

Responsible Tourism in rural South Africa:

Lessons from two case studies on the Wild Coast



Photo: Coffee Bay, credit: Elena van Doorn

Elena van Doorn
VDRELE001

Supervisor: Associate Professor Merle Sowman

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Abstract

In Post-Apartheid South Africa tourism was seen as an important tool for economic development and poverty alleviation, especially in rural communities. The term Responsible Tourism was adopted by government in the 1996 White Paper and encouraged tourism that creates competitive advantage, maintains natural, social and cultural diversity and promotes sustainable use of local resources. This study looks at two case studies on the Wild Coast of South Africa, namely; Coffee Shack in Coffee Bay and Bulungula Lodge in Nqileni, which have both been awarded for their responsible tourism efforts. Through a review of the literature, document analysis and semi-structured interviews, this thesis identified a set of responsible tourism criteria applicable to tourism ventures in rural South Africa, while also identifying some of the challenges that come with tourism development in rural areas. The study discusses how responsible tourism approaches and practices can enable not only job opportunities, but also contribute to improving basic living conditions and enhance education and skills development of local communities. Gaining ownership of the tourism venture, meaningful participation of local communities in management and decision making, equal power relations as well as sharing in the benefits were all found to be important enablers in the case studies. A responsible tourism approach also focuses on promoting sound environmental management practices, including respect for local cultures, institutions and local knowledge, thereby contributing to biodiversity conservation efforts and promoting sustainable livelihoods. The study recognised how partnerships with government and NGOs can enable better implementation of responsible tourism policies and approaches, while monitoring results and accreditation can measure these benefits delivered to the economy, community and environment.

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Abbreviations

AIDS	Acquired Immune Deficiency Syndrome
BLC	Bulungula Lodge community
BLM	Bulungula Lodge management
BLS	Bulungula Lodge staff
CBT	Community-Based Tourism
CSC	Coffee Shack community
CSM	Coffee Shack management
CSS	Coffee Shack staff
CWP	Community Work Programme
DEA	Department of Environmental Affairs
DEAT	Department of Environmental Affairs and Tourism
DT	Department of Tourism
ECD	Early Childhood Development
FTTSA	Fair Trade Tourism South Africa
HIV	Human Immunodeficiency Virus
IUCN	International Union for Conservation of Nature
ILM	Ikhaya Labantwana Montessori
NGO	Non-governmental organisation
NPO	Non-profit organisation
PDI	Previously Disadvantaged Individual
SMME / SME	Small(, Micro) and Medium Enterprises
SATC	South African Tourism College
UN	United Nations

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Chapter 1 Introduction

1.1. Background of the study

At the time of conducting this study, 24 years have passed since the establishment of a democratic government in South Africa in 1994. Many South Africans however, still live below the poverty line and don't have access to basic government services such as roads, health care and clean water. Per capita the country might be considered an upper middle-class income country, however, South Africa is still one of the most unequal countries in the world, with a consumption expenditure Gini coefficient of 0.63 in 2015 (The World Bank, 2018, p.42). The country has one of the highest inequalities in wages, opportunity and wealth in the world and remains highly polarised (The World Bank, 2018). The slow pace of development in the former "homelands" during Apartheid, is ever present.

In 1992 the world came together at the Earth Summit in Rio de Janeiro in the form of over 170 Parties committing themselves to implement 27 principles of sustainable development, moving from social and economic development as well as environmental issues being dealt with in isolation towards interdisciplinary governance strategies. Eradicating poverty and human well-being in harmony with nature were part of the principles. Within sustainable development, tourism's ability to sustainably uplift rural areas and communities was recognised by the World Tourism Organisation (WTO, 2002). South Africa was no exception to this development and after the democratic elections in 1994, the Department of Environment Affairs and Tourism¹ (DEAT) identified tourism as an engine for rural development (DEAT, 1996).

¹ From 2009 the Department of Environmental Affairs and Tourism (DEAT) split into the Department of Environmental Affairs (DEA) and the Department of Tourism (DT). From 1994 – 2009 it was known as the Department of Environmental Affairs and Tourism.

The term “responsible tourism” was adopted in development strategies as the key guiding principle for tourism development. In the White Paper on Tourism and Development responsible tourism was defined as:

“Tourism that promotes responsibility to the environment through its sustainable use; responsibility to involve local communities in the tourism industry; responsibility for the safety and security of visitors and responsible government, employees, employers, unions and local communities” (DEAT, 1996).

1.2. The case studies

This research explores responsible tourism in rural South Africa, with case studies of tourism accommodation on the Wild Coast. The two case studies are Coffee Shack and Bulungula Lodge, both situated on the Wild Coast in South Africa, a rural area mostly populated by the Xhosa people. Both establishments are Fair Trade Tourism certified (FTTSA, 2016) and have been recognised by responsible or ethical tourism organisations or have been awarded for their efforts in their responsible tourism approach (Better Tourism Africa, 2017, Lonely Planet, 2014, The Guardian, 2009).

The Wild Coast is a stretch of 300 kilometres of rural coastline from East London to the border of the Eastern Cape and Kwazulu-Natal in the north. While this area is romanticised for its pristine natural environment (De Villiers & Costello, 2006), it is also one of the poorest areas of South Africa, with 70 per cent of South Africa’s poorest inhabitants residing here (Kepe, 2009; Aliber, 2003). Incomes are mostly derived from jobs in the mines in Gauteng or government grants, as there are few opportunities for jobs.

Multiple development initiatives have been suggested, such as mining, intensive agriculture, a toll-road and ecotourism, but not without controversy surrounding these developments. Research has shown that the government and the private sector have different visions regarding the needs of the poor (Kepe, 2001). Sustainable development is identified as a necessity for this area, however, there are different understandings of what sustainable development entails (Tessaro & Kepe, 2014).

