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THE BENEFITS OF TOURISM FROM COMMUNITY PERSPECTIVE OF CHEMBE VILLAGE, MALAWI

BY

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A research report submitted to the Faculty of Commerce, Law and Management at the University of the Witwatersrand, in partial fulfilment of the requirements for the degree of Master of Management (in the field of Public and Development Management)

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ABSTRACT

The Malawi National Tourism Policy's mission is to ensure that tourism brings meaningful economic benefits to host communities and thereby reduce poverty. However, it remains unclear whether Chembe village in Mangochi is benefiting as the district still registers low literacy levels and a high rate of malnourished children.

This study aimed at understanding the socio-economic benefits of tourism to this village and particularly how community participation and a low level of education affect the attainment of benefits. A qualitative study, following a case study design, was conducted and data was collected through semi-structured interviews and focus group discussions.

The study revealed that Chembe Village is benefiting from tourism through employment, Small and Medium Enterprises, exposure and infrastructural development despite the residents' low level of education and minimal community participation due to lack of proper co-ordination between the leaders and residents. Nevertheless, income generated through employment and the Small and Medium Enterprises is being re-directed to purposes other than the basic needs of life, resulting the ongoing poor quality of life. The study also revealed that there is under-representation of women in tourism employment and SMEs.

The study recommends that efforts be made to ensure proper co-ordination between leaders and residents and to develop policies that will see women being well represented in tourism employment and SMEs.

DECLARATION

I declare that this research is my own, unaided work. It is submitted in partial fulfilment of the requirements of the degree of Master of Management (in the field of Public and Development Management) in the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in any other university.

CHRISTINE POKANISO CHIMANGENI

SIGNED ……..

On this…….. day of …….. 2015

DEDICATION

To my loving and caring husband, Martin, for his unwavering support and encouragement throughout my entire study period.

To my son, Akuzike, who at the tender age of 2 years had to miss the motherly love when I was thousands of miles away from him.

ACKNOWLEDGEMENTS

I would like to thank the Lord God Almighty for His guidance, strength and enablement.

Heartfelt thanks to my supervisor, Dr Horácio Zandamela, for his guidance.

Many thanks to my employer, the Government of Malawi, for sponsoring me to attain this qualification.

Also let me thank all my friends and relatives who encouraged me throughout the journey.

Finally, I thank the residents of Chembe village in Cape Maclear, Malawi for being participants in this research.

LIST OF ABBREVIATIONS

CBTI	Community Based Tourism Initiatives
DOT	Department of Tourism
GDP	Gross Domestic Product
JCE	Junior Certificate of Education
LDC	Least Developed Country
MDGs	Millennium Development Goals
MDGSII	Malawi Growth and Development Strategy II
MNTP	Malawi National Tourism Policy
MPSR	Malawi Poverty Reduction Strategy
MSCE	Malawi School Certificate of Education
MTWC	Ministry of Tourism, Wildlife and Culture
NRA	National Roads Authority
NSO	National Statistical Office
PPT	Pro Poor Tourism
SADC	Southern Africa Development Community
SSA	Sub Saharan Africa
UNESCO	United Nations Educational, Scientific and Cultural Organisation
UNWTO	United Nations World Tourism Organisation
WTTC	World Travel and Tourism Council

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CHAPTER ONE
INTRODUCTION

1.1 INTRODUCTION

Tourism has become an important economic activity in many parts of the world. In many Least Developed Countries (LDCs) tourism has been given priority as a development strategy and also a poverty alleviation tool (Mitchell and Ashley, 2007; Muganda, Sahli, and Smith, 2010). Globally, tourism is not a new phenomenon as it has been in place over many years and formed part of human existence through activities like hunting (Smith, 2004). However, at first it was regarded as a leisure activity and no economic aspect was attached to it. Nevertheless, in the early 20th century, the sector became more significant and it evolved from being a mere leisure activity into economic activity (Page, Connell, Page and Page, 2006). The significant developments taking place in the world have resulted into the tourism sector gaining recognition as an important economic sector. Social changes in people's disposable income, lifestyle and fashion, just to mention a few, have resulted in the growth of this industry. Today tourism has become an important sector that is contributing significantly to the world's Gross Domestic Product (GDP).

As the world at large is developing, several forms of tourism have come into existence. These include agri-tourism, sports tourism, religious tourism, eco-tourism, community tourism and cultural tourism, amongst others. Tourism activities are more significant in rural areas as the areas are usually rich in tourism capital assets like wildlife, mountains, rivers, lakes and cultural villages (Moscardo, 2008; Su and Wall, 2013). As a labour-intensive industry, tourism employs mainly people from the vulnerable groups such as women, the youth, rural residents and unskilled workers (Mitchell and Ashley, 2010). Tourism thus provides an alternative source of income apart from that generated through subsistence agriculture, upon which most rural residents depend, and thereby

helps to alleviate poverty. It is therefore apparent that tourism mostly affects the rural population, whether positively or negatively, as compared to the urban population.

This study was conducted to establish how the residents of Chembe Village in Cape Maclear, Mangochi District in Malawi are benefiting from numerous tourism activities taking place within the area. Particular attention was given to how community participation and low level education affect the attainment of the tourism benefits in this village. Quantitative data for Mangochi district, as collected by the National Statistical Office (NSO) and reported through the 2011 Welfare Monitoring Report (WMR), show that the district has an employment rate of 90.5% and is the highest amongst the country's 28 districts. Conversely, the district also has 26.9% of its children malnourished, which is higher than the country's overall rate of malnourished children, i.e. 21.5%, and at the same time it has a literacy rate of 50.1%, which is the lowest amongst all the other districts of the country. It is expected that a district with a high employment rate should provide a good quality of life for its residents However, based on the quantitative figures stated above, Mangochi district residents are living a low quality of life despite it being a busy tourist destination with many of its residents employed. Against this background, it is therefore not clear whether the residents of Mangochi district, specifically Chembe village, are benefiting from the tourism activities taking place within the area.

Limited research has been done in this area to explore the impact of tourism on the culture of the residents of Chembe Village (Chilembwe, 2014). However, the study by Chilembwe did not aim at understanding the socio-economic benefits that these residents derive from tourism. Therefore, in order to address the knowledge gap deriving from the Chilembwe study, this study sought to understand the socio-economic benefits that the residents of Chembe village may enjoy as a result of tourism. Particular attention was given to how community participation affects the attainment of these benefits and also how the residents' low level of education affects their participation and hence attainment of benefits.

1.2 BACKGROUND TO THE STUDY

1.2.1 International overview of tourism

Internationally, tourism continues to acquire recognition as an important economic sector. A lot of countries, both developed and developing, have recognized it as an important economic sector. According to the World Travel and Tourism Council (WTTC) 2013 Economic Impact Report, Tourism's total contribution to the World GDP was 9.5% and it also accounted for 8.9% to the total employment, both directly and indirectly. Furthermore, in 2013 international tourism arrivals grew by 5% reaching a record of 1,087 million arrivals according to the United Nations World Tourism Organization (UNWTO) World Tourism Barometer. This shows that the industry is growing tremendously. The African continent, of which Malawi is part, is now becoming a favourite tourist destination as the report shows that the demand for the international tourist destination was strongest for destinations in Asia and the Pacific (+6%) and also Africa (+6%).

In Africa, especially Sub Saharan Africa (SSA), tourism is an important economic aspect that has been recognized as an important development strategy (Mitchell and Ashley, 2007; Muganda, *et al*., 2010). However, Africa still remains the least visited region amongst the other tourism continents and ranks poorly relative to the mature tourism destinations of Europe, North America and Asia (Sharpley and Telfer, 2002). Nevertheless, Africa's share in the global tourism market continues to grow significantly (Brown and Hall, 2008). As there is an increasing demand for nature-based tourism by tourists from the global north, Africa is becoming the most attractive destination for nature-loving tourists. In addition, Africa is renowned for its unspoiled local culture and there is a segment of tourists who visit the continent to experience the authenticity of its culture (Telfer and Sharpley, 2007).

In 2014, the world at large through UNWTO celebrated World Tourism Day on 27th September under the theme *"Tourism and Community Development"*. Through this theme, the world recognizes that tourism has become a very important tool in community development as most tourism activities benefit the surrounding local communities. This theme, "brings to the forefront the potential that tourism has to promote new socio-economic opportunities and better livelihoods for communities around the world while highlighting the critical role that community engagement has in advancing sustainable development" ("World Tourism Day | Tourism and Community Development," 2014).

1.2.2 Background to the growth of the Malawi Tourism Sector

Malawi attained its independence from colonial rule in 1964 under the leadership of Dr Hastings Kamuzu Banda. During Dr Banda's rule, from 1964 to 1994, there were a number of proactive interventions which took place that aimed at establishing the foundations of the tourism industry. These interventions included establishing proper infrastructure for tourism development, identification of the country's key tourism assets and establishing an institutional framework ideal for the growth of the tourism industry. It was during this period that the country established a division of Tourism within the Ministry of Industry and Trade as a way of creating an enabling institutional framework for the growth of the sector. The industry was targeted as an income generating sector apart from agriculture, since the country then depended wholly on agriculture (Magombo and Rogerson, 2012). After 1994 when Malawi became a democratic nation, there were a number of changes which took place and these also affected the tourism industry. One notable change was the handing over of what used to be government-owned tourism products, e.g. hotels, to the private sector. In addition, the Department of Tourism (DOT) became a fully-fledged Ministry towards the end of 1994 and the sector was then accorded serious priority as a development sector. Therefore in order to ensure that the sector was developing and contributing to poverty reduction, in 2007 the then Ministry

of Tourism, Wildlife and Culture (MTWC) developed the Malawi National Tourism Policy (MNTP) whose mission is, *"To ensure the development and promotion of the sector, that it is sustainable, brings meaningful economic benefits to the areas visited, contributes effectively to the reduction of poverty and is enjoyable to both present and future hosts and visitors"*. Since then, tourism has been recognised as a priority growth sector and an important element in achieving sustainable growth and national development; this is evident by its inclusion in the Malawi Growth and Development Strategy (MGDS) paper whose overall objective is, *"to create wealth through sustainable economic growth and infrastructure development"*. In addition, the Malawi Poverty Reduction Strategy (MPRS), whose goal is, *"to achieve sustainable poverty reduction through empowerment of the poor",* recognizes tourism as a tool for poverty reduction since it provides income and employment especially to the rural masses, and 85% of Malawi's population lives in the rural areas (Population and Housing Census, 2008).

Tourism in Malawi is therefore nature-based and the country's major attractions are the Lake (Lake Malawi) Wildlife, Mountains and Scenery and People and Culture with Lake Malawi as the main tourist attraction. Lake Malawi lies within the famous Great Rift Valley which has great historical significance and is an important historical attraction to tourists interested in the history of the continent. Geographically, Malawi is located closer (two hours' flying time) to Africa's two major airports, in Johannesburg and in Nairobi, through which major flights from America, Asia and Europe land for onward connection to other parts of Africa. Due to its proximity to these two major airports, Malawi becomes the closest destination to be visited by tourists who have time constraints. Similarly, the country is located closer to Africa's major ports of Beira, Dar es Salam and Durban and this helps the importation of equipment required for tourism development. In addition, as the Lake lies within the Great Rift Valley, its water is fresh and not salty and the freshness of the water is an attraction on its own. The country's geographical setting is conducive for tourism development based on the abovementioned reasons.

The tourism sector in Malawi continues to grow significantly as indicated by annual tourist arrivals figures as shown in Table 1 below. In 2009, tourist arrivals grew by 1.8% from 742,000 tourists in 2008 to 755,000 tourists in 2009. However, in the year 2010, tourist arrivals dropped by 1.2% due to the global recession which hit the world at large and the Malawi tourism industry was not spared. Nevertheless, tourist arrivals significantly grew in 2011 and 2012 where 767,000 and 770,000 tourists visited the country respectively. Table 1 shows that total revenue collected through tourism grew from K60 billion in 2008 to K67 billion in 2009. However, the researcher did not manage to find revenue figures for the years 2010 to 2012.

Table 1: Tourist arrivals: 2008-2012

YEAR	TOURIST ARRIVALS ('000)	TOTAL TOURISM REVENUE (BILLION KWACHA)
2008	742	60
2009	755	67
2010	746	-
2011	767	-
2012	770	-

Source: Annual Tourism Statistics Reports by DOT

As illustrated in the table above, it is clear that the tourism sector in Malawi continues to grow, both in numbers of tourist arrivals and also in terms of total revenue collected through this industry.

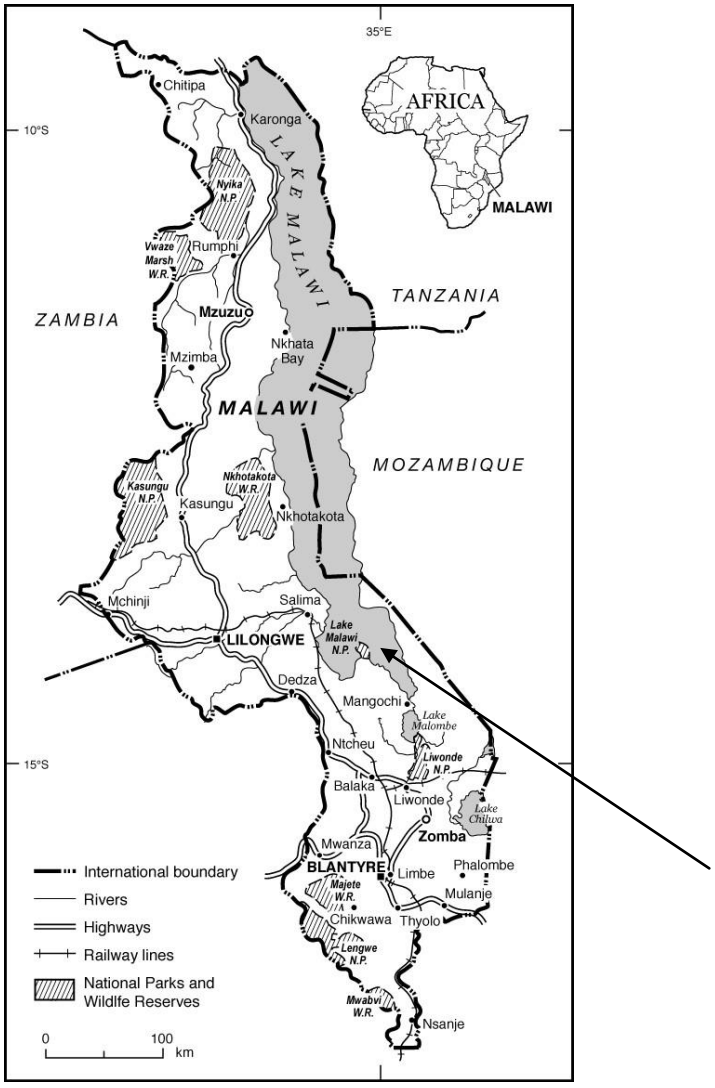
1.2.3 Brief country profile

Malawi is a small landlocked country in Sub-Saharan Africa and shares borders with Tanzania to its north and northeast, Zambia to its northwest and Mozambique to its south and southeast. It has a total surface area of 118,428 sq. km, one fifth of which is covered by lakes and rivers with Lake Malawi as the

largest water body within the country. Lake Malawi spreads across the country from the northern district of Karonga to Mangochi district in the southern region (Refer to Figure 1 below). According to WMR (2011), the country has a population of 13.1 million people and women constitute 52% of this population. Additionally, 85% of this population lives in rural areas. Furthermore, WMR (2011) indicates that there are more males than females in urban areas whilst in rural areas it is the reverse.

