



2017 Research Symposium

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Research Symposium Theme:

Economic Transformation: Accelerating transformation at the city level

Topic:

EXAMINING THE ROLE OF COMMUNITY BASED TOURISM AS A LOCAL ECONOMIC DEVELOPMENT TOOL: THE CASE OF THE INANDA HERITAGE ROUTE.

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ACRONYMS

CBT - Community Based Tourism

LED - Local Economic Development

IHR -Inanda Heritage Route

NGOs- Non-Government Organisations.

CBOs -Community-Based Organisations.

LCs -Local Communities.

PA - Poverty Alleviation

INK - Inanda Ntuzuma KwaMashu

ABM - Area Based Management

ABSTRACT

This research paper examines the role of Community Based Tourism as a Local Economic Development tool. It sought to establish the impact of Local Economic Development (LED) strategies employed by the Inanda Ntuzuma KwaMashu Area Based Management program (INK ABM) in alleviating poverty in Inanda Township through their living Heritage Site. It attempts to establish whether Community Based Tourism has had an impact on the economic empowerment of communities residing within the Inanda Heritage Route. Poverty Social and Impact Assessment was used in the assessment. The study revealed that LED strategies have had a significant impact in improving infrastructure and service delivery at Inanda Township, however Local Economic Development strategies have had marginal impact in improving the income, assets indicators, human capabilities, market share and employment creation for the local residents of Inanda.

Moreover the study revealed that there is a strong positive correlation between education levels and the lack of success of entrepreneurs. A major finding is that LED strategies along the Inanda Heritage Route do not target all the segments of the poor in a meaningful way. As such the study suggests a new LED agenda in Inanda Township which is: holistic, targets all the segments of the poor, encourages skills development and consists of various investment packages which would ensure that poverty in its multidimensionality is addressed meaningfully.

Introduction and Statement of Problem

1.1 Background

Tourism has become one of the largest and fastest growing industries in South Africa (Garth: 2004). It contributes significantly to the social and economic development of both the country and its people. Internationals travelling to South Africa have surged since the end of apartheid (see figure 1). In 1994, the year of South Africa's first democratic only 3.9-million foreign visitors arrived in the country and by 2004, international arrivals had more than doubled to 6.7-million and in 2007 a total of 9.07-million foreigners visited South Africa - an 8.3% increase over 2006, as the country broke its annual tourist arrivals record for the third year running (Statistics South Africa: 2011).

Figure 1: International tourist arrivals (in millions)



Figure 1 Source: Department of Tourism: 2007

The impact brought by the growth of the tourism industry is intended to trickle to all areas of South Africa (Mametja, 2006). The South African government has developed several initiatives to promote tourism as one of the top five economic contributors to sustain development, and as an engine of growth for local communities and the historically disadvantaged (DEAT: 1996). A key feature of South Africa's Tourism Growth and Development Strategy is the diversification of the sector through new product development. This imperative means developing new Small, Medium and Micro Enterprise (SMME) in historically disadvantaged areas (DEAT: 1996).

The *White Paper on the Development and Promotion of Tourism* (1996), states that Community Based Tourism (CBT) is a key tool for creating a sustainable tourism industry. Sustainable tourism in South Africa is aimed at integrating all the diversity (rural and urban areas) and the uniqueness of the country. The focus on tourism attractions is generally located in townships, peri-urban and rural areas. Community Based Tourism (CBT) therefore allows spatially disadvantaged communities to share the benefits of tourism development and growth, promoting a more balanced and sustainable form of development (DEAT, 1996). (*White Paper on the Development and Promotion of Tourism in KwaZulu-Natal: 2008*).

The Department of Environmental Affairs and Tourism (*DEAT Poverty Relief Programme*) was established for alleviating poverty amongst South Africa's poorest communities (Markowitz, 2001). It is aimed at enabling local communities to have and enjoy a better life through increased socio-economic benefits and improved the use of natural resources within local community areas (Gilfillan, 2001). Local governments have thus been on the fore front of promoting townships, peri urban areas and rural areas as tourist destinations outside the traditional' tourist destination including museums, art galleries, beaches and restaurants, in order to empower communities outside these urban centers (Garth, 2004). The rationale of promoting CBT in townships, peri urban areas and rural areas, is for tourists to experience the unique culture, heritage, history and authentic community life in these areas. The Inanda Heritage Route is an example of such a community based venture, aimed at promoting culture and heritage and offering a unique local experience to tourists (www.ethekwini.gov.za). The Inanda Heritage Route epitomizes and captures the cultural and historical heritage of KwaZulu- Natal and South Africa all in one. The route is also home to the Ohlange Institute (www.ethekwini.gov.za).

1.2 Motivation for the Study

The growth and development of tourism has stimulated research in many aspects of tourism, including the South African Tourism which is mandated to market South Africa internationally as a preferred tourism destination, and the Trade and Industry Chamber which has generated funds for research into industrial development growth and equity business tourism sector study (Thornton, 2006). There has been a phenomenal growth in the tourism sector, as an economic contributing industry which brings about many perceptions such as; the increase in the tourism sector will contribute to a large amount of employment opportunities' (Rogerson, et al 2011). The motivation for undertaking this research is attributed to a number of questions and concerns that relate to the high levels of poverty and the stagnant economic growth within South Africa's Townships. Evidence to the stagnant economic growth within South Africa is confirmed by; Adatia (2011) who elaborates that in South Africa, there are many small towns that are in economic decline and unable to provide sustainable services for people living in the surrounding rural areas. Features of such towns as identified by Adatia typically include:

- i. Stagnant or declining economic or industrial activity
- ii. High levels of unemployment
- iii. A structure that reflects the impact of apartheid planning, with marginalised township areas on the outskirts of the town- (Which is evident in the township of Inanda)
- iv. Basic infrastructure that is not maintained properly
- v. Road layout and transport linkages that predispose the towns to act as conduits for goods and services rather than as regional service points.

The challenges of small towns, it is argued, must be addressed in order to facilitate rural development and improve the quality of life of people in the surrounding villages and township Adatia (2011).

The motivation for this study is to investigate and understand whether Community Based Tourism (CBT) in the context of current development strategies can be used as a Local Economic Development (LED) model to help alleviate poverty in townships such as Inanda which are still experiencing slow economic progression. The stagnant economic progression in Inanda Township is evident through the township renewal INK (Inanda, Ntuzuma, KwaMashu) case study (2005) where Inanda Township is amongst one of the largest concentrations of low-income households in South Africa. Almost 77 per cent of households earn less than R1 600 per month, only 27 per cent of residents are employed and about 43 per cent of the people do not have formal houses (eThekweni Municipality : 2011).

The motivation also lies in understanding the extent to which CBT can successfully stimulate LED and can economically empower and alleviate poverty for communities residing along the Inanda Heritage Route which comprises of settlements of historical, political and cultural values, and these include:

- i. The Gandhi's Phoenix Settlement
- ii. The Shembe Settlement of Ekuphakameni
- iii. Ohlange Institute
- iv. Inanda Seminary
- v. Shembe Settlement of Ebuhleni
- vi. Inanda Dam