The case studies have been selected based on their success within a form of responsible tourism. This study hopes to learn lessons about enabling factors for responsible tourism as well as the challenges and opportunities of running a responsible tourism business in rural South Africa. South African studies on hotel and tour operating businesses show a low level of transition towards responsible tourism (Frey & George, 2010; Spenceley, 2007; Van der Merwe & Wöcke, 2007; Wijk & Persoon, 2006). This research might shine some light on the issues that tourism accommodations face when running a responsible tourism business. Consequently, the study aims to provide a discussion on improved implementation of responsible tourism within other tourism ventures in rural South Africa as a way of enabling sustainable rural development. This research builds on the existing research related to forms of responsible tourism. This study uses the concept of responsible tourism as defined by the government of South Africa, which aims to reverse status quo structures of Apartheid by including previously disadvantaged individuals as well as improve natural resource management to support local livelihoods and promote the sustainable use of natural resources.

1.3. Research question and objectives

The research question that this thesis is seeking to address is: How can responsible tourism be better implemented to benefit communities and the environment in rural South Africa?

To support this research question, the following objectives will be addressed:

1. Based on the literature, develop a set of responsible tourism criteria that are applicable to tourism ventures in rural areas of South Africa;
2. Assess the extent to which these responsible tourism criteria have been integrated in the two case studies;
3. Identify and discuss the challenges to implementing responsible tourism criteria in the case studies and;
4. Provide recommendations for strengthening the implementation of responsible tourism in other tourism ventures in rural areas of South Africa.

1.4. Outline of the study

Chapter 1 introduces the study, the case studies and the research question and objectives.

Chapter 2 provides a review of the literature relevant to this study. The chapter ends with an initial set of responsible tourism criteria derived from the literature as well as the fair trade principles by Fair Trade Tourism South Africa, the certification programme through which the case study sites are accredited.

Chapter 3 sets out the methodology utilised in this study. It discusses limitations of the study as well as ethical considerations.

Chapter 4 presents the findings of the two case studies gathered from fieldwork.

Chapter 5 provides a discussion of the findings of the study in relation to the literature discussed in chapter 2. The criteria will be discussed as well as the extent of the implementation of the criteria in the case studies. This chapter will then identify and discuss some of the challenges experienced by the two responsible tourism ventures examined in the case studies as well as provide recommendations for improving implementation of the criteria in other tourism ventures in rural South Africa.

Chapter 6 will present a summary of the study. It will reflect on the findings and provide concluding remarks on the study.

Chapter 2 Literature Review

2.1 Introduction of the chapter

This chapter reviews the literature regarding responsible tourism and examines its application in the context of rural South Africa. First the concept of sustainability in tourism will be reviewed followed by a review of its uptake and implementation in South Africa. Section 2.3 will review the different terms applied to sustainable and responsible forms of tourism and based on the literature, define responsible tourism and provide a rationale for why this term has been selected in this dissertation. Section 2.4 will discuss the opportunities for increasing participation of local communities in tourism development and explore pro-poor tourism strategies. Opportunities for developing Small, Micro and Medium Enterprises (SMME) in tourism will then be discussed. The next section discusses opportunities for natural resource management within tourism development resulting in environmental conservation as well as social justice. Section 2.7 will discuss the concept of certification in tourism. This section will also present a set of responsible tourism criteria as they emerged from the literature which will be used to assess how the two projects have integrated these concepts. Section 2.8 will discuss the complexity of the Wild Coast region where the case studies are located as well as the current socio-political context in the area to get an idea of the issues that stakeholders are having to take into consideration in planning and decision making.

2.2. Sustainability thinking in tourism

The concept of sustainable development developed around the 1970's and 1980's from a realisation of the limits to our natural resources and therefore a limit to

uncontrolled economic growth. Exploitation of land and resources leading to environmental and social problems became more apparent (Meadows et al., 1972). This idea of Limits to Growth demanded a novel approach to development – one that recognised the finiteness of the earth's resources and that development was ultimately dependent on a healthy environment. Our Common Future (Brundtland, 1987), better known as the Brundtland Report, defined the concept of sustainable development as development that meets the needs of present generations without jeopardizing the ability of future generations to meet their needs and emphasised that economic growth must take place within the limits of our natural environment and its available resources, while encouraging social well-being and a just system where everyone benefits and not just a few.

In 1992 the United Nations held a conference on Environment and Development in Rio de Janeiro, putting sustainable development on the global agenda. Twenty-seven principles were agreed upon to implement sustainable development and a UN Commission for monitoring sustainable development implementation progress was initiated. Several conferences and workshops took place over the following decades where the notion of sustainable development and how it could be implemented across all sectors was debated and various agreements were reached to incorporate sustainable development into various sectors, such as Agenda 21 (The United Nations Conference on Environment and Development (UNCED), 1993). Many countries committed to integrate sustainable development principles and practices into planning and decision making. As tourism was expanding and traveling became more widely available to more people, concerns about its potential for negatively impacting the environment and local communities increasingly called for sustainable development

strategies within the tourism sector. Tourism's ability to sustainably uplift rural areas and communities was also increasingly recognised (World Tourism Organization, 2002)

South Africa embraced the concept of sustainable development and after the democratic elections in 1994, the government identified tourism as an engine for rural development (Cock & Koch, 1991). This resulted in the White Paper on Development and Promotion of Tourism (Department of Environmental Affairs and Tourism, 1996), which emphasised a need for responsible tourism. Responsible tourism is defined by the government as “good business opportunities for tourism enterprises”, while also “enabling local communities to enjoy a better quality of life through increased socio-economic benefits and improved natural resource management” (DEAT, 1996). In 2002, a manual was developed for responsible tourism (Spenceley et al., 2002) and as a result the government created the Responsible tourism guidelines (DEAT, 2002), which aim to guide tourism ventures to adopt a responsible tourism approach. In the same year, Cape Town held its first Responsible Tourism conference, which resulted in the Cape Town Declaration, committing the city to minimise the negative economic, social and environmental impacts of tourism.