The country has 28 districts spread across its three regions: the northern, central and southern region and it is a predominantly agricultural nation. Malawi attained its independence from colonial rule in 1964 under the leadership of Dr Hastings Kamuzu Banda. In 1994 the country migrated from a one-party system of government to a multi-party system of government and Dr Bakili Muluzi was elected the first president in the multi-party administration. Since then, Malawi has both men and women ascending to the high office of presidency and currently the Malawi president is Professor Arthur Peter Mutharika, who was elected president in May 2014.

Figure 1: Map of Malawi



1.2.4 Location of the study area

This study was conducted in Chembe village, Cape Maclear, in Malawi's southern region district of Mangochi. Cape Maclear is the southern tip of Lake Malawi and has crystal-clear water which makes it well-suited to activities like diving, snorkelling, kayaking and swimming. Also within Cape Maclear lies Lake Malawi National Park, the first marine park in southern Africa and a World Heritage Site as recognized by the United Nations Educational, Scientific and Cultural

Organization (UNESCO). Cape Maclear therefore has a diversity of tourism offers for both domestic and international tourists which include ecotourism, adventure tourism, cultural tourism, sports tourism and also wildlife tourism. It is these unique features and many more that have not been mentioned here that make Cape Maclear the most frequently visited location all year round.

There are four villages in Cape Maclear and Chembe Village is the largest of them with a population of roughly 10,000 people. This village hosts many tourists as most of Cape Maclear's unique features lie within it. It also houses a number of tourism establishments for both budget and up-market tourists including accommodation units, restaurants as well as a diving school for the adventure tourists.

1.3 PROBLEM STATEMENT

Chembe village community in Cape Maclear hosts a high number of tourists as it lies on the shores of Lake Malawi, which is the country's major tourist attraction. There have been few research studies carried out in this village that focused on tourism. For instance, one study aimed at examining the socio-cultural impacts of tourism and not necessarily looking at the socio-economic benefits from tourism and how this community participates in tourism activities (Chilembwe, 2014). In addition, other research studies conducted within the area did not focus on tourism but rather on how fishing is affecting the local communities (Nagoli, Holvoet, and Remme, 2010; Russell and Windmar, 2008) as fishing is another income generating activity in the area apart from tourism. However, no study has been carried out in this village to understand the socio-economic benefits that the residents of this village derive from tourism. It is therefore not known what the socio-economic benefits are that the residents of Chembe village get from tourism activities happening in their area and how they are participating in the activities since community participation has the potential for impacting on the attainment of these benefits. This is a knowledge gap which needs to be addressed. Numerous research studies carried out in Africa, Europe and Asia to find out how host

communities are benefiting from tourism (Akinboade and Braimoh, 2010; Li, 2006; Trivun, *et al.*, 2008; Webster and Ivanov, 2014) have shown that host communities do benefit a lot from tourism.

Dadvar-Khani (2012) and Sebele (2010) argues that community participation plays an important role in the attainment of benefits by host communities and that where there is no participation most communities do no benefit. However, lack of community participation can be as a result of lack of proper education by the communities (Tosun, 2000; Walpole and Goodwin, 2000; Wang, Yang, Chen, Yang, and Li, 2010). This assertion is supported by Bruyere, Beh and Lelengula (2009) and Salazar (2012) who state that low level of education is a hindrance to community participation. This study intends to further explore whether the possible lack of attainment of benefits is due to their lack of participation which may possibly be as a result of the low literacy rate in the area as shown by the statistics of the Malawi NSO (WMSR, 2011). This study therefore focused on the period from 2011 to current date.

1.4 PURPOSE STATEMENT

The purpose of this study was to understand the socio-economic benefits that the residents of Chembe village are getting from tourism activities taking place in the area, with particular attention given to how they participate in tourism planning and development processes, tourism employment and tourism SMEs. Earlier research studies have shown that community participation plays a vital role in ensuring that host communities are benefiting and that a low level of education can be a hindrance to community participation, which in turns leads to non-attainment of the benefits. This study further explored whether low literacy level affects community participation in this village. The findings of this study will assist in filling the existing knowledge gap as there was no study carried out in this village despite several studies having been done elsewhere which have highlighted that tourism host communities derive significant benefits. This study was a descriptive study as it describes the socio-economic benefits of tourism

from the Chembe village residents' perspective paying attention to how their participation affects the attainment of benefits and how their low level of education affects their participation.

1.5 RESEARCH QUESTION

This study aimed at answering the following questions:

The Primary question which was "How does education and participation affect the attainment of the socioeconomic benefits of tourism for the people of Chembe Village?"

The secondary questions were:

1. How does this community participate in the tourism planning and development process? How does this affect the attainment of these benefits?
2. How is the Chembe Village community involved in tourism-related SMEs and other income generating activities such as employment?
3. How is the low literacy rate in this district a hindrance to community participation which in turn leads to failure to attain the benefits?

1.6 SIGNIFICANCE OF THE STUDY

It was of importance to carry out this proposed study as it would assisted in knowing whether the local community of Chembe Village benefits from tourism in accordance with the mission of the MNTP. In addition, the study highlighted how this community is participating in tourism development and planning, which has an effect on the attainment of the benefits. Knowing whether locals are benefiting from tourism or not and the role community participation plays is of importance as it will assist policy makers, both at local and national level, to develop better policies that will ensure local communities benefit.

In summary this study was significant as it provided the following:

- Feedback on what benefits the Chembe village community is enjoying from tourism.
- An understanding of how the community participates in tourism planning and development processes and also in the income generating activities.
- Information on whether a low literacy rate in the district affects community participation.

1.7 STRUCTURE OF THE RESEARCH REPORT

The following is the structure of the six chapters of the report:

Chapter One: Introduction and Background

This chapter introduces the topic under study by providing the global picture of how tourism contributes to the economy in general and specifically to host communities and also in the Malawian context. In addition, the chapter highlights the research problem and purpose statement, the research question, significance of the study, and the structure of the report.

Chapter Two: Literature Review

This chapter provides a thorough review of literature on the topic under study. The review highlights themes that emerge as regards the benefits that host communities enjoy from tourism, how community participation affects the attainment of benefits and the challenges that hinder community participation. This literature is from published journal articles, books, research reports and government publications.

Chapter Three: Research Methodology

This chapter discusses the research strategy that this study adopted and why it was adopted. The chapter further highlights the research design, data collection methods used and why, sampling approach, data analysis, issues of validity,

reliability and ethics of the study. Finally the chapter discusses some of the limitations of the study.

Chapter Four: Data presentation

This chapter presents the data collected during the study in line with the stated problem. Most of the data has been presented through tables and figures as well as quoted participants' responses.

Chapter Five: Analysis of the Research findings

This chapter provides an analysis of the data collected and provides an interface between this data and the literature reviewed earlier on.

Chapter Six: Conclusions and Recommendation

This chapter provides a summary of the research finding and conclusion. The chapter also highlights possible areas to be considered for future research studies.

1.8 SUMMARY

This chapter introduced the topic of the research under study and also the background information to the study. It has highlighted the contribution that tourism is making to the economy at the global, regional and national levels. It explained briefly the policies that Malawi has to ensure that tourism is one of the poverty reduction strategies. In addition, this chapter presented the problem statement, the purpose statement, the research question and the significance of this study.

CHAPTER TWO
LITERATURE REVIEW

2.1 INTRODUCTION

This chapter reviews literature related to the benefits that host communities enjoy from tourism, how community participation affects the attainment of these benefits and the challenges to community participation. Furthermore, literature on women participation in tourism was reviewed as it was an important issue that arose in the course of the study. The review is based on research studies carried out at international level and at regional level. The chapter concludes with a summary of the themes discussed.

2.2 SOURCES OF LITERATURE

The literature reviewed was drawn from published journal articles, books, research reports, online sources and government publications. The researcher tried as much as possible to review most recent literature i.e. not older than 10 years from the time this review was done. However, in situations where current literature was not providing the required information, older literature was used.

The literature review was based on the information found, electronically, within the databases of the University of the Witwatersrand library. To elicit this literature, the researcher used keys words like tourism, community, benefits, host community participation and challenges.

The following are the themes to be discussed in this chapter so as to shed light on the topic under study:

- Types of benefits of tourism to host communities;
- Community participation and how it affects attainment of benefits;

- Women participation in tourism; and
- Challenges to community participation.

2.3 DEFINITION OF KEY CONCEPTS

It is important that before discussing the themes arising from the literature review, the key concepts to be widely used in the review be defined. These are provided below.

2.3.1 Tourism

There are a number of definitions of tourism by different authors. Firstly, the UNWTO defines tourism as, "a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes." Pedrana (2013) states that tourism is, "an economic activity in which visitors move to an area to visit a particular destination" (Pedrana, 2013, p. 91). Additionally, "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (Ugurlu, 2010). Tourism largely involves the movement of people from their usual places to other places for different purposes.

2.3.2 Community Participation

Community participation in this paper will be looked at from two perspectives. Firstly, it is about incorporation of the community's expectations through its involvement in the decision-making process (Su and Wall, 2013; Timothy and Tosun, 2003; Tosun, 2006). Secondly, is the attainment of the expected benefits through the community's involvement in the opportunities that arise due to tourism development e.g. employment and other income generating activities (Dadvar-Khani, 2012; Lepper and Schroenn Goebel, 2010; Tosun, 2000).

2.4 BENEFITS OF TOURISM

Tourism has been recognized an important tool for economic development for the host countries, at a macro level, through the foreign exchange that tourists bring (Akinboade and Braimoh, 2010; Belloumi, 2010). According to the literature, there are several categories of benefits that host communities enjoy from tourism such as environmental, economic and socio-cultural benefits. However, this paper will only discuss two categories, namely (1) economic; and (2) socio-cultural as outlined below.

2.4.1 Economic benefits

As an economic activity, tourism brings several economic benefits to host countries, for instance, foreign exchange, employment, investments, just to mention a few. Tourists' services like accommodation, transportation or excursions are mostly paid for in foreign currency and hence tourism is a source of foreign earnings for most host countries (Akinboade and Braimoh, 2010). To complement this, according to UNWTO, tourism is the main source of foreign currency for at least 38% of countries (Roe and Urquhart, 2001). This foreign currency is mostly used for imports to serve the visitors, although this is seen as an economic leakage (Webster and Ivanov, 2014). Furthermore, as tourism is a labour-intensive industry, it creates several employment opportunities for both skilled and non-skilled people at macro and micro level (Lepper and Schroenn Goebel, 2010; Tang and Abosedra, 2012). The World Travel and Tourism Council (WTTC) 2014 Economic Impact Report ("world2014.pdf," 2014) shows that total contribution of tourism to employment in 2013 was 265,855,000 jobs which represented 8.9% of the total employment. Furthermore, in 2012, tourism was reported as the world's largest service sector industry as it offered 98 million direct employments and also supported 157 million jobs indirectly (Read, 2013). However, although tourism creates a lot of employment, research has also shown that there is a lot of gender imbalance as far as tourism employment is concerned (Ferguson, 2011; Tucker, 2007; Tucker and Boonabaana, 2012). This issue will be

thoroughly discussed later in this chapter. UNWTO states that the issue of employment in the tourism industry remains inadequately measured and insufficiently studied.

Apart from employment, tourism development also creates opportunities for establishment of Small and Medium Enterprises (SMEs), for instance in souvenir making and small scale agriculture to supply foodstuffs to restaurants (Trivun, *et al*., 2008; Zapata, Hall, Lindo, and Vanderschaeghe, 2011). In addition, host communities generate income through provision of local tour guiding services to tourists, cultural performances and exhibitions, and free will donations from tourists (Buzinde, Kalavar and Melubo, 2014; Jackson, 2008; Spenceley, Habyalimana, Tusabe and Mariza, 2010). An interesting aspect of cultural tourism, the creation of cultural villages, has recently come into existence. Through cultural villages tourists are able to learn in detail about a particular culture. Not only does this bring money to the villagers but it also promotes a sense of pride and ownership about their culture (Besculides, Lee, and McCormick, 2002; Bruyere, *et al*., 2009). The income generated through employment, SMEs and other income generating activities mentioned helps to improve the quality of life for the local communities and enables them to attain their daily basic needs (Read, 2013). Based on several forms of economic benefits that arise from tourism, a number of countries, especially LDCs, have recognized tourism as a tool in poverty alleviation (Binns and Nel, 2002; Blake, Arbache, Sinclair and Teles, 2008; Chok, Macbeth and Warren, 2007; Mitchell and Ashley, 2010). As tourism continues to be recognized as a poverty alleviation tool, the concept of Pro Poor Tourism (PPT) has come into existence. Simply put, PPT is "tourism that generates net benefits for the poor" (Roe and Urquhart, 2001, p. 2) and is not a form of tourism but rather an approach to this industry.

