaneously. If one attempts to influence the three components in a positive way, a progressive improvement of the overall sustainability evolves. Within the traditional forms of tourism development, one component, the economic aspect is generally emphasised more that others. The efforts towards sustainability must include all components of socio- cultural, economic and environmental.

Sustainable tourism also highlights the need to educate tourists to become more concerned about and sensitive to the places and communities they visit. It is vital that planners, developers, consumers and host communities embrace sustainable tourism as a valued concept in order to avoid destructions of social, cultural, economical and environmental assets (Williams 2002:302). Some studies on tourism literature suggest that sustainable tourism should be viewed as an alternative to mass tourism.

Sustainability has received widespread support because it is an idea whose time has come, reflecting convergence of scientific knowledge, economies, socio-political activity and environmental realities that would guide human development in the 21st century. The principles of ecology are essential in the economic development, with the aim of increasing the material standard of people living in the world who are impoverished. Elements that underpin sustainable tourism can be summarized as follows: -

- Operate within natural capacities for the regeneration of and future productivity of natural resources
- Recognises the contribution that people and communities, customs and lifestyles make to the tourist experience

- Accepts that the host communities must have an equitable share in the economic benefits of tourism
- All actions are guided by the wishes of local people and communities in host areas

There are strategies that are emerging and directly related to the sustainability of tourism such as the Globe '90 conference in British Columbia, Canada and the World Summit on Sustainable Development 2002, in Johannesburg, South Africa. The Globe '90 conference suggested the goals of sustainable tourism are to: develop a greater awareness and understanding of the significant contribution that tourism can make to environment and the economy; promote equity and development; improve the quality of lives of the host community; provide high quality experience for the visitor, and maintain the quality of the environment on which the foregoing objectives depend.

The above goals are in line with the principles of sustainable tourism, and they should be included in any tourism planning and implementation in order to achieve a long, viable and sustainable product. The widespread adoption of sustainable tourism has been a mixed blessing. It has been adopted by the tourism industry to promote a clean and green image, which is occasional, deserved, but more often is little more than a marketing gimmick. The most important question facing those involved in tourism development relates to the extent to which tourism affects local host communities and the surrounding environment. The notion of sustainability involves number of elements and is briefly explained as follows:

- **Ecological sustainability**- the condition of ecological sustainability is often the only way in which sustainability is publicly perceived. It is the need to avoid and minimise the environmental impact of tourist activities. Grazing, logging and unsustainable practices in agriculture are generally greater source of environmental degradation.
- **Social Sustainability-** 'social sustainability refers to the ability of a community, whether local or national to absorb inputs, such as extra people, for short or longer periods. The industry should continue functioning either without the creation of social

disharmony as a result of these inputs or by adapting its functions and relationships so that the disharmony created can be alleviated or mitigated (Mowforth 1998:106).

- **Cultural Sustainability-** Cultural sustainability refers to the ability of people to retain or adapt elements of their culture, which distinguish them from other people. Societies may be able to continue functioning in the social harmony despite the effects of changes brought by tourists. Emphasis should be on responsible behaviour of the visitor, and the prevention of distortion of local culture might be assumed to be essential elements of sustainable tourism (Mowforth 1998:110).
- **Economic Sustainability-** sustainability in these terms refers to a level of economic gain from the activity sufficient to cover the cost of any special measure taken to cater for the tourist and to mitigate the effects of the tourist's presence. It also refers to the offers of an income appropriate to the inconveniences caused to the local community visited. Economic sustainability is not a condition, which competes with other aspects of sustainability. Rather, it should be seen as equally important a condition in its own right. This condition is no way reduces the significance or level of acceptance or tolerance of other conditions or the importance of power over tourist activities. Hence, the issue of who gains financially or loses often sets the power and control issue in sharper and more immediate focus than all other facets of sustainability (Mowforth 1998:111).
- **The Educational Element-** it is often stated that an important difference between the new forms of tourism and mass tourism is an element of educational input into the activity. This refers to academic attainments, but a greater understanding of how our natural and human environment works. One could argue that the educational element could widen the inequalities of tourism developments. Education in this respect means the enlightenment of the new tourist in the cultural ways and norms of those they are visiting. It also means the training of the 'hosts' so that they are better able to cater for their wishes (Mowforth 1998:113).

The above aspects of sustainability discussed give an indication of how tourism industry can be assessed through these criteria of sustainability.

4.6 The economies of Tourism

The existing development paradigms are insufficient to understand the economies of tourism in rural areas. The main functions of tourism in rural areas is to sustain and create incomes and jobs, to contribute to the costs of economic and social infrastructure such as road improvements, to foster the development of other sectors through horizontal and vertical linkages. It should also contribute to local residents' amenities and to the conservation of the natural and cultural features of an area through direct expenditure and tax revenues (Shaw & Williams 2002:290).

In order to achieve the above functions, rural economies have number of features, which they depend, e.g.:

- local labour and external capital;
- cultural, nature and adventure tourism; and
- small scale type of businesses

But at the moment, the economies of tourism in rural areas are characterised by outside people, planning on attracting investments from outside rural areas to be located there without integrating or benefiting rural people. According to Lea (1988:37), the justification for tourism in terms of it being 'economically good' completely fails to appreciate the integrated nature of the system of underdevelopment.