[2.3. Responsible tourism and similar terms in the literature](#)

Since the introduction of the notion of sustainable tourism many different definitions and terms have developed. Ecotourism, responsible tourism, pro-poor tourism, community-based tourism and combinations of the above are in common use in the literature and in practice. These terms will be briefly explained and then the rationale for using the term responsible tourism in this research will be clarified.

In essence, sustainable tourism is tourism that can be sustained over a long period of time (Higgins-Desbiolles, 2018; Butler, 1999), and therefore does not include responsibility by its participants. Butler (1999) therefore made the distinction between sustainable tourism and “tourism in the context of sustainable development” (1999; p.35). However, various scholars have developed a definition that entails a combination of achieving economic, social and environmental benefits and minimising harm to the natural and social environment (Higgins-Desbiolles, 2018; World Economic Forum, 2014; Butler, 1999 etc.). In 2014, the World Economic Forum described sustainable tourism as follows: “Sustainable tourism should [...] meet the needs of local communities by improving their quality of life while satisfying tourism demands and supporting the long-term attractiveness of an area for tourism” (World Economic Forum, 2014, p. 21)

In this definition, we can distinguish economic benefits (“satisfying tourism demands”), social benefits (“meet the needs of local communities by improving their quality of life”) and some reference to protecting the environment: “supporting the long-term attractiveness of an area for tourism”. However, this definition has been criticized in the literature due to a lack of focus on the sustainability of livelihoods and resources of the local community (Bien, 2003). In addition, the notion of supporting the attractiveness of an area remains a vague concept. Even though it touches on “environmental conservation” it still does not get the attention it deserves (Yasarata et al., 2010 cited in Leslie, 2012; Hardy et al. 2002; Middleton, 1998).

The term ecotourism gained popularity after the 2000s, even though it had been in use for more than a decade. For instance, in 1991 ecotourism was defined as “responsible travel to natural areas that conserves the environment and sustains the well-being of

local people” by the International Ecotourism Society (Leslie, 2012, p.23). Ecotourism emphasises the natural environment and experiencing this in the most pristine form. Therefore, an important part of ecotourism is “environmental conservation, while including community participation, benefit and profitability at the same time, in a way to sustain itself” (Fennell, 2001, as cited in Frey and George, 2009, p.622).

Ethical tourism is a concept focussed on benefitting local communities. Tourism in terms of this concept aims to limit negative externalities that come with tourism. The tourist and tourism operator must take responsibility to avoid or minimise impacts on the environment and local communities. Therefore, this concept does overlap with responsible tourism, which is discussed further on in this chapter. In terms of ethical tourism, all stakeholders gain benefits and there is equitable access to the decision-making process and actions suggest behaviour originating in principles or morals (Weeden, 2005, 2001).

Alternative tourism refers to “taking the road less travelled”. This term is used for any form of tourism that differs from mainstream tourism. It encompasses interactions with the local community and adaptation to local culture. Usually it would be as far removed from mass tourism as possible (Krippendorf, 1987, p.37) and it is “consistent with natural, social and community values and which allow both hosts and guests to enjoy positive and worthwhile interactions and shared experiences” (Smith and Eadington, 1992, p.3).

Pro-poor tourism is an approach to tourism that seeks to facilitate involvement of the poor in tourism initiatives in a way that delivers benefits to the poor and enhances poor

areas. It is a response to mainstream tourism where economic benefits usually do not effectively reach the poor. Pro-poor tourism is seen, not as a particular tourism tool, but as an approach to tourism development and management that enables access to fair and sustainable economic advantages for local communities (Goodwin and Francis, 2003). Debates around pro-poor tourism first emerged at the 2002 World Summit on Sustainable Development in Johannesburg and was further recognised in the Washington Declaration on Tourism as a Sustainable Development Strategy by the World Tourism Organisation (World Tourism Organisation, 2004, as cited by Rogerson, 2006), prioritising “equitable distribution” of benefits.

The term responsible tourism was first introduced in 1989 in the *Contribution to the drafting of the Charter for Cultural Tourism* (European Centre for Training And Regional Cooperation (ECTARC). Post 1994, South Africa embarked on a law reform process across all sectors including tourism. Consequently, the term responsible tourism was adopted by the government in the White Paper for development and promotion of tourism in South Africa (DEAT, 1996). In 2002 a manual for responsible tourism was published as well as a set of guidelines across all tourism sectors (Spenceley et al., 2002; DEAT, 2002). The term “responsible” calls on tourism ventures to implement values in their business strategies and actively make attempts to include disadvantaged community members in the initiative. However, the implementation of responsible tourism policy within tourism businesses in South Africa is not monitored and it is therefore difficult to determine if businesses are making an impact on sustainable development including communities and conserving the environment.

The Cape Town Declaration (2002), which incorporates the principles and approaches of responsible tourism, was developed after a conference on responsible tourism. This conference took place prior to the World Summit on Sustainable Development (WSSD) where responsible tourism was defined as follows: 1) an increase in the quality of life for surrounding communities, 2) create better business opportunities, and 3) improve experiences for tourists. The guidelines emphasise the fundamental approach chosen which includes consideration and enhancement of communities, and the public and private sectors (DEAT, 2002).

This thesis will make use of the term responsible tourism, as this is the terminology used by the South African government (DEAT, 2002; Spenceley et al., 2002; DEAT, 1996). In this definition responsible tourism is both “providing better holiday experiences for guests and good business opportunities for tourism enterprises” and “enabling local communities to enjoy a better quality of life through increased socio-economic benefits and improved natural resource management” (DEAT, 2002, p. 8).