2.4.2 Socio-cultural benefits

Other than economic benefits, tourism brings socio-cultural benefits to host communities. The socio-cultural benefits of tourism include, "learning, awareness,

appreciation, family bonding, community pride, a firmer sense of ethnic identity, increased understanding and tolerance of others and stronger cultural identity" (Besculides, *et al*., 2002, p. 306). Through interaction, host communities learn the tourists' culture and also teach tourists their culture and this boosts their confidence and sense of pride about their culture (Besculides, *et al*., 2002; Bruyere, *et al*., 2009). Apart from this, tourism improves the level of education of host communities through formal or informal training that comes with this development, for instance, informal training in tour guiding or souvenir making (Salazar, 2012). Furthermore, research shows that tourism results in the improvement of infrastructure and other facilities within host communities like road networks, sewage system, and availability of potable water, and both tourists and host communities enjoy these facilities (Kim, Uysal and Sirgy, 2013; Ritchie and Inkari, 2006). In the long term, host communities enjoy these facilities which under normal circumstances they may not have had. Tourism also attracts a lot of investment (Jackson, 2008) in both the tourism sector and related sectors. These investments uplift the face of host communities and members of the communities enjoy the benefits. Su and Wall, (2013) agrees with the above scholars that the socio-cultural benefits of tourism include enhanced sense of pride and belonging, increased local awareness, exposure, creation of education opportunities, strengthened social capital and improved confidence of the locals.

2.5 COMMUNITY PARTICIPATION

The preceding sections discussed forms of benefits that host communities enjoy from tourism activities that take place in their areas. However, although research shows that there are several benefits the host countries enjoy from tourism, it is also evident that that there is unequal distribution of these benefits and the local communities are not usually equal beneficiaries (Bruyere, *et al*., 2009; Walpole and Goodwin, 2000). The benefits of tourism claimed at a macro level may not always trickle down to the local community at the micro level (Muganda, *et al*., 2010). There are scholars who argue that lack of community participation is one of the major contributing factors to unequal distribution of these benefits (Sebele,

2010; Wang, *et al*., 2010). As explained, community participation refers to the incorporation of the community's expectations through involvement in decision-making and the community's ability to acquire tourism benefits through involvement in tourism activities like employment and other income generating activities (Dadvar-Khani, 2012; Lepper and Schroenn Goebel, 2010; Tosun, 2000). Active community participation which results in the attainment of benefits is an important concept in ensuring sustainable tourism development (Bruyere, *et al*., 2009; Choi and Sirakaya, 2005; Eshliki and Kaboudi, 2012; Lepper and Schroenn Goebel, 2010; Neto, 2003; Salazar, 2012).

However, there are scholars who argue that community participation is not essential in the attainment of benefits of tourism by host communities and that communities can still benefit even without being fully involved (Kontogeorgopoulos, 2005; Li, 2006; Simpson, 2008). These scholars believe that establishing Community Based Tourism Initiatives (CBTIs) which aim at transferring benefits of tourism to a community regardless of its involvement, is more important than community participation itself. They suggest that community participation is not important as it brings about conflicts between the locals and those in authority. However, CBTIs have a loophole in that they assume that communities are homogenous (Blackstock, 2005; Iorio and Corsale, 2014) which is not true in reality. Furthermore, local people may be marginalised when CBTIs undermine the sense of ownership by locals and this usually results into adverse effects (Dadvar-Khani, 2012). However, these scholars argue that there have been a number of research studies carried out which showed that local residents benefit despite minimal participation in decision-making (Iorio and Wall, 2012; Li, 2006; Simpson, 2008; Su and Wall, 2013; Timothy and Tosun, 2003). These scholars argue that the aspect of participation which is vital is that of deliberately creating opportunities to allow locals access SMEs and employment opportunities rather than their involvement in the decision-making process.

Other scholars argue that community participation is necessary in the attainment of benefits by host communities (Besculides, *et al*., 2002; Muganda, *et al*., 2010;

Sebele, 2010; Walpole and Goodwin, 2000). Research carried out in Africa, America and Asia shows that local communities who participate in tourism derive more benefits than those who do not (Bandyopadhyay, Humavindu, Shyamsundar and Wang, 2009; Li, 2006; Wang and Pfister, 2008; Wyman and Stein, 2010). Allowing local people to have influence in the tourism management arena is one way of ensuring that they benefit from tourism and the failure to do so reduces their potential to benefit (Bruyere, *et al*., 2009; Marzuki, Hay and James, 2012; Salazar, 2012; Wang, *et al*., 2010). Research shows that tourism stakeholders who do not involve local communities in the planning process of tourism development tend to overlook issues of importance to the locals (Dadvar-Khani, 2012) and this brings more negative impacts to the communities than benefits (Bruyere, *et al*., 2009; Salazar, 2012).

In addition, scholars argue that mere participation alone is not enough to enable locals to benefit but rather the extent to which these locals participate in tourism (Saufi, O'Brien and Wilkins, 2013; Tosun, 2006). It is argued that not every form of community participation has the ability to make locals attain their expected benefits except the "spontaneous" type of participation which leads to maximum attainment of benefits. This type of participation allows for active participation of locals through involvement in decision-making and it follows the bottom-up approach unlike the "induced" and "coercive" types of participation which follow the top-down approach and is subject to passive and manipulative participation by locals (Tosun, 2006). Research shows that spontaneous participation is the ideal type of participation by host communities. This allows locals to give ideas on the type of tourism development they require in order to attain the benefits. However, community participation depends on how knowledgeable the community is about tourism development (Cole, 2006; Saufi, *et al*., 2013). A community that is not well informed about the benefits of tourism development and all its aspects is unlikely to actively participate. Apart from ensuring the attainment of benefits, community participation also gives the locals an opportunity to exert some control measures on the tourism development process so as to ensure that it is sustainable (Salazar, 2012). However, community participation requires mutual agreement

between the host communities and the stakeholders that include the private and public sectors. The host community needs to be willing to participate and at the same time the concerned stakeholders should be willing to incorporate these host communities (Saufi, *et al*., 2013). Some scholars argue that lack of community participation can be a result of unwillingness on the community's part despite concerned stakeholders creating an opportunity for the community to participate (Schellhorn, 2010; van Niekerk, 2014). It is clear that community participation depends on the willingness of all affected parties.

Research shows that only few studies in LDCs have looked at how community participation affects the attainment of benefits; these have revealed that community participation is lacking in a lot of LDCs (Eshliki and Kaboudi, 2012). It was therefore important to undertake this study in order to address this knowledge gap.

Tourism has been recognized as a poverty reduction tool and also a local development strategy by many LDCs (Binns and Nel, 2002; Muganda et al., 2010; Roe and Urquhart, 2001). Tourism creates employment mostly for the vulnerable groups in the society such as women and the youth. Considering this, it is therefore important to discuss the participation of women in tourism.

2.6 WOMEN'S PARTICIPATION IN TOURISM

Tourism development creates more opportunities for women to venture into SMEs and also become employed (Cave and Kilic, 2010). The International Labour Organisation (ILO) report of 2001 states that women account for 46% of workers in wage employment in the tourism industry globally (Ferguson, 2011). However, research has shown that despite tourism creating more opportunities for women to participate through employment and SMEs, they are still under-represented as compared to their male counterparts. More men are employed in the sector than women and men tend to monopolize the benefits that accrue from the industry at the expense of women (Cave and Kilic, 2010; Ferguson, 2011; Tucker, 2007;

Tucker and Boonabaana, 2012). In addition, studies have shown that where women are employed in the tourism sector most of the time their employment is seasonal and hence temporary. In addition, they hold less skilled positions and are paid less as compared to men with few women in managerial decision-making positions (Cave and Kilic, 2010; Tucker and Boonabaana, 2012). In many LDCs women continue to be excluded from employment and SMEs opportunities from tourism due to cultural and religious factors. Studies reveal that there are cultural and religious customs which advocate that women should be silent and remain in the background of their community, and such views preclude women participating in tourism (Tucker and Boonabaana, 2012). Where this is the case, efforts are being made to create a balance between male and female participation in tourism. Tourism has the potential of promoting gender equality and thereby contributing to the achievement of the third Millennium Development Goal (MDG 3) which is to, "Promote gender equality and empower women" (Ferguson, 2011). However, UNWTO acknowledges that the issue of employment in the tourism industry remains inadequately measured and insufficiently studied and hence these arguments are not conclusive. It is clear that there is much work that has to be done as far as measuring tourism employment is concerned.

Participation in the tourism industry by the entire community and not only women is not always possible due to a number of factors that act as impediments and these are discussed further below.

2.7 CHALLENGES TO COMMUNITY PARTICIPATION

There are several challenges that inhibit community participation in tourism development and these prevent host communities from deriving any benefit from tourism. These challenges have been categorized as: (1) institutional challenges; (2) educational challenges; (3) lack of information and (4) lack of capital and are explained below.

2.7.1 Institutional challenges

Community participation is not feasible in a centralized system of management (Dadvar-Khani, 2012) as this system does not provide an opportunity for local communities to make their suggestions as to the type of development they require, since most decisions are made at a central place and adopt the top-down approach. This system usually results in negative impacts of tourism on the host communities unlike the decentralized, bottom-up system (Salazar, 2012). Researchers therefore recommend that a decentralized, bottom-up system of planning should be adopted by tourism stakeholders and all planners in order to ensure that local communities are given a chance in the process and thereby derive the benefits at the end (Cole, 2006; Salazar, 2012; Wang, *et al*., 2010). Furthermore, lack of co-ordination that is often encountered amongst tourism stakeholders results in poor collaboration between them and the locals, thereby making it difficult to incorporate them during the planning process (Tosun, 2000). A decentralized system of management needs to be encouraged so that the voices of the local people should be heard since the "people's voice" is key to equal sharing of tourism benefits (Bruyere, *et al*., 2009).

2.7.2 Educational challenges

Local communities fail to participate in tourism development due to lack of proper education. Most of them fail to maximize the employment opportunities created due to lack of proper qualifications and the opportunities are often utilised by migrants from neighbouring urban centres (Tosun, 2000; Walpole and Goodwin, 2000; Wang, *et al*., 2010). Furthermore, due to their low level of education, locals fail to understand what is involved in the tourism planning process and hence fail to participate (Marzuki, *et al*., 2012). In addition, most locals lack proper skills to enable them maximize the opportunities that arise. For instance, lack of skills in souvenir-making or tour guiding inhibits them from participating through these income generating activities and in turn enjoying the

benefits (Saufi, *et al*., 2013). As much as the tourism stakeholders may want to involve the local communities, they fail to do so because most locals lack proper expertise in the tourism industry (Tosun, 2000, 2006; Wang, *et al*., 2010). Researchers recommend that tourism stakeholders provide formal or informal training to host communities in order to equip them with skills which will enable them to fully participate. An increase in training opportunities for local communities automatically increases the communities' opportunities for employment which in turn improves their quality of life (Spenceley, *et al*., 2010). Members of the private sector, for instance tour operators, should make proactive efforts to include some local activities within their itineraries such as village tours, which create opportunities for locals to provide tour guiding services even without undergoing any formal training (Salazar, 2012).

2.7.3 Lack of information

Apart from educational challenges, host communities do not participate due to lack of proper information from other concerned stakeholders in the tourism planning and development processes (Saufi, *et al*., 2013). It is clear that it becomes difficult for locals to participate when they are ignorant about what is happening or what is supposed to happen. Lack of information hinders community participation to a great extent. Research shows that many locals are poorly informed about what is involved in the tourism development process and do not know how they are supposed to participate (Iorio and Corsale, 2014; Marzuki, *et al*., 2012). In addition, ignorance regarding the needs and wants of tourists prevents them from accessing the local tour guiding opportunities that arise, as an example (Cole, 2006). Furthermore, in many LDCs tourism data is limited and the few data collected are not made available to local communities. This lack of information creates a knowledge gap between host communities and those in the decision-making positions and makes it difficult for the locals to participate (Tosun, 2000; Wang, *et al*., 2010). Adequate flow of information within the tourism sector promotes proper collaboration between the general public and the

private sector which results in mutual understanding in the planning and development process (Bruyere, *et al*., 2009).

2.7.4 Lack of capital

Tourism creates opportunities for host communities to venture into Small and Medium Enterprises (SMEs) like the souvenir-making business or small-scale agriculture (Trivun, *et al*., 2008). However, venturing into such businesses requires substantial capital and the lack of adequate capital prevents host communities from benefiting (Walpole and Goodwin, 2000). Research has found that lack of financial resources is an internal barrier to community participation (Cole, 2006; Tosun, 2006). In many LDCs it is easy for local people to be involved in tourism through SMEs rather than participation in the decision-making process due to the bureaucratic challenges and there is thus a great need to ensure that local people are empowered economically in order to venture into such businesses (Wang, *et al*., 2010). Furthermore, local communities can be empowered through creating business linkages between them and well-established entrepreneurs who can assist them in acquiring the required capital and venturing into the tourism SMEs (Spenceley, *et al*., 2010).

The above reviewed literature shows that there are four major challenges to community participation, namely (1) institutional challenges; (2) educational challenges; (3) lack of information; and (4) lack of capital. This study mainly focused on the educational challenges. Previous research studies (Kamdima, 2012; Nagoli, *et al*., 2010) show that the education level for most Chembe village residents is low. In addition, according to the WMSR (2011) by NSO, Mangochi District had a literacy rate of 50.1% and is the lowest amongst all the 28 districts of Malawi. Hence this study assumed that lack of proper education has the possibility of being a hindrance to community participation in this village. It was important to establish whether failure to enjoy the benefits is a result of lack of community participation due to the communities' lack of proper education or other factors.

2.8 SUMMARY

This chapter provided an insight on what other scholars have written as regards the issue of tourism, its benefits and how community participation affects the attainment of these benefits. The literature reviewed has underlined that tourism has been recognised as a local development strategy and also a poverty alleviation tool in most LDCs and is now being given priority. It has shown there are numerous benefits that host communities attain from the tourism activities happening in their vicinities. These benefits include creation of employment and SMEs opportunities, infrastructural development, exposure, sense of pride and ownership, improvement in education and enhancement of the residents' confidence, amongst others. In this study these benefits were categorised into two themes, namely economic and socio-cultural benefits.

This review also presented arguments by different scholars concerning the role that community participation plays in the attainment of tourism benefits. Community participation was looked at from two different angles. Firstly, it is the involvement of local communities in the tourism planning process, and secondly, the community's involvement in tourism employment and other income generating activities arising from tourism. *On one* hand, a set of scholars argues that community participation is vital for the attainment of tourism benefits and that where there is no community participation there are no benefits but rather disadvantages. On the other hand, other scholars argue that communities do still enjoy the tourism benefits even where there is minimal participation or no participation at all.

Furthermore, considering that tourism as a development strategy creates more opportunities for women to participate, literature on women participation in tourism was also reviewed. The literature revealed that tourism indeed creates many opportunities for women to be involved but women participation still remains minimal despite several efforts being made. It further states that as much

as women try to be involved, especially through employment, there are numerous challenges that hinder them such as cultural and religious constraints. UNWTO acknowledges that the tourism employment issues remain insufficiently studied and inadequately measured and hence the arguments are not conclusive.