Local Economic Development (LED) is one of the answers to the problem experienced by rural areas. LED is not just a buzzword that has been adopted by politicians, nor is it a complex plan that can only be adopted by the technical experts. LED is about local people taking control and responsibility for job growth and for the economic well being of their community. It has assumed major importance as a policy issue in many developed countries of Europe, North America and Australia. The potential of LED is acknowledged as a critical sphere for policy development in the developing world, not least in South Africa. In particular, the White Paper on Local Government emphasises the

vital need to foster a culture of developmental local government in South Africa, including the promotion of local economic development (Rogerson 2000:7).

International experience suggests that LED is a slippery concept and one, which is sometimes difficult to define. Nevertheless, the concept should include the following core elements: a locally- drive process designed to identify, harness and utilize resources to stimulate the economy and create new job opportunities. It is not a specific action or programme, rather it is the sum total of the individuals contributions of a broad spectrum of the community. LED occurs when all relevant stakeholders strive to improve their economic status by combining skills, resources and ideas (NBI 1998:2). Although the Local Government is not directly responsible for job creation, the White Paper states clearly that the Local Government should play an important role in promoting job creation, boosting the local economy and alleviating poverty (White Paper 1996:20). According to this approach, support should be given to community- based local economic development initiatives such as co-operatives and community businesses.

Alternative tourism as defined before emphasises local people, resources, skills and ideas combined to alleviate poverty with the support of relevant local sectors and institutions. LED should be viewed as one of the variant of alternative tourism that realises the importance of local people in economic growth. LED fits appropriately into the criteria of alternative tourism since the primary concern are the utilization of the available resources to uplift the local people's quality of life and emphasizes ownership at the local level.

4.7 Summary and Conclusions

This chapter has examined the five main development themes that underpin the theoretical framework of the study.

From the discussion it is clear that dependency theorists advocate protection measures to ensure that there is local control of the tourism industry. Participation is the central facet in the success of any tourism development. According to the discussion presented, the

involvement of people means that community members have greater influence in decision making which affect their lives.

Within this framework, considerations for appropriate and sustainable tourism have been explored in detail. Five dimensions of sustainability, namely ecological, social, cultural, economical and educational element (some authors also include local participation) have been explored. This discussion has suggested that sustainability should not be viewed from the economically or environmentally only but the combination of the above approaches.

The above themes have been presented to indicate the contested and the political nature of development in our societies. Although they are applied in different countries, therefore useful elements from these themes should be deduced to formulate an appropriate theory for alternative tourism in rural areas. To conclude it should be stressed that sustainability, participation and gender sensitivity form the central part of tourism development. It is argued that the participation of local people and the utilisation of local resources are one of the most important elements of an appropriate and sustainable tourism development.

CHAPTER 5 TOURISM PLANNING

5.1 Introduction

For the tourism industry to operate in an efficient and organised manner, its future development needs should be viewed in a systematic framework to understand the inputs and outputs. It will be possible for policy makers and planners to influence elements within the rural or urban systems and to take action to ensure that the benefits accruing from tourism are outweighed by its costs (page 1995:159). A failure to plan for tourism could result in tourism becoming an unmanageable phenomenon, which is virtually impossible to control. Thus the process of planning is an important pre requisite for the effective functioning of the tourism industry. According to Williams (1998:125), planning in its different forms, can provide a basis for:

- integrating tourism alongside other economic sectors;
- shaping and controlling physical patterns of development;
- conserving scarce or important resources; and
- Providing frameworks for active promotion and marketing of destinations.

This chapter attempts four tasks. The first section of the chapter explores the basic nature of planning and links it to tourism. The second section review different types of tourism approaches that have been applied to tourism development, and some of the main strengths and limitations are highlighted. Thirdly, different planning methodologies to tourism are described and illustrated. Finally, the role of a planner in any tourism project is discussed.

5.2 Tourism and Planning

Although there is a strong reason for encouraging investment in tourism, particularly in developing countries, it is important to consider planning. As noted that tourism is a

complicated activity and relatively new type of activity in many developing countries that overlaps several different sectors of the economy. Without appropriate planning it can create unexpected and unwanted impacts.

In its broadest definition, according to Inskeep (1991:25), planning is a valid approach to guide future developments and achieving certain objectives. In the past and still prevailing attitude in a few places, tourism planning was seen as a simplistic process of encouraging new hotels to open and transportation access to the area. It was a successful approach for development of individual hotels in that era before mass tourism.

Inskeep (1991:15) states that however after the 2nd World War, tourism developed rapidly especially in the Mediterranean region as well as the Caribbean without proper planning, this has led to social and environmental problems. These were detrimental to residents and unpleasant to tourists, resulting in marketing difficulties and decreasing economic benefits (WTO 1994:1). Thus it is important to consider different approaches in tourism planning to assess and utilize the appropriate one.

5.3 Approaches to Tourism Planning

Tourism planning applies the same basic concepts and approaches of general planning, but adapted to the particular circumstances of the tourism system. An underlying concept in planning is that tourism should be viewed not as a single but as an inter-related system. The demand factors comprise tourist attractions and activities, accommodation and other tourist facilities and services. Attractions include natural, cultural and natural heritage – these are called 'tourism product' (WTO 1994:5).

According to WTO (1994:5) as an interrelated system, it is important that tourism planning integrate development of all the parts of the system, taking into account the physical and institutional elements. The system will function much more effectively and bring the designed benefits if it is planned in an integrated manner, with coordinated