2.4. Opportunities for inclusive tourism development

Most tourism investment still occurs in cities. One of the issues with investment in rural South Africa can be explained by the complexities of land ownership, poor infrastructure and limitations of the tourism market (Mahony & Van Zyl, 2002). The Tourism White Paper of South Africa (1996) describes tourism development in the future as contributing to the “improvement of quality of life of every South African” through three objectives articulated in the government’s policy papers (South Africa National Development Commission, 2012; Mahony & Van Zyl, 2002; South African Government, 2000; DEAT, 2000). The first objective is to increase the number of tourism businesses owned by previously disadvantaged individuals (PDIs). Secondly, the goal is to

increase participation by PDIs through management of tourism ventures and third, to not only increase business opportunities for PDIs in the tourism industry but also acknowledge the potential of the tourism industry to sustainably uplift the lives of poor people (Mahony & Van Zyl, 2001; DEAT, 1996).

Since Apartheid excluded and restricted coloured and black South Africans from inclusion in economic development opportunities, the tourism industry, like many other sectors, is underrepresented by black South Africans. A study by Allen & Brennan (2004, p.9) revealed how this has led to not only misrepresentation, but even hostility by those previously excluded, towards the tourism sector. Initiated by the then Department of Environmental Affairs and Tourism (DEAT), the Tourism Black Economic Empowerment (DEAT, 2005) initiative, developed a Charter and Scorecard to measure the level of transformation in the South African tourism industry. Black South Africans have, in the past, been unable to participate and therefore have not benefitted from the tourism sector (Frey and George, 2010). By setting up the Responsible Tourism Requirements (SANS 1162:2011), South Africa aims to enable responsible tourism through socio-cultural, economic and environmental criteria and sustainable operations and management.

Not all stakeholders agree that tourism is a panacea for rural development, however. Critics have mentioned that tourism as a tool for rural development has in the past been a cause of conflicts and challenges (Scheyvens and Russell, 2012; Simpson, 2010; Hall, 2007; Sharpley and Roberts, 2004). As Ashley et al. (2001) argue tourism can do the opposite for the poor by causing “displacement, increase local costs, loss of access to resources and social and cultural disruption” (p. 12). The potential for

tourism's pro-poor strategies, however, derive from the argument that, compared to other sectors, tourism provides the best prospects for growth in poor communities and that the counterarguments could be applied to all economic development in a world of globalisation (Ashley et al., 2001).

Other opportunities are wide participation, including participation of the informal sector, due to the diversity of the tourism enterprise, linkages to other economic activities (such as souvenir selling), the sector's dependency on natural capital and culture that is available to the poor (as opposed to financial resources which the poor usually will not have access to) and inclusivity of marginalised people such as women (Spenceley et al., 2002). Subsequently, participation has been acknowledged as a tool for including the voice of communities in development strategies as an opportunity for enabling goodwill, which results in an amicable atmosphere (Ashley and Haysom, 2008; George, 2007; UN-WTO, 2007). Ashley et al. (2001) argue that a higher proportion of jobs, compared to other sectors, are filled by women (although not necessarily poor women). The 2017 United Nations Conference on Trade and Development (UNCTAD) recognised the need for transformation and inclusive growth in tourism. These proposals were documented in the 2017 report on African economic development (UNCTAD, 2017). Sheyvens and Biddulph (as cited by Rogerson et al., 2018) understand economic inclusion to be "the involvement of marginalised or less powerful groups in the production of tourism and the sharing of the benefits of tourism" (p.5).

Ashley and Roe (2002) argue that pro-poor tourism strategies are necessary to ensure advantage-taking of these benefits and to minimise negative effects. Simpson (2010) argues for a "replicable and robust analytical framework to evaluate the relationships, processes and impacts associated with the issues surrounding tourism and development" (p. 240), while also emphasising the need for evaluating tourism's

interactions with the poor (Simpson, 2010; Simpson, 2008a; Hall, 2007; Scheyvens, 2007; Sharpley and Roberts, 2004).

Critics of poverty alleviation through tourism development (Simpson, 2008a; Hall, 2007; Scheyvens, 2007; Mowforth and Munt, 2003, 1998; Davis, 2001; Cheong and Miller, 2000, etc.) argue that the goals are too ambitious and question the benefits delivered to the poor, as well as the “role of stakeholders such as tourists and operators and the trade-offs between negative impacts on the environment and the communities’ culture and traditions to the livelihood improvements” (Simpson, 2010, p.240). These critics recognise a need for research on the intricate relationships between development needs for marginalised communities and the goals of tourism businesses. Rogerson (2010) discusses how for example developing partnerships is acknowledged in the academic and policy discourse as a “promising way of helping local communities cope with problems specific to their area” (OECD, 2001, p.15).

Blackstock (2005) mentions how levels of participation can be influenced by power relations and highlights the fact that local control by definition does not mean participatory decision making. Wyllie (1998) has described how decision making at the local level in practice is dependent on who holds power at the local level. This relationship between local participation and local power structures is important for government policy-makers, managers and all other stakeholders in the tourism sector to acknowledge in order to ensure local democracy.

This dissertation argues that participation as a governance tool has the potential of working as an enabler for more equitable distribution of material resources, but also the sharing of knowledge and promotion of people’s self-development (Connell, 1997).

It is a way of investing in the community in which the tourism venture is based and can therefore contribute to the goals of sustainable development. It refers to the active engagement of community members in management and governance processes (Biggs et al., 2012)

However, this dissertation does acknowledge the challenges that come with community participation (Okazaki, 2008; Blackstock, 2005; Taylor, 1995). Community-based tourism initiatives have been identified as being time consuming and less cost efficient. Blackstock (2005) highlights the problematic issue of communities being treated as a homogenous group, making decisions for the benefit of the group. However, it is important to acknowledge the individuality and heterogeneity of communities, having different interests and values.