Finally, this chapter reviewed the literature on factors that hinder community participation as a whole. The literature revealed that there are several challenges to community participation and these include educational, institutional, lack of information and lack of capital. However, this study only focused on the educational challenges.

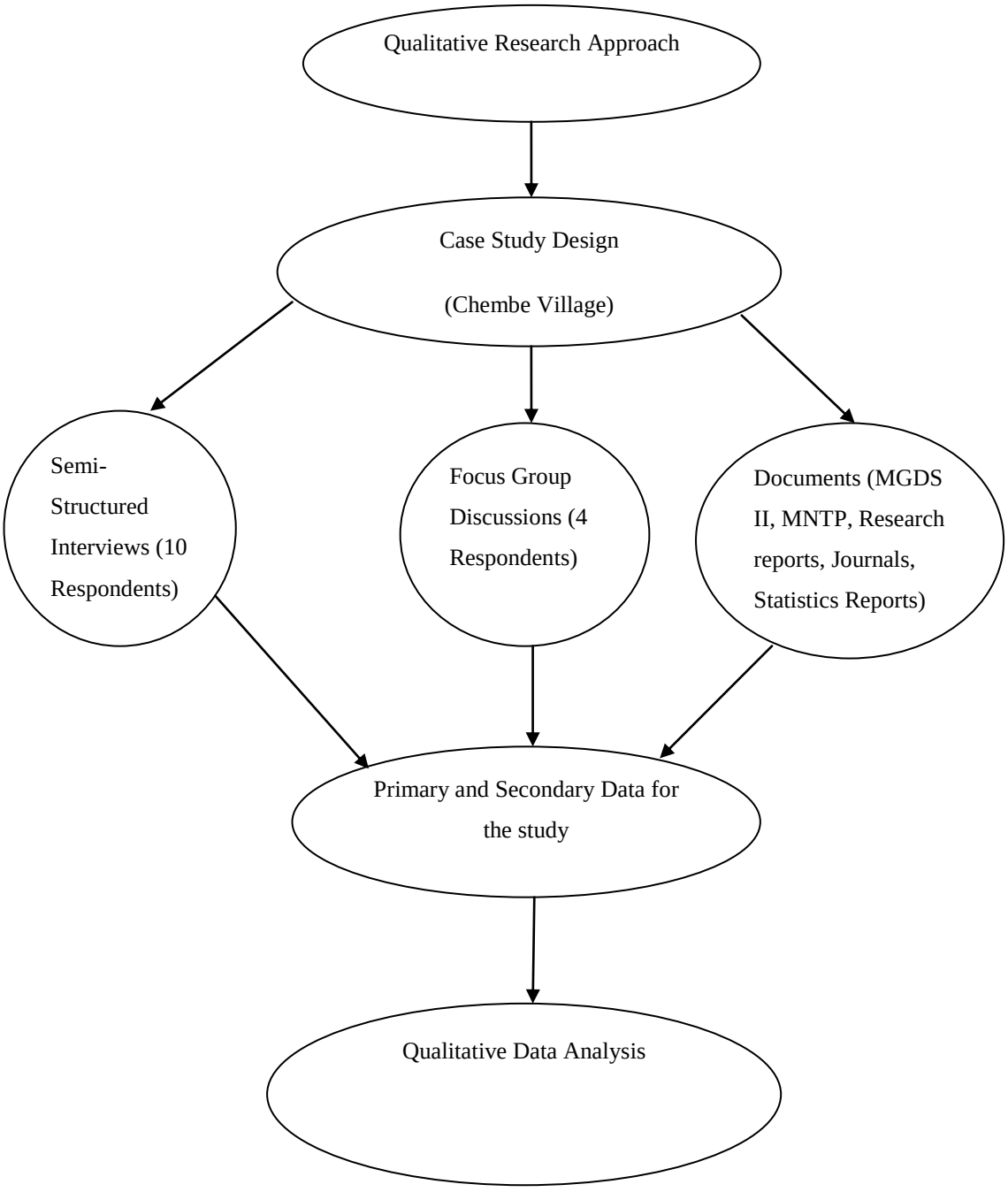
CHAPTER THREE
RESEARCH METHODOLOGY

3.1 INTRODUCTION

The previous chapter provided literature on the benefits that host communities obtain from numerous tourism activities taking place within their vicinities, how community participation affects the attainment of these benefits, and the factors that hinder community participation. This chapter presents the methodology that was used in the research. The purpose of the study was to understand the socio-economic benefits that the residents of Chembe Village obtain from tourism with particular attention given to how they participate in the planning and development process and the income generating activities. The researcher envisaged that semi-structured interviews with the participants would provide the desired information. This chapter outlines the research strategy and design that was used in the study. In addition, the rationale of the strategy used, a thorough description of how the research was done and the researcher's practical experiences will be discussed, as well as the sampling method, data collection methods, validity and reliability issues, data analysis, ethical considerations and the study's limitations.

Figure 2 below provides an overview of the adopted research design for the study in the form of a flow chart. This illustrates that the study adopted the qualitative research approach and specifically the case study design. Primary research for this study was collected through semi-structured interviews and focus group discussion. Additionally, documents like books and research journals provided secondary data. All these data collection methods provided the required data for the study which was then analysed.

Figure 2: Research Design flowchart



Source: Own, 2015

3.2 RESEARCH APPROACH

In any research study, there are two main approaches that are adopted, namely qualitative and quantitative approach. It is, however, possible to adopt both approaches in a single research study and this is known as mixed methods approach (Bryman, 2012). The abovementioned approaches display different strengths and logic and the success of any study depends on the researcher's ability to choose the best approach for that particular study (Johnson, Onwuegbuzie and Turner, 2007). This study aimed at understanding the socio-economic benefits that the residents of Chembe village obtain from tourism with particular attention given to how this community participates in the planning and development process. As such the qualitative approach was preferred. According to Bryman (2012, p. 715), a research strategy is, "a general orientation to the conduct of social research" and this study did not adopt the quantitative approach for a number of reasons. Firstly, quantitative approach mainly uses experimental methods to test an already existing hypothesis (Hoepfl, 1997) and would not have been ideal for this study since this study had neither an existing hypothesis nor a theory. In addition, quantitative research aims at analysing causal relationships between variables and also relies on standardized instruments, and this limits the participants' responses and does not provide the researcher with space to probe more from the respondents (Bryman, 2012). As such, quantitative research does not have capacity to explore norms and values, and how lived experiences inform issues under study and hence would not have been ideal for this particular study.

Based on the above facts, this study adopted the qualitative research approach. A qualitative research approach allows the researcher to study a phenomenon in its natural environment and get first-hand information (Neuman, 2011). Furthermore, qualitative approach uses data collection and analytical methods which are non-statistical and the end product is always richly descriptive in nature (Leedy and Ormrod, 2005) and this enables a researcher to understand and interpret the phenomenon from the participants' perspective (Merriam, 2009). In addition, a

qualitative approach enables the researcher to be the main instrument of data collection and analysis and through interaction with the respondents the researcher is able to summarise and verify the accuracy of the data interpretation (Merriam, 2002). Furthermore, a qualitative study uses the inductive process whereby the data collected and analysed is used to build theories and concepts since it is usually used where there is no existing theory (Bryman, 2012).

In this case study, the qualitative approach was best suited as it enabled the researcher to gain deeper insight into the issues surrounding the topic under study. As qualitative research allows the researcher to be the main instrument of data collection, this enabled the researcher to interact directly with the respondents and the researcher was able to probe or ask for clarification where there was a need. Through this, the researcher was able to obtain rich and descriptive information as regards the benefits that the Chembe village community derives from the numerous tourism activities happening within the area. In addition, as the study adopted the qualitative approach, its final product is richly descriptive and has presented a theory on the socio-economic benefits of tourism for the Chembe village community since there was no existing theory.

3.3 RESEARCH DESIGN

This research was a non-experimental case study and this enabled the researcher to obtain in-depth information regarding the benefits that the Chembe village community derives from tourism and how it participates. Merriam (2002, p. 8) defines a case study as an, "intensive description and analysis of a phenomenon or social unit such as an individual, group, institution or community". A case study is advantageous in the sense that it provides real-life stories since interaction with respondents usually happens within their natural environment (Myers, 2013) and creates no chance for the researcher to influence the behaviour of the respondents (Baxter and Jack, 2008). In addition, since a case study is always bounded either by place or time, it provides an opportunity for a researcher to have an in-depth study of one instance of a problem at a time and have enough time to use multiple

data collection methods thereby improving the validity and reliability of the data collected (Denscombe, 2008). Additionally, several authors including Stake (1995) and Yin (2003) recommend that case studies should always be bounded in order to avoid answering a research question that is too broad or having a research study that has too many objectives.

As a non-experimental case study, this research was bounded by place, namely Chembe village, and the respondents were not assigned into test or control groups as is the case with experimental studies. The study provided real-life stories of the residents of Chembe village and the respondents' responses were not influenced or controlled by the researcher. The researcher was the main instrument of data collection and analysis and was fully involved throughout the research process starting from conception to dissemination of the findings. In addition, multiple data collection methods were used that included semi-structured interviews, focus group discussions and document analysis to gain an in-depth understanding of how the residents of Chembe village benefit from tourism. Therefore a case study was an appropriate design for this research.

3.4 DATA COLLECTION

Merriam, (1998) defines data collection as the process of gathering and consolidating various information found in a particular environment. In qualitative research, the main strategies of data collection include semi-structured or unstructured interviews, focus group discussions, observations and document analysis (Bryman, 2012). In most cases these strategies complement each other and provide a method of data triangulation. This study used interviews, focus group discussions and document analysis to collect both primary and secondary data.

3.4.1 Primary data

As this study was a qualitative study, the researcher was the main instrument of data collection and primary data was collected through semi-structured interviews and focus group discussions as discussed below.

3.4.1.1 Semi Structured Interviews

Face-to-face semi-structured interviews were used to collect primary data for this research. Semi-structured interviews were used because they are flexible and enable the researcher to probe the respondents and get in-depth information on the issue at hand (Bryman, 2012). In addition, semi-structured interviews provide a structure to a researcher and this helps the researcher to accurately track the course of data collection (Myers, 2013). Furthermore, since semi-structured interviews are flexible, they allow the researcher to collect as much information as possible since respondents are allowed to add significant information during the course of interviews. The researcher is also able to probe the respondents for more information (Horton, Macve and Struyven, 2004).

Ahead of conducting this study, the researcher developed an interview guide which informed the semi-structured interviews (see Appendix 1). Through the interview guide the researcher ensured that the questions asked are relevant to the topic under study and that they help in addressing the research question. The interview guide also aided the researcher to determine the length of the interviews since this influences the quality of the interview (Bell, 2010). This also assisted in the booking of appointments with respondents as it gave an indication of how long each interview will take. The interview guide had two main parts, the first one being biographical information and this required ticking the appropriate answer. The second part consisted of the main interview questions and the respondents were required to answer these thoroughly.

From a sample size of 14, a total of 10 respondents sample were involved in the semi-structured interviews individually whilst the remaining four respondents were part of the focus group discussion. The interviews took place at a quiet and secluded place to avoid disturbances. In each case the researcher sought permission from respondents to record the interview and also assured them that the interviews will be treated with utmost confidentiality and anonymity. On average, the interviews varied between 30 and 50 minutes and the recorded interviews were later transcribed.

3.4.1.2 Focus group discussion

Apart from semi-structured interviews, the researcher also collected primary data for the study through a focus group discussion. According to Bryman (2012), a focus group discussion is a method of interviewing involving a minimum of four interviewees in which they discuss the topic under study and the researcher gets different views from different people at the same time. Through the interactions amongst the respondents as they discuss the topic under study, the researcher is able to collect rich and credible information on the topic. Furthermore, focus group discussions are advantageous because they encourage interactions amongst respondents and usually result in joint construction of meaning from the respondents' perspective (Bryman, 2012).

In this study, the researcher conducted one focus group discussion which comprised four (4) members of the community who are involved in tourism SMEs. These were two (2) curio sellers and two (2) local tour guides popularly known as "Beach boys". Initially the researcher had planned to do semi-structured interviews with them but due to the nature of their job and their tight schedules, the researcher thought it wise to do a focus group discussion in order to access everyone. This was done in the morning due to tight schedules since it was during the festive season. The researcher facilitated the focus group session and it was also recorded. Since the focus group discussion was not initially planned, the researcher used the same interview guide appearing in Appendix 1 as a guide.

Through this focus group discussion, the researcher was able to get collective information as regards how the residents of Chembe village are benefiting from tourism and how they are involved in the tourism planning and development process. Through the discussions, the respondents were able to probe each other's views on the topic and this also helped the researcher to get in-depth information.

3.4.2 Secondary data

This study used secondary sources of data apart from the primary sources. Secondary data in research is derived from the use of existing data that was collected in a different research study and for different purposes (Bryman, 2012). In essence, secondary data is used to complement primary data. In this study, secondary data was collected mainly through publications from DOT, academic journals and various research reports.

3.5 SAMPLING

This study used the non-random purposive sampling technique in selecting the respondents. This approach strategically selects only those whom the researcher believes will be informative to the study and hence not everybody has an equal chance of being selected (Babbie, 2012; Bryman, 2012). In addition, this sampling technique helps a researcher to gain deep insight into the topic under study since only those respondents from whom much can be learnt are selected (Merriam, 2009). Therefore in this study the researcher purposefully selected a sample size of 15 respondents made up of three (3) tourism property owners, three (3) employees of tourism properties, two (2) local leaders, four (4) members of the community involved in tourism SMEs and finally three (3) members of the community who are neither employed nor involved in any tourism related SMEs. However, the study ended with a sample size of 14 as several efforts to engage one traditional leader proved futile. This did not affect the quality of the data that was collected as much information had already been collected from other respondents.

Table 2 below provides a summary of the respondents and why they were included in the sample. In addition, the table provides pseudonyms (Respondent A- N) which the respondents were given and these ensure anonymity in the research findings and data analysis.

Before the actual research study was carried out, the researcher pre-tested the research instruments on four colleagues in order to establish the instrument's validity. This pre-testing assisted the researcher to approximate the length of the interviews, necessary for booking appointments, and also refine some questions which were not easily understood by the respondents.

Table 2: Summary of respondents

Name	**Occupation**	**Reason for being target**
Respondents A, B, C	Tourism property owners / Managers	Targeted to provide insights on efforts made in ensuring that the locals are benefiting through their employment and purchasing policies
Respondents D, E, F	Employees of tourism properties	Targeted to understand whether the income they are getting is sufficient to meet their basic needs
Respondents G, H, I	Members of the community neither employed nor in SMEs	Targeted to understand whether there are any benefits being enjoyed by those who are not actively involved in the tourism- related income generating activities
Respondents J	A representative of the Traditional leaders	Targeted to provide an insight on how they

		involve the community in the planning and development process
Respondents K, L, M, N	Those involved in tourism SMEs (Curio sellers and local tour guides)	Targeted to understand whether the income they gain is sufficient to meet their basic needs

Source: Own, 2015

3.6 VALIDITY AND RELIABILITY

For any research report to be regarded as complete, issues of validity and reliability of the data collected need to be taken into consideration. Merriam (1995, p. 53) contends that validity, "is how congruent the findings of a research are with reality and the extent to which they can be applied to other situations" and reliability is, "the extent to which the findings can be found again i.e. consistency". To simplify this definition, according to Neuman (2011), reliability means dependability or consistency whilst validity is truthfulness. According to Merriam (1995), there are a number of ways of enhancing validity and reliability and these include triangulation, member checks, peer reviews / examinations, researcher's position and flexibility, adequate engagement in data collection, audit trail and rich thick description.

However, this study used triangulation, member checks and peer examination to enhance the reliability and validity of the data collected as outlined below.

3.6.1 Triangulation

Firstly, the research used multiple sources of data (data triangulation) i.e. both primary and secondary data, to get in-depth understanding of the socio-economic benefits that the residents of Chembe village are getting from tourism and how they participate in the tourism planning and development process. As previously stated, semi-structured interviews and focus group discussions provided primary

data whilst journal articles, academic papers, official documents, books and research papers provided secondary data.

3.6.2 Member checks

Apart from data triangulation, the researcher also used member checks as one way of enhancing validity and reliability of the study. In doing member checks, the researcher contacted some of the respondents, especially those who had access to email, after interpreting the data, for them to validate the interpretation as being a true reflection of what they said. These respondents were made aware of this beforehand during the interviews.

3.6.3 Peer examination

Apart from member checks, the researcher also used peer examination as one way of enhancing validity and reliability as stated by Teddlie and Yu (2007). In doing peer examination, the researcher took the data collected and its interpretations to her peers for them to examine and give their comments. In addition, the researcher discussed the entire research process including the methods used with her peers.

3.7 ETHICAL CONSIDERATIONS

In social research, researchers are expected to conduct themselves in an appropriate manner and not to violate the rights of the respondents in any way. Ethics refers to the appropriateness of the researcher's behaviour in relation to the rights of the respondents and of all those involved in the study (Babbie, 2012; Bryman, 2012; Collis, Hussey, Crowther, Lancaster, Saunders, Lewis and Gill, 2003). The concept of ethics refers to guiding principles and standards which govern the behaviour of individuals or groups in any particular study (Oldman, 2004). In a situation where the research involves human beings as its respondents, issues of ethics form an integral part in order to ensure that the rights of these respondents are not violated or infringed in any way. The ethical issues which

need to be taken into consideration in any research include issues of informed consent, anonymity and confidentiality. In this particular study, the researcher ensured that all ethical issues were taken into consideration.

3.7.1 Informed Consent

Firstly, although the researcher had a good working relationship with most of the respondents at the time the study was conducted, informed consent was still sought from them. Ethical guidelines for any research require that respondents be thoroughly informed beforehand about the purpose of the research, the role they have to play and everything that the study will involve in order for them to make informed decisions on whether to participate or not (Crow, Wiles, Heath and Charles, 2006). Therefore, in order to comply with these guidelines, the researcher ensured that the respondents were informed about the research through a consent form (see *Appendix 2).* This form was electronically sent to those respondents who had access to the internet and to those with no access to the internet, the consent form was hand delivered to them through the researcher's workmate, who is based within the district of study. In addition, since the majority of this study's respondents were rural residents, the researcher translated the consent form into a local language, Chichewa, to ensure that they fully understand all details regarding the study.

3.7.2 Anonymity and confidentiality

On the issue of anonymity, the researcher assured the respondents that their real names will not be disclosed in any other way in the research. This was done through the use of pseudonyms during the interviews, e.g. Mr. A to Mr. N, for easy identification instead of using their real names. It was important to assure the respondents about the issue of anonymity in order to help them be at ease and open up in responding to the questions as some of them would not have opened up without this assurance, for fear of losing their employment. The researcher assured the respondents in advance that the information they provide shall be

treated with utmost confidentiality and that it will not be disclosed to anybody else other than the researcher herself. To ensure that this is achieved, all raw data that were recorded and transcribed during the research process were deleted as soon as the study was completed to prevent any kind of information leakage.

3.8 DATA ANALYSIS

After the required data was collected, the researcher analysed the collected data. Data analysis is defined as the process involving a systematic search of the meaning of the collected data, in relation to the research question, with the aim of communicating the findings of the research to others (Burnard, 1991). Burnard (1991) explains that data analysis aims at identifying themes and all issues addressed during data collection and linking them together under one meaningful category. Merriam (2009) states that data analysis aims at providing answers to the research questions. Initial analysis of the data was done concurrently with data collection and this was possible because the researcher was the main instrument of data collection. Furthermore, data analysis involves an interface of the data collected, the literature reviewed during the study and the views of the researcher (Berg and Lune, 2004).

As much as data presentation is vital in any study, the analysis and interpretation thereof forms the core of the research study as this provides the reader with an understanding of the study's findings in relation to the problem statement. It is therefore important to be diligent when analysing and coding qualitative data in order to avoid distorting its meaning (Huberman and Miles, 2002). Data analysis is important in every study as it assists in understanding different data elements thereby identifying different patterns or trends that result in different themes of the topic under study.

In this study, during the interviews and focus group discussions, the researcher sought the participants' permission to record their responses. After collecting the data, the researcher listened to these recordings several times and recorded the

responses - this process is known as transcribing. In doing this, the researcher was trying to identify patterns and trends within the data collected and this was done by grouping sets of data according to similarities in the response pattern in accordance to the analysis process as highlighted by Leedy and Ormrod (2005) . The data analysis process involved grouping of the data that was already transcribed into meaningful codes and then themes. This was done through physical marking of similar passages within the text, for easy retrieval at a later stage. This process is known as coding according to Gibbs and Taylor (2010). All the themes highlighted in this research arose from this process and these will be thoroughly discussed at a later stage in this report. Through this coding process, themes were built from data collected; this is the inductive approach of research, a characteristic of qualitative research.

3.9 LIMITATIONS OF THE STUDY

In reality, no research study is without limitations and identifying possible limitations of any particular study is necessary as this provides an insight into the scope of the study's findings. It is important to indicate the study's limitations as this outlines potential weaknesses of the research and thereby provides the reader with an opportunity to understand the study's scope beforehand (Fetters, Curry and Creswell, 2013).

As a qualitative study which adopted a purposive sampling approach, it was only Chembe village that was given an opportunity of being the study's sample and all other tourist host communities within Malawi were not given an equal probability of being randomly selected into the sample. As such it is not possible to generalise the findings of this study to other tourist host communities within the country. This is consistent with what Bryman (2012) states, that the findings of a qualitative research are neither representative nor can they be generalised to the entire population.

Furthermore, despite being informed about the face-to-face interviews in advance, one respondent still was not available on the day of the interviews and could not be replaced due to his unique position and role in the community. This did not affect the quality of the data collected since the researcher had sampled out two possible respondents of the same position and much information was collected from the one who was available. This was made possible through the semi-structured face-to-face interviews which provided the researcher with an opportunity to probe the respondent, when need arose, in order to get in-depth information regarding the topic under study as explained by Horton, *et al.* (2004).

Lastly, the data collection process took longer than expected since it was done in the holiday month of December and some interviews had to be rescheduled because of the respondents' unavailability. Although the researcher had initially allocated sufficient time between the data collection process and the research report-writing process, the data collection process took longer than expected and this disturbed the initial time schedule for the entire research process. The researcher managed to mitigate the situation and ensured that the quality of the research report was not affected by this.

3.10 SUMMARY

This chapter presented the research methodology that was adopted in the study. This study adopted the qualitative research approach because it leads to an end product that is richly descriptive and rich in information. In addition, as qualitative research usually provides rich information since it allows the researcher to be the main instrument of data collection and analysis and hence it was regarded as the best option for this study. The chapter focused on the following issues: research strategy and design adopted, sampling approach used; data collection methods used; validity and reliability issues; ethical considerations; data analysis; and key limitations of the study.

In summary, the study adopted the qualitative research approach and was a non-experimental case study. Purposive non-random sampling was used to strategically choose respondents of the study. Primary data for the study was collected through semi-structured interviews and focus group discussions whilst secondary data came from publications, journal articles and research papers. The validity and reliability of the data collected was enhanced through data triangulation, peer examination and member checks. Finally, issues of informed consent, confidentiality and anonymity were strictly adhered to throughout the entire study.

The next chapter presents the data that was collected using the methodology presented in this chapter

CHAPTER FOUR
DATA PRESENTATION

4.1 INTRODUCTION

This chapter presents the data that was collected during this study, collected from participants who were strategically chosen and include tourism establishment owners and their employees, traditional leaders from Chembe village and the members of the community involved in tourism SMEs, and those who are neither involved with nor employed within the tourism sector. Semi-structured interviews, focus group discussions and documents were the main sources of this data. The main purpose of collecting this data was to understand the socio-economic benefits that the residents of Chembe village obtain from tourism with particular attention given to how this community participates in the tourism planning and development process. This chapter presents the findings of this study, categorized into themes. In addition, biographical data of the participants is also presented. As a conclusion, the chapter provides a summary of all the key issues presented.

4.2 RESEARCH QUESTION

This study aimed at answering the research questions below and the data to be presented revolves around these questions.

The Primary question is: How does education and participation affect the attainment of the socio-economic benefits of tourism for the people of Chembe Village?

The secondary questions are:

1. How does this community participate in the tourism planning and development process? How does this affect the attainment of these benefits?
2. How is the Chembe Village community involved in tourism-related SMEs and other income generating activities such as employment?
3. How is the low literacy rate in this district a hindrance to community participation which in turn leads to failure to attain the benefits?

4.3 BACKGROUND OF THE RESPONDENTS

This research study had 14 respondents in total of which six (6) respondents were females and eight (8) respondents were males. This sample size was made up of three (3) tourism property owners, three (3) employees of tourism properties, one (1) local leader, four (4) members of the community involved in tourism SMEs and finally three (3) members of the community who are neither employed nor involved in any tourism-related SMEs. All these were the residents of Chembe village. As stated in the previous chapter, all respondents were given pseudonyms, e.g. Respondent A, for anonymity and confidentiality purposes. The respondents' pseudonyms are alphabetically ordered from A to O and the respondents' gender will be recognized when making reference to them individually, e.g. Mr. A for a male Respondent A and Ms. B for a female Respondent B. Table 3 below provides a summary of the profiles for these respondents. According to Table 4, it is clear that of the sample of 14 respondents, 8 were males whilst 6 were women. The ratio of males to females was not very far from 50:50. The table shows that women are not involved in the local tour guiding and curio-making as the researcher could not find any women involved in such SMEs at the time when the potential respondents were being identified.

Table 3: Respondents' profiles

RESPONDENTS' PSEUDONYM	PROFILE
Mr. A	The Owner of a tourism establishment within Chembe Village. Has stayed in the village for over 10 years.
Mr. B	The manager of a lodge. Has been employed as a manager for 12 years.
Ms. C	Co manages a lodge as a family business.
Mr. D	Has been working at a single lodge as a Staff manager for 15 years.
Ms. E	Has been working as a housekeeper at a lodge for 6 years and that is her only source of income.
Ms. F	Has been working as a chef at a single lodge for 8 years.
Ms. G, H, I	House wives and not in any tourism related SMEs.
Mr. J	Traditional leader.
Mr. K	Self-employed as local tour guide.
Mr. L	Has been in the tour guiding business from a young age and is still in it.
Mr. M and Mr. N	Owns a curio-making and selling business.

Source: Own, 2015

4.4 CHALLENGES

The major challenges that this study faced are explained below.

4.4.1 Language preferences

During the data collection process, the researcher encountered a number of challenges, one of which had to do with language. A number of the interviewees preferred to respond in the local language, "Chichewa" and this required the researcher to do some translation while noting down the responses and also during

transcribing since the research instruments were not initially translated into the local language. It was easy to overcome this challenge as the researcher is very conversant with Chichewa since it is a widely spoken language across the country. On the other hand, a few participants preferred English and this simplified the researcher's work since the whole interviewing process was initially prepared in English whilst others preferred a combination of both languages.

4.4.2 Respondents' busy schedule

Despite booking the interview appointments in advance, some respondents were hard to contact. In one instance, the researcher had to reschedule the appointment as the respondent was said to be taking an afternoon nap and not available for the interviews at that particular time. In addition, since most of the respondents' jobs are not very scheduled, the researcher had to reschedule the appointments as the scheduled times were occupied with some unforeseen activities. However, the researcher had initially anticipated this and allocated enough time for the entire data collection process and this challenge was easily overcome. Lastly, one local leader who was to be part of the study did not make himself available despite tireless efforts made by the researcher to interview him. The study's sample size was reduced to 14 and not 15 as initially planned, but this did not affect the quality of the data collected.

4.5 RESEARCH FINDINGS

The primary question of the study was, "How does education and participation affect the attainment of the socio-economic benefits of tourism of the people of Chembe Village?" However, before going further and discussing how education and participation affect the attainment of the tourism benefits, it is necessary to discuss these socio-economic benefits.

4.5.1 The socio-economic benefits of tourism

This study revealed that there a number of socio-economic benefits that the residents of Chembe village are enjoying from the tourism activities taking place within the area. These benefits include Employment, Education, Infrastructure development, exposure and Support of SMEs. Below is a detailed presentation of these themes based on the data that was collected.

4.5.1.1 Employment

All the 14 respondents stated that the residents of Chembe village are benefiting a lot from tourism through employment, both the temporary (seasonal) ones as well as permanent jobs. The researcher learnt that the sector is employing a lot of the village residents, whether skilled or not. For instance, one respondent noted that most of the tourism establishments found in the area employ local residents regardless of their technical skills and provide on-the-job training.

> *"We employ the local residents regardless of their skills. What we look for is their passion and interest in the particular job since it is difficult to find skilled people. We then provide on-job training to ensure that they acquire the skills required by our standards"* (Mr. A, December, 2014).