Community-based tourism (CBT), this dissertation argues, is not sufficient in dealing with the challenges of sustainable development. As Blackstock (2005, p.41) mentions, “CBT seeks to ensure the industry’s long-term survival rather than social justice.” Therefore, this dissertation explores community participation as only one of the many tools for responsible tourism development.

2.5. Small, Micro and Medium-sized Enterprises (SMMEs)

As part of the policy transformation process in South Africa and efforts to translate these policies into practice, the South African government through the democratic transition in 1994, has provided increased support for the establishment of small, medium and micro-enterprises (SMME’s). Tourism is identified as a potential key economic driver for post-Apartheid South Africa (Rogerson, 2005; Rogerson & Visser, 2004; WTTC, 2003, 2002; DEAT, 2004, 2003) and SMME’s have great potential within

tourism as they are the largest part of local tourism supply (Rogerson, 2005). Estimates for the developing world indicate that 85 per cent of total tourist accommodation capacity is being provided by small and medium-sized firms (WTO, 2002; Yunis, 2000).

While in most parts of the world, the term SME's is used, in South African context the term SMME is used and includes 'micro' enterprises. This is particularly important for the South African context as it refers to and includes the informal sector. Given South Africa's history where coloured and black South Africans have been largely excluded from the economy, it is important to include the informal sector as well as the formal in building the economy. Roe and Urquhart (2001) expect SMMEs operating in the tourism sector to contribute substantially to poverty alleviation and to Black Economic Empowerment (BEE) (Nieman et al., 2008).

As one of tourism's attractions is 'localism' and local culture, opportunities for locally owned enterprises delivering goods and services within the tourism industry emerge (Nieman et al., 2008; Rogerson, 2005). Tourism offers an especially wide range of SMME-development possibilities, including provisioning restaurants, offering transport services, tours, guiding and attractions. However, in a developing country this requires access to capital and training in business management and marketing (WTO, 2002) while considering the specifics of the particular context. Here, government is needed to support SMME development through appropriate policies and strategies (Butler and Rogerson, 2016; Rogerson, 2005; WTO, 2002). However, these policies and strategies need to be supported by research, but little research has been done on these specific support needs and constraints challenging SMME development (Rogerson, 2005).

However, research in South Africa suggests that in rural areas opportunities for SMME's are reduced due to a lack of infrastructure, both human and physical (Nieman et al., 2008; Global Africa Network, 2006; Roe & Urquhart, 2001). Ndabeni (2005) writes about rural small enterprise development in the Eastern Cape, with reference to a case study of the Wild Coast, describing a situation of 'forced' or 'necessity entrepreneurship', where tourism entrepreneurs exist at survival levels. Therefore, the situation for tourism entrepreneurs in rural areas differs from the urban context and the findings are actually in sharp contrast to that of growth constraints in established tourism SMME's (Rogerson, 2005). The increase of these 'survivalist' or 'marginal' entrepreneurs in the tourism context is a disturbing development of the South African economy (Rogerson, 2005).

2.6. Natural Resource Management and social justice

As globalisation, population growth and contestation for land pose an increasing pressure on natural resources, the poorest are usually the sector of society that suffers the most, since they depend on natural resources for their livelihoods (Barrett et al., 2011; Rockström et al., 2009; Béné 2008; Fabricius et al., 2004; World Health Organisation [WHO], 2005). This is most certainly the case in Southern Africa, where millions of people are dependent on natural resources for food and livelihoods. Anthropogenic climate change, biodiversity loss and deforestation are other important threats that have severe impacts on local communities and indigenous people (Sowman and Wynberg, 2014).

There is a growing concern that conventional governance structures and natural resource management systems are limited in dealing with these complex issues

regarding novel climate systems and uncertainty within socio-ecological systems and its services. Increasing pressure to embrace good governance principles in African countries (World Bank, 2002; United National Development Programme (UNDP), 1997) also contributes to a shift in the approach towards natural resource governance (Sowman and Wynberg, 2014). This reform acknowledges the need for more holistic, participatory and integrated approaches to natural resource governance (Sowman, 2017; Mehta and Pawliczek, 2012; Sowman and Wynberg, 2014; Sowman, 2011; Berkes et al., 2003).

This 'improved' approach to resource management is likely to facilitate sustainable use of natural resources providing ecosystem services, which enhance the quality of human life (Krishna et al., 2017), one of the aims of the South African government in terms of responsible tourism practices. Sustainable natural resource management orientates itself towards long-term benefits and incorporates local knowledge and learning for adaptive environments (Folke et al., 2005; Kepe et al., 2005; Allan and Curtis, 2005) in which customary systems play an important role (Ostrom, 1990). It is now recognised that sustainable natural resource management should include input from natural and social sciences, local knowledge and indigenous people (Berkes et al., 2000).

New approaches to governance might be articulated at the policy level but in practice there is still little evidence of local governance of natural resources enhancing the lives of local communities, facilitating social justice and opening up access to natural resources and land (Sowman and Wynberg, 2014). Research in South Africa shows how conservation efforts are still largely state-centric and driven by global agendas, resulting in local conflicts and restricted access to natural resources for local

communities (Mbatha, 2018; Sowman and Sunde, 2018; Hansen et al., 2014; etc). Local power struggles, lack of customary governance systems and lack of communication also prove to have a constraining effect on greater involvement of local communities in conservation governance (Hansen et al., 2014). Thus, responsible tourism provides an opportunity for enhancing participation of local communities in natural resource management planning, management and decision making.

2.7. Certification and identification of responsible tourism criteria

Much has been written on why responsible tourism is important, in particular in developing countries such as South Africa. However, there is currently no clear framework in place to monitor, review and assess tourism accommodations in terms of their responsible tourism efforts. In South Africa there are a number of organisations that offer certification programmes. Both of the case studies being investigated in this thesis are certified by Fair Trade Tourism South Africa. Coffee Shack was certified in 2007 and Bulungula Lodge in 2005. Certification can be defined as the procedure in which a service, a product, a facility or a process is assessed and audited to meet a baseline of standards resulting in a written assurance or logo if these standards are met (Mahony, 2007; Bien, 2003).