Similarly, Ms. F indicated that:

> *"I was employed at this lodge as a waiter when I had just finished my secondary school education and at that time I did not know anything about the hospitality industry. That time I did not even know which side to place a folk or knife when setting a table. But when this place employed me, they trained me and taught me all those things. Now I can confidently apply for a job, as a waiter, at any international five star hotel [laughs] and am so grateful"* (Ms. F, December, 2014).

Additionally, employment in the tourism sector has proved to be the most reliable source of income for the residents, more so than fishing. The respondents explained that as the tourism sector is significantly growing in the area, many residents have migrated from the fishing industry and have tried to seek employment in the tourism industry as an alternative source of income. One respondent noted that the fishing industry was at times unpredictable as it usually depends on weather and this forced him to migrate to the tourism industry. However, this migration has been a voluntary choice whilst to others it has been as a result of circumstances beyond their control. For instance, one respondent stated that he sought employment at the lodge after being frustrated with fishing as he was not able to meet his daily needs through income realized from fish sales.

> *"I applied for a job as a watchman at this lodge so many years ago. This was after I saw that I was not making enough money through fishing and I got frustrated. Throughout the years I have worked here, I have climbed up the radar and I don't regret the decision I made to leave the fishing business"* (Mr. D, December, 2014).

On the contrary, Mr. L had this to say:

> *"Ineyo ndakhala msodzi kuyambila ndili mwana koma azunguwa atabwera anatiuza kuti tizikawedza kutali chifukwa amati malo amene timawedzawo anali awo. Pachifukwa ichi ndinangosiya usodzi nkufunsira ntchito ya u waiter ngakhale ndinasiyanso ntchitoyi nkuyamba bizinesi yanga"* (Mr. L, December, 2014).
>
> *["I have been a fisherman since I was young but since the coming of these lodge owners, I was told to go and fish at a very far place as they claimed that where I was fishing was their place. Out of frustration I quit the fishing business and applied for a job as a waiter but of course I later on resigned from the lodge started this tour guiding business"]*.

Apart from providing permanent jobs, the respondents also stated that the tourism sector is providing temporary or seasonal jobs to the residents of Chembe village. It was learnt that selected lodges within the area provide temporary jobs to the

residents mostly during their peak seasons when they have a lot of guests. These temporary jobs are mainly to do with laundry and housekeeping as these jobs do not require much professional skill and many residents are conversant with these jobs since they are routine jobs at their homes. For instance, one respondent explained that their lodge provides temporary jobs to two villagers on a weekly basis to clean the beach at the lodge.

> *"Once in every fortnight we take two villagers to clean the beach at our main lodge on the island and they get paid as soon as the job is done and this is done on rotational basis. Apart from getting the money, the residents also get excited because they enjoy the free boat ride to the island and you know this boat is only used by tourists and its expensive"* (Mr. B, December, 2014).

However, the study revealed that although a lot of the village residents are employed in the tourism establishments within the area, there is a great imbalance between the males and females that are employed. The researcher found out, through the interviews and official documents, that there are more male employees than females at the tourism establishments in Cape Maclear. Table 4 below provides a summary of the gender of the employees of the three lodges that formed part of the study's sample. For anonymity and confidentiality purposes, the real names of the lodges will not be provided. This information also complements the information available at Department of Tourism (DOT) where the researcher works.

Table 4: Summary of the gender of tourism employees

NAME OF LODGE	**TOTAL NUMBER OF STAFF**	**MALES**	**FEMALES**
Lodge A	54	48	6
Lodge B	34	26	8
Lodge C	47	38	9
TOTALS	**135**	**112**	**23**

Source: Own, 2015

According to Table 4 above, it is clear that women are under-represented as far as tourism employment is concerned in Chembe Village. For instance, out of 135 employees from the three lodges which formed part of the study's sample, only 23 were women, representing only 17% of the sampled workforce. Nevertheless, all the respondents indicated that the residents of this village are benefiting tremendously from tourism through employment.

4.5.1.2 Education

As regards this theme, the respondents had different responses. For instance, seven respondents indicated that tourism is helping in improving education within the area whilst five indicated that tourism is resulting in an increased rate of school dropouts, and the remaining two were not sure. Firstly, the seven respondents indicated that there had been numerous instances where tourists became interested in particular children and pledged to support their education. True to the tourists' words, a number of children have managed to complete their secondary education with the support from the tourists who have been sending the school fees and other school requirements from their home countries.

> *"When I was in standard 3, in 1987, I met a tourist at the beach who asked me why I was at the beach at that time and not at school. I told him I did not have money for school fees and as such was chased out of school. He was touched and said that he will be paying my school fees till secondary school and he indeed fulfilled his promise"* (Mr. L, December, 2014).

In addition, these seven respondents informed the researcher that a group of tourists established a scholarship fund which aimed at paying tuition fees to the outstanding secondary school students in the village. They approached one lodge owner in the village to administer this scholarship on their behalf. This fund therefore motivated a lot of students in the village to work hard in class since they all wanted to be its beneficiaries.

Furthermore, these seven respondents collectively cited that through the income they get from tourism, through employment and SMEs, they have managed to send their children and dependants to school. They stated that before they got involved in tourism their children were not going to secondary school due to lack of school fees but since they became involved in the sector they have managed to raise income to pay the school fees for those in secondary schools. It was further noted that, before tourism became vibrant in the area, the residents were still failing to send their children to primary school due to lack of income for purchasing school necessities like uniforms and stationery, although primary school education was free.

These responses are consistent with what was stated earlier in point 4.5.1.1 that a number of the villages' residents have acquired some professional education both formally and informally due to on-the-job training provided by their employees. Ms. C stated during the interviews that their lodge once sent one of its chefs to the Hotel Training school to learn more about food production. In addition, selected village residents have acquired informal training in skills like wood carving and hand sewing from some of the tourists who visited the village (Ms C, December, 2014).

Interestingly, the researcher also learnt that one of the lodges has contributed to the improvement of education in the area by including two primary school teachers on the lodge's pay roll. It was revealed that after the proprietor of this lodge noted that the student–teacher ratio at the school was very high, he asked the school authorities if they can employ two support teachers who will be paid by the lodge. The school authorities welcomed this idea and indeed two support teachers were employed at the school to improve the student–teacher ratio (Mr. B, December 2014).

On the other hand, five respondents stated that ever since tourism became vibrant in the area, a lot of young people have dropped out of school either to seek employment at the lodges or to offer local tour guiding services to tourists. One

respondent indicated that these young people challenge their parents to say that they do not think school is important because even they are not educated yet they will still be able to earn a little income through tourism SMEs like tour guiding and also through personal donations made by tourists and thereby will be able meet their basic needs of life (Ms. I, December, 2014).

Finally, two respondents were not very sure as to whether tourism is positively or negatively affecting education within the area and hence had nothing to say on this theme.

Nevertheless, the responses by the majority of the respondents indicate that tourism has contributed a lot to the improvement of education in the area. However, this improvement of education is more significant to the younger generation which has come into existence at a time when tourism is vibrant in the area, unlike the older generation. It is apparent that the majority of the residents in the area are literate (where being literate means the ability to read and write a simple sentence in any preferred language as defined by WMSR, 2011). However, the majority of the residents have no formal qualifications and did not go beyond junior secondary school level and hence have a low level of education. Table 5 below is the summary of the education level of the respondents of the study. According to this table, the majority of the respondents, i.e. eight (8) out of 14 respondents, did not go beyond the junior secondary school level (JCE), and those with degrees/diplomas and any tertiary education were in the minority.

Table 5: Education level of respondents

EDUCATION LEVEL	NUMBER OF RESPONDENTS
Degree / Diploma	2
Tertiary Certificate	1
Secondary School Certificate (MSCE)	3
Junior Secondary School Certificate (JCE) and below	8
Total Respondents	**14**

Source: Own, 2015

4.5.1.3 Infrastructure development

As regards tourism's contribution to infrastructure development, all the respondents indicated that tourism has contributed tremendously to infrastructure development in the Chembe village. Notable infrastructural developments that have taken place in the area due to tourism include upgrading of earth roads to tarmac, construction of a health facility and availability of tap water.

These respondents stated that before the road leading to Cape Maclear was tarred, the village residents and also tourists encountered difficulties in visiting this tourist destination. The earth road was impassable during the rainy season. Knowing that Cape Maclear is a prime tourism destination, the MTWC in conjunction with the National Roads Authority (NRA) upgraded the access road to Cape Maclear which improved the mobility of not only the tourists but also the residents of Chembe.

> *"Poyamba nsewuwu asanauike tala timavutika zedi kuti tikafike ku boma. Magalimoto amadutsa apo ndi apo komanso anali ochepa ndiye samatha kutiimira kuti atitengeko koma pano timayenda mosavutikira kukafika ku town"* (Mr. N, December, 2014). *("Before the road was tarmac we were facing difficulties to go to town. They were only few cars passing by and*

they were always full but now we move without difficulties from here to town")

Apart from the upgrade of the road, the study also revealed that the village has a health facility, known as Billy Riordan Memorial Clinic, which came as a result of tourism. The researcher learnt from the respondents that the clinic was opened in 2004 in memory of Billy Riordan, a tourist from Ireland, who visited Chembe village in 1999 but was drowned in Lake Malawi. This information was also verified online at *www.billysmalawiproject.org*. All respondents alluded to the fact that before this clinic was opened, they were travelling a number of miles away from the village to access a health facility and it was difficult. These respondents highlighted that they recognize the clinic as a product of tourism since it was built in memory of a drowned Irish tourist. One respondent also added that the residents of this village access the health services at this clinic almost at no cost.

"Tikapita ku chipatalaku timalipira K500 yokha basi. Mwanjira ina tikhoza kunena kuti chipatalachi nchaulere. Nanga K500 ndi ndalama? Ndalama yake ndi yomweyi kaya akakugoneka kapena kukupatsa mankhwala a mtundu wina uliwonse" (Mr. O, December, 2014) *["When we go to this hospital we only pay K500 (approximately $1). This amount is the same even when one is admitted and given a lot of drugs. So in other words we can say that this hospital is for free"]*.

Figure 3: Signpost showing Billy Riordan Memorial Clinic, Cape Maclear



Source: www.billysmalawiproject.org

In addition, another infrastructural benefit that the residents of Chembe village are enjoying as a result of tourism is the availability of clean tap water through the Chembe Water Project. The respondents informed the researcher that this project is housed by one of the lodge owners within the area who also offers financial assistance to the project. The respondents further explained that this water project was initially pioneered by some tourists who visited the village for their holiday and noticed that the village residents had no clean drinking water and were drinking untreated water from the lake. They felt that was a serious health hazard. All respondents applauded the tourists for pioneering the project and stated that they now have clean drinking water as a result of tourism.

4.5.1.4 Exposure

As regards exposure, the 14 respondents expressed two different views. On one hand, eight respondents stated that tourism is bringing positive exposure to the village residents whilst six indicated that it is bringing negative exposure to the residents, especially the youth. To begin with, the respondents collectively stated

that through interaction with the tourists that visit the village they have managed to learn more about western culture like dressing, food, lifestyle and also language. In addition, one of the respondents stated that through his interaction with tourists as a tour guide, he has managed to travel outside the country, courtesy of a tourist.

> *"I never dreamed that one day I would board a plane and travel to Europe. Even if I dreamt, it would not have been possible due to financial constraints. But through interactions with the tourists I guide around this village, I have managed to fly to Europe"* (Mr. M, December, 2014).

Another respondent explained that even the young children in the village, who are not yet in school, are able to learn a few English words through interaction with the tourists and this helps them with the language when they start school.

Six respondents indicated that the village's youth are being exposed to bad influences like drug and alcohol abuse, immodest type of dressing, just to mention a few, as a result of tourism. These respondents argued that as the village is visited by both well-behaved and ill-mannered tourists and they have no control over this, the young people in the village tend to copy the tourists' lifestyles whether good or bad. One respondent indicated that they type of dressing amongst the youth has completely changed since the village started hosting a lot of tourists. This respondent stated that nowadays the youths do not dress modestly as they expose most of their bodies in the name of modern dressing (Mr. J, December, 2014).

4.5.1.5 Supporting SMEs

All 14 respondents indicated that in Chembe village, tourism is strongly supporting different kinds of SMEs within the area. Firstly, the respondents involved in the making and selling of curios indicated they are gaining a lot from this business. The researcher learnt that there was an agreement between the lodge owners and the curio sellers that they (lodge owners) will refer their tourists to the curio market should they need souvenirs. Through this agreement the curio selling

business has become very profitable for almost all the village's residents who are involved. In addition, apart from supporting the curio sellers, the lodge owners are also said to be supporting those in small-scale tailoring as stated by Mr. B:

> *"We have a local tailor who does everything to do with linen at this lodge. He makes the uniforms for our staff, the table cloths and also the cushions and this is made from locally found cloth and not imported. We try as much as possible to give business to the local residents so that they should also enjoy the income that we make"* (Mr. B, December, 2014).

In addition, the respondents stated that another type of business being supported by tourism is that of local tour guiding. It was learnt that property owners refer their guests to the local tour guides when they want to do village tours and the money is paid directly to the local tour guides. This development has made these local tour guides, popularly known as Beach Boys, very organized to the extent that they bought themselves uniforms in order to look presentable. Those respondents involved in this type of business stated that this is their sole source of income and through it they are able to support themselves and their families. Tourism is also supporting small-scale agriculture in the area. All lodge owners who were interviewed indicated that they buy all perishables for their lodges from local farmers within the village.

Having presented what the research found to be the socio-economic benefits being enjoyed by the residents of Chembe village from the tourism activities happening within the area, it is necessary to present what the research established as regards the issues of community participation and education and how they affect the attainment of these benefits. The next two sub-sections will present the research findings on these two aspects.

4.5.2 Community participation and attainment of benefits

In this study, community participation was looked at from two different as angles as defined in point 2.3.2. Firstly is the community's participation in the income

generating activities like SMEs and employment and secondly the community's involvement in the tourism planning and development process. This study revealed that community participation, in terms of involvement in the planning process, is lacking in Chembe Village. All the respondents stated that they are ignorant of the whole tourism planning and development process in the area and have never been involved. The major reason that was stated as contributing to lack of participation is lack of co-ordination amongst all the concerned stakeholders in this process. The respondents highlighted that there is no consultation that takes place between the village residents and the local leaders when it comes to tourism development projects. It was further revealed that the residents believe that any piece of land found within the village belongs to them and the local leaders have no influence over this. As such, they sell it to whoever wants to invest in tourism without consulting the leaders. They further stated that the local leader is only consulted to be a witness to signing the contract after the deal has already been agreed between the villagers and the investors. On the other hand, it was also learnt that when the local leaders allocate a piece of land to a tourism investor, they do not involve the local residents. The residents are taken unawares when the project commences.

Although this is the case, the study revealed that the lack of community participation in the tourism and planning development process in this area does not have any effect on the attainment of the benefits highlighted in point 4.5.1. All respondents stated that they still enjoy the tourism benefits despite not being actively involved in the planning and development process. However, one of the respondents, Mr. N, stated that they would prefer it if they could be involved in the planning process as this will instil pride, a sense of belonging and a sense of ownership in them (Mr. N., December, 2014). All the respondents believe that if they are involved, the benefits which they enjoy from tourism will also increase.

In terms of community participation in the tourism SMEs and employment, all 14 respondents agreed that the village residents are highly involved. These respondents collectively stated that as regards employment in tourism

establishments in the area, the village residents are given priority. In fact, the researcher learnt that when a piece of land is being sold or rented to an investor, they enter into several agreements, one of which is to employ a considerable number of the village residents. In addition, the study found that almost all the tourism-related SMEs in the area are dominated by Chembe village residents and they get support from the lodge owners in the area.

4.5.3 Level of education and attainment of benefits

This study revealed that the majority of the Chembe village residents did not go beyond junior secondary school level as explained in point 4.5.1.2 and thus have a low level of education. Nonetheless, they are still able to read and write a few sentences in their own language and are considered literate. Although the level of education of most residents of this village is low, all respondents indicated that this does not have any effect on the attainment of the benefits that arise from tourism. They further collectively stated that as regards employment, most property owners within the area employ the village residents without considering their level of education but instead provide on-the-job training. This practice provides equal chances of employment to the residents who have the passion to work at the tourism establishments. Ms. F also agreed to this by stating that she did not go beyond junior secondary school and had no formal qualification when she was applying for a job at one of the lodges in the area. Nonetheless, she was offered employment and was given on-the-job training (Ms. F, December, 2014). The study revealed that although the residents of Chembe village are employed in the tourism establishments, the majority of them hold lower positions like waiters or housekeepers due to their low level of education, and very few hold managerial positions.

Additionally, the study showed that entrance into the tourism-related SMEs was not difficult and did not require any form of education. These SMEs include tour guiding, curio-making, and small-scale agriculture. As such the attainment of the

economic benefits that arise from these SMEs is not affected in any way by the residents' level of education. This is what Mr. O had to say:

> *"I make curios and sell them to tourists and this is my only source of income. I left school so early I did not even finish primary school. Although I am uneducated, I still enjoy the income I get from tourists when they buy my curios."* (Mr. O, December, 2014)

Furthermore, there are other benefits that are enjoyed by both those who are actively involved and those who are not, regardless of their level of education. For instance, there are several infrastructural developments that have taken place within the area. The respondents stated that the infrastructure that has come as a result of tourism like roads and hospitals are being enjoyed by all residents of the village whether educated or not, or actively involved or not. Ms. G confirmed this by saying:

> *"I am just a housewife. I am not involved in any way in the tourism sector. But I am able to access the hospital, drink clean tap water which have come as a result of tourism"* (Ms. G, December, 2014)

The data therefore suggests that the residents of Chembe village enjoy the socio-economic benefits of tourism despite their low level of education and lack of participation in the planning process.

4.6 SUMMARY

This chapter presented the findings from the semi-structured interviews and focus group discussions conducted with a sample of 14 respondents from Chembe village in Cape Maclear, Malawi. These interviews and focus group discussions were structured to provide information on how the residents of Chembe village are benefiting from tourism and how their low level of education and lack of community participation affects the attainment of these benefits. The data collected through the mentioned research instruments revealed that the residents of Chembe village are benefiting both socially and economically from the

numerous tourism activities taking place within their area. The notable benefits include employment, improvement of education, providing support to SMEs, exposure and infrastructural development. Interestingly, as regards tourism employment and SMEs, the study has noted that the representation of women in the tourism employment and SMEs is minimal as compared to their male counterparts. This study did not go further to establish the factors behind this gender imbalance as it is another possible area for future research and does not fall within the remit of this paper.

The study further noted that whilst the economic benefits from employment and SMEs are mostly enjoyed by only those who are actively involved, the infrastructural development benefits are enjoyed by all residents of the village regardless of their involvement.

The study has revealed that the level of education for most of this village's residents is low as the majority did not go beyond junior secondary school level. Although this is the case, the low level of education is not a hindrance to the attainment of the benefits that do arise from tourism.

The study has also revealed that there is a lack of community participation in the tourism planning and development process due to lack of proper co-ordination amongst all the concerned stakeholders, but that this does not affect the attainment of the benefits by the residents as they still enjoy the benefits even without their involvement in the planning process.

Following the above data, it is clear that the residents of Chembe village enjoy the socio-economic benefits arising from tourism regardless of their low level of education and lack of community participation. The next chapter will provide an analysis of this data to answer the research questions.

CHAPTER FIVE
ANALYSIS OF THE RESEARCH FINDINGS

5.1 INTRODUCTION

This chapter provides an interpretation of the research findings presented in the previous chapter. The interpretation of these findings is guided by the literature reviewed earlier on the topic and also the purpose of this research which was generally to understand the socio-economic benefits that the residents of Chembe village enjoy from the tourism activities taking place within the area, with particular attention given to how their low level of education and participation in the tourism planning and development process affect the attainment of these benefits. The interpretation of these findings has been organized into themes in relation to the study's research questions and these themes have arisen from the codes that were formed from the raw data. The following are the themes around which the discussions of this chapter will revolve:

- The benefits from tourism;
- Community participation and how it affects the attainment of these benefits;
- Women participation in tourism;
- Low level of education and how it affects the attainment of these benefits.

5.2 THE BENEFITS OF TOURISM TO CHEMBE VILLAGE COMMUNITY

The study found that the residents of Chembe village are benefiting significantly from tourism activities taking place within the area. These benefits can be classified as economic, social and cultural benefits. The benefits include employment, exposure, infrastructural development, education and also engagement in SMEs.

5.2.1 Economic benefits

The study revealed that tourism in Cape Maclear provides economic benefits to the residents through employment, involvement in SMEs and also tips (gifts). Firstly, on employment, it was revealed that the majority of the members of staff in most tourism properties within the area are the residents of Chembe village. However, the majority of those residents employed hold lower positions like waiters, housekeepers and very few hold managerial positions.

In support of this finding, Read (2013) states that tourism provides employment to a lot of people both directly and indirectly, most of whom are rural masses. This was also evidenced by a report, released by WTTC in 2013, which indicated that tourism was the largest service sector industry in 2012 as it offered 98 million jobs and 157 million jobs directly and indirectly respectively. In addition, Roe and Urquhart (2001) argues that tourism is one sector that employs a lot of people since in most cases no higher qualifications are required to get employment within the sector but rather on-the-job training is provided. Therefore, it is apparent that tourism provides the majority of employment to the residents of this district, based on the findings of this study.

The study also found out that a lot of village residents have ventured into SMEs as a result of tourism. SMEs like small-scale agriculture, craft-making and curio selling, and tour guiding have come into existence due to tourism since tourists themselves and also tourism property owners are the consumers of these products and services. Through these SMEs the residents of the village are able to earn income enough to meet their basic needs of life. This is supported by Timothy and Tosun (2003) who state that tourism development is a process that improves the livelihood and quality of life of the people, directly and indirectly. Tourism greatly supports these SMEs and thereby contributes to the attainment of better life by the residents. This argument is also supported by Trivun, *et al.* (2008) who states that tourism development provides opportunities for establishment of SMEs

like souvenir-making and small-scale agriculture. Additionally, SMEs like local tour guiding companies, cultural dance troops and cultural villages have also come into existence due to tourism which eventually supports them once they get established (Buzinde, *et al.,* 2014; Jackson 2008; Spenceley, *et al.*, 2010). These SMEs are usually run by the local residents and their products and services are sold to directly to tourists or through other service providers like lodge owners.

5.2.2 Socio-cultural benefits

This study revealed that there are a number of socio-cultural benefits that the residents of Chembe village enjoy from tourism. To begin with, the respondents explained that through tourism they have learnt a lot about the western world. They explained that though they have never been to Europe physically, they now know Europeans' way of dressing, food, music through interactions with the tourists who visit the village. Furthermore, apart from this exposure, the researcher found out that most people within the village are conversant with the English language, not through the classroom but rather through interaction with tourists. This finding validates that of Besculides, *et al*, who states that the socio-cultural benefits of tourism include learning, awareness and also increased understanding and tolerance of others (Besculides, *et al*., 2002). In addition, it was learnt that through tourism, some of the residents have acquired some form of education, both formal and informal. A number of villagers within the area have managed to go to school through sponsorship from tourists whilst others have undergone informal skills training and on-the-job training because of tourism. It is apparent that tourism improves the level of education of host communities through formal and informal training (Salazar, 2012).

In addition, another social aspect of the benefits that come with tourism is infrastructural development. Previous research indicates that tourism development leads to improvement of infrastructures like road networks, sewage systems, availability of potable water and health facilities (Kim, *et al*., 2013; Ritchie and Inkari, 2006). In Chembe village, tourism has brought about the improvement of

the roads network, availability of tap water and also a health facility. Therefore this finding is consistent with the findings by Kim, *et al*. (2013), Ritchie and Inkari (2006) that tourism leads to infrastructural development.

5.3 COMMUNITY PARTICIPATION AND HOW IT AFFECTS THE ATTAINMENT OF BENEFITS

This study was based on the premise that community participation in decision-making is important in the attainment of tourism benefits and that where it lacks, host communities do not enjoy the tourism benefits. Conversely, the findings of this study have shown that host communities do still enjoy the benefits of tourism even without fully participating in the decision-making process. This study found that there is minimal community participation by the residents of Chembe village in the tourism planning and development process. The majority of the respondents explained that they are neither made aware nor informed about the tourism developments taking place within the area. They are always taken unawares when a new establishment begins to develop in the village. The respondents stated that the main reason why there is no community participation in this village is because of lack of proper co-ordination between those in authority and the residents. Supplementing this finding, Tosun (2000) argues that lack of co-ordination amongst tourism stakeholders results in poor collaboration which in turn hinders the incorporation of the local residents into the planning process. Similar views are reflected by Saufi, *et al*. (2013) who contend that community participation is always minimal and limited where there are no good relationships between those in authority and their subordinates. Nevertheless the respondents highlighted that the only time they are involved in the planning process is when a possible investor directly approaches them for a piece of land for tourism investment. In such cases, the research revealed that the villagers sell the piece of land to the investor and enter into some agreements regarding the project.

However, although there is minimal community participation in the planning process, the study revealed that this does not affect the attainment of tourism benefits by the members of the community. The study revealed that the residents

of Chembe village benefit economically and socially from tourism even when they are not fully involved. It is obvious for those involved in employment and SMEs to attain the economic benefits of tourism but it is not only these who are enjoying the benefits. The study revealed that even those that are neither employed nor are in SMEs still enjoy the economic benefits through free will offerings, study scholarships and many more. Aside from these economic benefits, the socio-cultural benefits are enjoyed by almost all the residents of this village. These benefits include infrastructural developments, the exposure, sense of pride about their culture and enhancement of their confidence as they interact with the tourists.

The findings of this study align with arguments made by a set of scholars in the tourism discourse who argue that community participation is not vital in the attainment of tourism benefits (Iorio and Wall, 2012; Li, 2006; Simpson, 2008; Su and Wall, 2013; Timothy and Tosun, 2003). It is argued that it is possible for host communities to enjoy the benefits of tourism even with minimal or no community participation. The studies carried out by these scholars showed that host communities still enjoy the benefits of tourism where there was no community participation in the planning process. However, the author of this research report believes that community participation is necessary for the attainment of tourism benefits although the findings of this study have shown otherwise. It is possible that there are other factors that contribute to the attainment of tourism benefits by the host communities, aside from community participation and this indicates a need for further research.

Apart from the lack of community participation in the planning process, the residents of Chembe village are strongly involved in tourism employment and SMEs. The study revealed that the majority of the employees in the tourism establishments were the village local residents. In addition, those plying tourism-related SMEs are also from within the village. As Su and Wall (2013) observes, another angle of participation refers to deliberately creating opportunities which

will allow local residents to benefit from tourism development financially or in any other way.

5.4 WOMEN PARTICIPATION

Another important aspect revealed during this study was the involvement of women in tourism activities in Chembe village. Although this was not part of the objective of the study, it became an important aspect to note as data was collected. This study revealed that there is minimal participation of women in Chembe village in both tourism employment and SMEs. Table 3 above shows that in almost all the establishments where data were collected women represented less than 20% of the entire work force. In addition, none of the women that formed part of the study's sample held any managerial position at their work place. This finding validates the argument made by Cave and Kilic (2010) that women are under-represented in the tourism sector despite several opportunities being created for them. Tucker (2007) contends that most women miss out on the employment and SMEs opportunities that arise from tourism.

As this aspect was not the main objective of the study, the researcher did not seek to establish why women are under-represented in the tourism industry in Chembe village. However, this research makes an assumption that this is the case due to cultural and religious factors as supported by Tucker and Boonabaana (2012). Ahmed (1999) also contends that the violations of women's rights in economic and political participation are in most cases culturally rooted. Additionally, culture, especially African, positions men as leaders and women as followers (Kiamba, 2008). Nevertheless, whether the under-representation of women in the tourism sector in Chembe village is due to cultural or religious factors, is a question that must be addressed outside of this research and forms a research recommendation for the future.

5.5 LOW LEVEL OF EDUCATION AND EFFECT ON COMMUNITY PARTICIPATION AND ATTAINMENT OF BENEFITS

This study found that there is a low level of education amongst the majority of Chembe village residents. Firstly, from the sample size of 14 respondents, the majority, i.e. 60%, did not go beyond junior secondary school level as depicted in Table 4 above. In addition, based on a separate set of data that was collected electronically from selected property owners within the village, it was revealed that the majority of members of staff also have not gone beyond junior secondary school level.

Despite their low level of education, the residents of Chembe village still enjoy the benefits from tourism through their involvement in SMEs and tourism employment. However, the residents' low level of education has an effect on the type of employment they get as the study revealed that most of those employed in tourism establishments hold lower positions due to their low level of education. This finding is complemented by that of Tosun (2000) and Walpole and Goodwin (2000), who state that low level of education prevents host communities from drawing on employment opportunities that arise from tourism as these opportunities are mostly seized by non-residents with better educational levels. On the other hand, the study found that through their involvement in tourism, the residents have attained some education through informal training and on-the-job training although these types of training are not formally recognized since there are no formal academic papers presented after the training. All the same, tourism is seen to be improving education in the area, though informally.