In South Africa a number of national certification programmes are used to assess and monitor responsible tourism initiatives. The Tourism Grading Council (TGC) implements the national quality tourism certification system, established by the Department of Environmental Affairs and Tourism in 2001, and since then has graded over 70 per cent of tourism accommodations in South Africa (Mahony, 2007). Other award or certification systems are the Heritage Environmental Rating Programme

(Heritage, 2018), the Imvelo Awards organised by FEDHASA (Federated Hospitality Association of South Africa) to award South African tourism facilitators implementing a sustainable environmental policy approach, and then there is the African Responsible Tourism Awards, presented by Better Tourism South Africa, the local edition of the World Responsible Tourism Awards (Better Tourism Africa, 2015), awarding tourism initiatives for their responsible tourism efforts. Finally, there is Fair Trade Tourism South Africa (FTTSA), an IUCN initiative, that awards responsible tourism businesses with a fair trade tourism certificate (Mahony, 2007).

FTTSA assesses accommodation through Fair Trade Tourism principles and a certification and audit process. To be certified as a fair trade tourism accommodation the tourism venture will be assessed on six principles, namely; fair share, fair say, respect, reliability, transparency and sustainability (FTTSA, n.d.). Fair share means a fair share of income; fair say refers to participation of community members; respect includes respect for human rights, culture and environment, in the form of promoting equality, understanding and tolerance of socio-cultural norms, water and energy management and conservation efforts towards biodiversity, as well as HIV/Aids awareness. Reliability refers to consistency of the business; transparency means clearly defined ownership and sharing of benefits and losses. Sustainability refers to knowledge increase through capacity building, promoting networking and partnerships, responsible use of resources, local purchasing and employment and supporting historically disadvantaged entrepreneurs. In practice, this means that an audit report will assess four different aspects of the business, namely business practice and human rights, community resources, cultural heritage, and environmental practice.

Based on these certification programmes and a review of the literature, various responsible tourism criteria have emerged. These have informed the design of the semi-structured interviews used in this dissertation and to review how these criteria have been addressed within the case studies. In the table below the criteria can be found. This review found the concept of responsible tourism to embrace various aspects of the different definitions and approaches to tourism development discussed in the literature review. The main themes and responsible tourism criteria listed in Table 2.1. have therefore been derived from the review conducted of the various sustainable tourism terms and their underlying principles and criteria (as described in section 2.3.)

Table 2.1. Responsible tourism criteria as derived from the literature

MAIN THEMES	Criteria
Tourism and economic development	Job creation (fair wages, local employment)
	SMME development
Tourism and the environment	Improved natural resource management
	Restoration and conservation
Tourism and social development	Community participation
	Investment in education/skill building
Tourism governance	Inclusivity and equality
	Certification
	Partnerships
	Respect for socio-cultural norms
	Fair power relations and inclusive decision making

The criteria derived from the literature are used to assess the case studies selected. Additional criteria that emerged from the fieldwork have been presented in the findings and are integrated into the discussion chapter.

2.8. Development on the Wild Coast

In South Africa most people live in urban areas although according to the National Planning Commission (2011), 40 per cent of South Africa's population lives in rural areas. Per capita the country might be considered an upper middle-class income country, however, South Africa is still one of the most unequal countries in the world, with a consumption expenditure Gini coefficient of 0.63 in 2015 (The World Bank, 2018). The country has one of the highest inequalities in wages, opportunity and wealth in the world and remains highly polarized (World Bank, 2018). Of South Africans living in rural areas, 65.4 per cent lived below the poverty line in 2015, compared to 25.4 per cent in urban areas (World Bank, 2018, p. xix). In fact, 27 per cent of the population in rural areas are considered to be food insecure (Department of Social Development, 2015). In 2000, the State President launched the Integrated Sustainable Rural Development Strategy (ISRDS), aiming to revitalise the rural economy (ISRDS, 2000).

This study focuses on two cases studies in a rural area in South Africa, known as the Wild Coast, a stretch of 300 km of coast. Of the poorest people in South Africa, 70 per cent reside here (Kepe, 2009; Aliber, 2003). At the same time the Wild Coast is also a 'hot-spot' for biodiversity and diverse ecosystems, such as wetland, aquatic, grassland and forest ecosystems (Tessaro & Kepe, 2014). Therefore, embrace of sustainable development practices in all development projects including sustainable

Tourism development is seen as necessary for this area. However, as Tessaro & Kepe (2014) found, different stakeholders in this area have different understandings of what sustainable development entails. This results in conflicting interests between government, NGO's, private developers and local people regarding land-use proposals. Ecotourism is promoted by the government of South Africa as a main contributor to sustainable development as it has a low impact on the environment (Kepe, 2001). However, little tourism development has been seen in this area (Kepe, 2008), resulting in other suggestions for development such as mining, intensive agriculture and a toll road.

Tessaro & Kepe (2014) identify a range of stakeholders relevant to development of the Wild Coast and outline their arguments in support of or in opposition to land-use planning proposals for this area. What Tessaro & Kepe (2014) found in their research was that even within the government there are conflicting policies and strategies for development of the area. On the one hand, the Department of Mineral Resources (DMR) is pushing for mining at the national level, while on the other side the Eastern Cape Parks and Tourism Agency (ECPTA) openly argues against mining as it may harm the environment which is the very asset that is required for tourism development. These tensions continue to play out along the Wild Coast (Bennie, 2011, Kepe, 2010) and need to be addressed. This study seeks to provide insights into how communities can benefit from local tourism development while simultaneously conserving the environment within this complex and often contradictory policy arena.