Although the study found that community participation in tourism planning and development process is lacking in Chembe village, the residents' low level of education was not mentioned as a hindrance to this but rather lack of co-ordination between authorities and their subordinates as explained in point 5.3.

5.6 EXPLANATION OF LOW QUALITY OF LIFE

Despite Chembe village benefiting economically through employment and SMEs from tourism, quantitative data as per WMR (2011) indicate a high percentage

rate of malnourished children (26.9%) and also a literacy rate of 50.1% which are indicators of low quality of life as compared to other tourist districts in the country. According to WMR (2011) the district has a high employment rate of 90.5% which is validated by the findings of this study which showed that the majority of the residents are either employed in the tourism establishments or self-employed. However, data collected in Chembe village indicate that tourism SMEs and employment opportunities are mostly dominated by males and not females.

This study suggests two possible explanations for the above scenario. Firstly, during the study, the researcher learnt that the majority of the males interviewed, i.e. those employed and in SMEs, have more than one wife. This is so because their religion allows polygamous families. During the interactions with these male respondents they indicated that whatever income they gain from tourism they make sure that they share it between two families, at least. Therefore, considering that these are not high paying jobs, it is apparent that their income is not sufficient for more than one family per single employee. Hence they fail to meet the basic needs of life although the respondents themselves feel that they are able to meet their basic needs of life through income from tourism.

Secondly, the study revealed that the SMEs and also employment in Chembe village are dominated by males and in many households within the village men are the sole breadwinners. This also has an implication for how the income made through tourism is spent. By nature, women have a nurturing heart and whatever money they make they think of their family first. It is therefore possible that the quality of life in Chembe village is not improving because the majority of women are neither employed nor in SMEs and as such they fully depend on income made by men, which in some cases is diverted to alcohol consumption, since some male respondents did indicate that they take alcohol. Complementing this, the findings of the study done by Chilembwe (2014) in Chembe village indicate that there is high alcohol consumption and drug abuse amongst the residents of this village, specifically the men. For example, Mr. J, a representative of the traditional leader, highlighted that almost all men in Chembe village take alcohol and most of them

start at an early age (Mr. J, December, 2014). Furthermore, complementing this are the findings of a study carried out in Bangladesh on the use of income from credit between men and women. This study found that women spent this income on basic needs like food, clothes, children's health and education whilst men spent it on alcohol and cigarettes (Kelkar, Nathan, and Jahan, 2004). Additionally, O'Connor and Azzarelli (2011) argues that empowering women economically has a multiplier effect. For instance, an increase in women employment results in increased opportunities for children's education and decreased child mortality. Therefore based on the findings of this study and also studies by other scholars, it can be assumed that the quality of life for the residents of Chembe village is not improving because there is an under-representation of women in tourism employment and SMEs. The income that is being earned by their male counterparts is being re-directed to other things like alcohol as there is high alcohol consumption within this village.

5.7 SUMMARY

This chapter revealed that the Chembe village residents benefit economically from tourism despite lack of community participation in the planning process and their low level of education. The findings of this study contradict the assumption that lack of community participation and low level of education hinder the residents of this village in enjoying tourism benefits.

However, the study has revealed that women are under-represented in tourism employment and SMEs and hence are not directly enjoying the economic benefits of tourism but rather the socio-cultural benefits. This has been cited as a possible explanation as to why the district as a whole has high indicators of low quality of life despite high employment. There is a strong indication that income gained through tourism by the men is being redirected to purchase of alcohol and second marriages and thus is not sufficient.

CHAPTER SIX
CONCLUSION AND RECOMMENDATIONS

6.1 INTRODUCTION

The primary objective of the study was to understand the socio-economic benefits that the residents of Chembe Village in Cape Maclear, Malawi get from the tourism activities in the area with particular attention to how community participation and the residents' low level of education affects the attainment of these benefits. There have been studies conducted in Chembe village but none of these focused on understanding the benefits that this community obtains from tourism. In order to achieve this purpose, literature was reviewed with the aim of understanding what other scholars have found to be the benefits that tourism host communities enjoy and how their participation or lack of participation affects the attainment of these benefits.

The study adopted a qualitative research approach, case study design to be specific, due to its ability to allow the researcher to be the main instrument of data collection and analysis, thereby providing a rich source of information. Qualitative primary data was collected using face-to-face interviews and a focus group discussion whilst journal articles and publications provided secondary data. Being a case study, this approach permitted the researcher to use various data collection techniques thereby obtaining an in-depth understanding of the problem at hand.

To select the study's respondents, the researcher used the non-random purposive sampling technique, which selects only those respondents who will be informative to the study. A sample size of 14 respondents was used in this study, made up of three (3) tourism property owners, three (3) employees of tourism establishments, four (4) locals involved in tourism SMEs, one (1) traditional leader and two (2)

members of the community who are neither employed nor involved in tourism SMEs. Specifically, the three property owners were selected in order to provide information on what efforts they put in place as they operate their business in order to ensure that the local communities benefit. The researcher wanted to understand how their employment and purchasing policies benefit the locals.

Those in tourism SMEs and those employed in the tourism properties were selected so as to provide information on whether the income they get through tourism enables them to acquire their basic needs of life and improve their quality of life. Additionally, the traditional leader was included in the sample to highlight how they involve the local communities as they plan tourism development in the area and also to provide an insight on what agreements are made with the investors, as they allocate land to them for tourism development, so as to ensure that locals benefit.

Finally, the members of the community, who are neither in tourism SMEs nor are employed within the sector, were part of the study to provide information on what other benefits are being enjoyed by those members of the community who are not directly and actively involved in the tourism activities within the area. Considering that the tourism sector has been recognised as a sector that creates many opportunities for women to be involved, the researcher tried to be gender-sensitive when selecting the sample. Nonetheless the ratio of 50:50 for males to females was not reached due to challenges beyond the researcher's control.

All the 14 respondents involved in this study were asked almost similar questions in order to provide diverse views on the socio-economic benefits of tourism to the Chembe village community, with particular attention given to how the community participates in the tourism planning and development process. Data collected from the respondents, through face-to-face interviews and focus group discussions, was complemented by data collected from secondary sources like tourism publications, research papers, and journal articles.

The analysis of the data collected was done in two phases. The initial analysis was done concurrently with data collection. This phase helped the researcher to be focused and have the ability to test new data collected as it arose. In instances where the respondents were not providing adequate answers to the question, the researcher was able to ask additional questions or rephrase the question in order to get more information from them. The second phase involved grouping the data into meaningful codes from which themes emerged.

6.2 CONCLUSION

This chapter outlines the conclusions drawn from this study according to the study's findings and also the analysis of the data as presented in chapters four and five.

6.2.1 How Chembe village is benefiting from tourism

From the study's findings and analysis, it has been revealed that the residents of Chembe village are enjoying the benefits from tourism both economically and socially. Economically, the study revealed that the tourism sector employs many people within the area and also supports tourism-related SMEs; the income gained through this enables the village to acquire its basic needs. However, the study noted that women are under-represented in both tourism employment and SMEs. Additionally, some residents enjoy free will donations from tourists, for example education sponsorship for the children. Socially, the respondents indicated that the residents of Chembe village are more exposed to the western world and culture than the other villages who do not host tourists. In addition, the study revealed that there has been much infrastructural development within the area due to tourism, including the upgrading of the earth roads to tarmac, construction of a health facility and availability of clean tap water.

6.2.2 Community participation

As stated in point 2.3.2, community participation in this study was looked at from two different angles, the first one being the community's involvement in tourism through employment or SMEs, and secondly the community's participation in the tourism planning and development process. This study revealed that, on one hand, there is lack of adequate community participation in the tourism planning and development process whilst on the other hand, the members of the community participate in tourism employment and SMES.

The study revealed that lack of community participation in the tourism planning and development process is as a result of lack of proper co-ordination between those in authority and the local community. The study revealed that the residents on their own without consulting the local authorities allocate land to tourism investors for tourism development as they believe that the land belongs to them and they have full control over it. Coincidentally on the other hand, the traditional leaders also allocate land to tourism investors and do the entire tourism planning and development process on their own without involving the residents in this process. It is therefore clear that there is no proper co-ordination and consultation between the traditional leaders and the local residents of the village. This lack of proper co-ordination between these two parties leads to lack of community participation in the tourism planning and development process as both parties seem to be independent from each

The study showed that the majority of the employees of the tourism establishments in Chembe village are village residents themselves and hence there is maximum community participation in employment. Nevertheless, due to their low level of education the majority of the Chembe village residents are employed as housekeepers or waiters and few hold managerial positions. This reduces their potential of maximising all the economic benefits that arise through tourism employment. Although they enjoy the economic benefits through employment,

these benefits would have been even much greater if their level of education had been higher.

Although some respondents indicated that tourism is bringing negative exposure and a high rate of school drop-outs, the majority of the respondents indicated that the positive effects are numerous and outweigh the negative ones. The study reveals that there are several socio-economic benefits that the residents of Chembe village derive from tourism. In addition, the study has shown that there is lack of community participation in the tourism planning and development process due to lack of proper co-ordination between those in authority and the village residents.

6.3 RECOMMENDATIONS

Firstly, this research recommends that deliberate efforts should be put in place to ensure that there is proper co-ordination between the traditional leaders and the village residents as regards tourism development. This co-ordination will eventually lead to community participation since the study's findings revealed that lack of community participation was as a result of lack of proper co-ordination and consultations between the leaders and the village residents.

Additionally, there is a need to develop policies which will aim at ensuring that women are ably represented in the tourism sector through both employment and SMEs since the study revealed that women are under-represented in the tourism sector in Chembe village.

Furthermore, there is a need to develop strategies that will encourage the future generation in Chembe village to go beyond junior secondary school level of education since the study has revealed that the majority of the present generation did not go beyond junior secondary school level and occupy low-level positions in the tourism industry.

6.4 FURTHER RESEARCH

This research was limited by time and this did not allow for a comparison of Chembe village and other tourism villages as to the extent of the benefits being claimed. As such, further research should consider comparing two villages, over a period of time, to assess the economic improvement experienced by the residents.

Furthermore, as this research has established there is gender imbalance as regards employment and involvement in tourism SMEs, it is recommended that further research be carried out to find out why this is the case and then propose policies which will ensure that more women are employed and involved in tourism SMEs.

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APPENDICES

Appendix 1: Interview Schedule for all respondents

PART A

TABLE 2: GENERAL INFORMATION

Respondent Number		
Interview Date		
Sex	Male	
	Female	
Category	Proprietor / Manager	
	Employee (Waiter, Chef, House keeper etc.)	
	Local Tour guide	
	Curio Seller	
	Traditional leader	
Level of Education (Not applicable to Managers and Traditional leaders)	University Level (Diploma / Degree)	
	Secondary School level	
	Primary school level	

PART B:

Interview questions in relation to the research questions

TABLE 3: RESEARCH QUESTIONS AND INTERVIEW QUESTIONS MATRIX

RESEARCH QUESTION	PROPRIETORS / MANAGERS	EMPLOYEES / SMEs	TRADITIONAL LEADERS
What are the socio-economic benefits that the Chembe village residents are getting from tourism?	What are the socio economic benefits that the Chembe village community is getting from tourism?	What are the socio-economic benefits you are getting from tourism as an individual?	What are the socio-economic benefits that your community, as a whole, is getting from tourism?
	Are you involved in any corporate social responsibilities in this area? Please clarify?	With the income you earn from tourism, are you able to acquire the basic needs of life e.g. food, shelter, health services, education for children e.t.c?	
		Is there a difference in the quality of your life before and after being involved in tourism through employment or SMEs?	
		What socio-economic benefits are you enjoying as a community	
How does this community participate in the tourism planning and development process? Does this affect the attainment of these benefits?		Are you or any members of the community involved in the tourism planning and development process?	Are the members of your community involved in the tourism planning process?
		How does your involvement or non-involvement in the planning process affect	Does the community's participation have an effect on the attainment of the benefits?

		the attainment of the benefits?	
How is the Chembe Village community involved in tourism related SMEs and other income generating activities e.g. employment?	What employment policies have you put in place to ensure that the community is benefiting		What policies have you put in place at local level to ensure that the village residents are involved in tourism SMEs and also employment?
	What are your purchasing policies? Who supplies most of your stuff?		
	What is the total number of your staff? Please clarify how many are permanent village residents and their positions and those that are not permanent village residents and their positions.		
How is low literacy rate, in this district, a hindrance to community participation which in turn leads to failure to attain the benefits?	What education qualifications do you consider when employing people at your establishment, at various positions?	Does your level education have an effect on how you are involved in tourism through employment and SMEs and also your participation in the tourism planning and development process?	

Appendix 2: Participants' consent form

My name is Christine P. Chimangeni and I am studying for a Masters Degree in Public and Development Management, (MM P and DM) at the University of the Witwatersrand in Johannesburg. I am conducting a research on the topic ***"The benefits of tourism from community perspective of Chembe Village, Malawi"*** and would like to know if you would be willing to be part of this study.

Your participation in this study will contribute to the body of knowledge on the benefits that tourism host communities enjoy. Please note that your participation is voluntary and your answers shall be treated with confidentiality and anonymity. You may withdraw your participation any time and are not obliged to answer all the questions.

You may wish to contact me should you have any questions regarding this study at a later stage, herewith my contact details:

Mobile: +265 888 383 245 / +27 604 613 550

Email: christinechimangeni@yahoo.com

You are therefore requested to carefully read the information below and answer by ticking the appropriate box.

I understand and accept that my participation in this research study will include being interviewed by the researcher and that my responses shall be recorded to enable the researcher refer to them during the research report. I therefore give consent that my responses be used in this research study.

Yes ☐ No ☐

I understand that the responses that I shall give during the data collection process shall be confidential and anonymous. I also understand the researcher will ensure that all data collected is kept safe and secure.

Yes ☐ No ☐

I understand that my participation in this research process is voluntary and that I may withdraw at any stage of the process should I wish to do so.

Yes ☐ No ☐

I have carefully read the above information and I voluntarily agree to participate in this research study.

I ……hereby agree to participate in the research study on ***"The socio-economic benefits of tourism to Chembe Village, Cape Maclear"***

…… ……..

Signature or finger print Date

Thank you very much for your valued participation