2.9. Conclusion of the chapter

This chapter discussed the different terms and definitions of sustainable and responsible tourism. It also explored the opportunities for greater involvement of local communities, particularly poor communities in tourism initiatives and discussed some of the challenges to implementing pro-poor and sustainable tourism. The promotion of SMMEs in South Africa and the role that tourism can provide in generating such enterprises as a mechanism for rural development was discussed. The role of certification in the tourism sector and various certification programmes in South Africa were described and responsible tourism criteria were proposed. These criteria will inform the assessment of the case studies investigated in this study.

Chapter 3 Methodology

3.1. Research design

A qualitative research design was used in this study. Qualitative research designs are commonly implemented to study the processes, meanings and quality of entities, as opposed to examinations and measurements of quantity, frequency or intensity, as done in quantitative research. Denzin and Lincoln (2000) define qualitative research as involving “an interpretive naturalistic approach to the world”. In their words this means that “qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them” (p.3).

The key features of the qualitative research design are threefold. Firstly, naturalistic, referring to the noncontrolling and natural emergence of real-world situations. Secondly, emergent, the enquiry adapts to emergent circumstances and is therefore contingent. And thirdly, purposeful, meaning the research will look into selected cases offering illuminative insights to the study, as opposed to a sampled study applied to a population or case study site resulting in empirical generalisation.

3.2 The Case Studies

This study will feature two cases on the Wild Coast that have both been certified and awarded for their efforts in a form of responsible tourism. About a month was spent in the field to collect the data, in the form of semi-structured interviews, document review and observation.

3.3 Data collection

3.3.1. Semi-structured interviews

A total of 33 semi-structured interviews were conducted as the main data collection method. Sixteen interviews were conducted in Coffee Bay and 17 in Nqileni village. Individual interviews are a key feature of qualitative research and function as a manner of gaining an “in-depth understanding of the personal context within the research phenomena” (Richie and Lewis, 2003). This is especially functional in complex systems as a way to get a deeper understanding of the case study.

Interviewees were chosen through purposive sampling as well as opportunistic and convenience sampling. In purposive sampling respondents are chosen based on certain traits or characteristics, such as socio-demographic characteristics or experiences. In my case studies this resulted in sampling based on socio-demographic traits, being the location respondents reside in, and the group of people the study aims to reach (the people that are affected by tourism in these areas) (Richie and Lewis, 2003). Some researchers prefer the term criterion-based sampling as all sampling could technically be called purposive (Preissle and Le Compte, 1984), however the term purposive sampling is the most common in the literature (Richie and Lewis, 2003).

In this case the criteria for selecting interviewees was mainly their relationship with the accommodation establishments. Thus, the people living in the village or villages adjacent to the accommodation, where the accommodation has an impact on the village community and their livelihoods, were identified for inclusion in the study. About half of the respondents were directly involved with the case study through employment or other benefits (such as education aid) and the other half were community members indirectly (from very little to highly impacted) by the tourism accommodation in the area. The

people indirectly involved or hardly to not-involved (benefiting and not benefiting) were recruited through opportunistic and convenience sampling (Maxwell, 2012; Patton, 2005; Burgess, 2002; Honigmann, 1967). In opportunistic sampling the researcher takes advantage of unforeseen opportunities as they arise during the course of fieldwork (Richie and Lewis, 2003). In opportunistic sampling the researcher leaves room for emerging factors during fieldwork leading to new actors. As the interviews were conducted, the respondents and translator led to other respondents that would provide value to the study, while also conducting convenience sampling. Due to the structure of the villages on the Wild Coast, where houses (rondavels) are built far from each other and the villages not having any particular borders, it was left up to the translator to bring the researcher to families to interview. In other cases, the researcher was brought to a community meeting or a celebration to find interviewees, chosen randomly.

The interviews varied in length from 15 to 90 minutes depending on how much the interviewees had to say regarding the subject. The questions were semi-structured as questions emerged and changed during the course of the interviews based on the information that was given. The responsible tourism criteria as derived from the literature (in chapter 2) formed the base of the semi-structured interviews. These themes from which questions were derived varied between actors based on their role in the community or within the lodge and were based on the themes that emerged from the literature.

All respondents gave their verbal consent on record. Verbal consent was preferred over written consent as a considerable percentage of people within the case studies is illiterate. The ethical approach to this study will be discussed in the section below.

3.3.2. Document review

Documents relevant to the case studies, such as meeting minutes, web pages and annual reports were gathered and reviewed. Document review, or document analysis is used to supplement information gleaned from the semi-structured interviews in the case studies. Documentary analysis is commonly used to study “existing documents, either to understand their substantive content or to illuminate deeper meanings which may be revealed by their style and coverage” (Ritchie & Lewis, 2003, p.35)

3.3.3. Observation

Observation was used to gain an understanding of the intricate relationships amongst the community and their environment and the community and the various stakeholders involved in the tourism ventures. It allowed for the recording and analysing of behaviour and interactions as they occur (Richie and Lewis, 2003). Observation allowed for an understanding of “nonverbal communications” which are “likely to be important” (Richie and Lewis, 2003, p. 35). In this case, these non-verbal communications allowed for data on interactions between the community and the various actors involved in the accommodations that could otherwise be missed by the researcher. Given the time limitations and the nature of the study, the researcher did not get immersed in the daily routines of the local communities and tourism managers and other tourism actors and thus uses the term “observation” rather than “participant observer”. Participant observation refers to a situation where the researcher joins in

the daily activities of members of the community providing “direct experiential and observational access to the insiders' world of meaning” (Jorgenson, 1989, p.15). Furthermore, the researcher was aware of their role as an “outsider”, with a different cultural background, looking through a global-north western ‘lens’. However, the observations will supplement the data collected through semi-structured interviews and document review.

3.4 Data Analysis

Applying thematic analysis to the data allows for “identifying, analysing and reporting patterns (themes) within [the] data” (Braun and Clarke, 2006), with minimal organising of the data, while allowing for describing the data in rich detail. Defining themes is not a linear process, but more ‘recursive’ as Braun and Clarke (2006) explain, moving back and forth between phases. Using Braun and Clarke’s outline of the phases of thematic analysis, the following steps were conducted:

1. Familiarisation with the data, including transcription
2. Generate initial codes
3. Search for themes
4. Review themes
5. Define and name themes
6. Report write-up (Braun and Clarke, 2006, p. 87)

The experience within this study was that there was an additional step, creating a feedback loop. As the study progressed the themes would be reviewed and revised.

There was a revision stage after the fieldwork and during the write up of the discussion (chapter 5).

3.5 Limitations and ethical considerations to the study

3.5.1. Limitations

Case study research may allow for detailed data collection, offering insights from personal experiences, however, there are also limitations to case study research. One limitation is that they are not generalisable (Hodkinson & Hodkinson, 2001). While this research looks into responsible tourism in rural South Africa, in particular on the Wild Coast, it cannot be assumed that the insights from these case studies can be used as a model for other cases as they may not be representative of all tourism ventures on the Wild Coast, let alone all rural areas in South Africa. They do however provide insight into these cases in particular and might provide insights into enabling and restricting factors when it comes to responsible tourism in other areas.

Another problem with case studies is that it is often assumed the sample is homogeneous. However, communities in these rural villages can vary tremendously due to different composition of the communities, their histories, level of infrastructure development and type of facilities available to the village. Blackstock (2005) emphasises the issue of making assumptions about homogeneity within communities, since the group might not be making decisions for the benefit of the group but rather for the individual. This is important to keep in mind when making general statements about the 'community' as a whole. This study does not assume communities are homogenous and considers that decisions of individuals might not always be for the

benefit of the group. Additionally, this study considers the local power relations in place that might influence decision making (Wyllie, 1998).

Where qualitative research might provide relevant information on the status of responsible tourism in the current state in South Africa, researchers have acknowledged the problem with quantifying “the impacts of tourism on communities, poverty reduction and local livelihoods” (Simpson, 2010, p.240), referring to the complexity of the intricate interactions between tourism, poverty reduction and rural livelihoods (Simpson, 2008b; Scheyvens, 2007; Hall, 2007; Rogerson, 2006; Sofield, 2003; Jafari, 2001; Cheong and Miller, 2000). Simpson (2010) recognises a need for “a replicable and robust analytical framework to evaluate the relationships, processes and impacts associated with the issues surrounding tourism and development, but also a need to evaluate more critically tourism’s interactions with poverty and rural livelihoods” (p. 240). Therefore, there is a call for more research to encourage a more robust debate.

3.5.2. Ethical considerations

Since this study involves people, ethical clearance was received from the Faculty of Science at the University of Cape Town before conducting the interviews. Participants were asked for their consent verbally prior to engagement and a record of this was kept. The researcher referred to the consent use form to guide the discussion since some of my participants had a limited educational background and did not have the ability to read or write. The purpose of the research was explained, as well as the possible benefits of the research for the participants.

The participants were provided with the option to remain anonymous, in which case their information (name or institution) was kept private. Confidentiality and anonymity in these cases was maintained and pseudonyms were used. Participation was completely voluntary and withdrawal from the study was permitted at any time during the study, without stating a reason and without any prejudice or penalty. If this was the case the researcher agreed not to use any of the information provided.

All participants gave permission to use their information in the study. However, after interviews were conducted the researcher decided against using names of staff members and community-members to protect them from any negative consequences that may result from being linked to a particular statement or point of view.

The study allowed for the participants to redirect the questions. The questions were structured in a way that participants were able to “take an active role in controlling and directing the research itself” (Flowerdew and Martin, 2005, p. 146). This approach allowed for issues to arise that the researcher did not account for.

The researcher has committed to discussing the outcomes of the studies with research participants at the case study sites, as well as members of the wider community. This process will be documented and a record will be kept.

The study is framed within the view that tourism should enable sustainable development, contributing to social equity and uplifting communities from poverty, as well as reducing its environmental impact and reducing its ecological footprint. This is the lens through which this study has been conducted.

Chapter 4 Findings

4.1 Introduction to the chapter

This chapter will discuss the results of the semi-structured interviews, document review and observations made during the fieldwork conducted in the two case studies. The responsible tourism criteria as emerged from the literature (as discussed in chapter 2) provided guidance for designing the semi-structured interviews and analysing the data. Through fieldwork and analysis additional criteria emerged. These have been integrated into the results, corresponding with the subheadings in this chapter. Both case studies will first be introduced starting with the area they are both in: The Wild Coast. The subthemes differ slightly per case study as different themes emerged due to differing circumstances, different histories and different policies for socio-economic development and environmental management within the accommodations.

4.2. Overview of the Wild Coast



Figure 1. The Wild Coast stretches from East-Londen (Oos Londen) to Port Edward on the border of Eastern Cape and KwaZulu-Natal, source: Google Maps, edit by Elena van Doorn



Figure 4.2. Hole in the Wall, photo credit: Elena van Doorn

This area is part of the former Transkei, one of the ten Black homelands or Bantustans established during the Apartheid era. These homelands were designed to create ethnic segregation in keeping with South Africa's policy of separate development. The Transkei, Bophuthatswana, Venda and Ciskei were the four Bantustans that comprised mainly Xhosa-speaking people. The Transkei was the first of the four homelands to controversially gain independence and be permitted to self-govern in 1976 (Jensen & Zenker, 2015). These homelands were highly dependent on the Apartheid government's economy and were very undeveloped areas with poor agricultural land. Soil erosion and overgrazing made farming mostly unviable (Meadows & Hoffman, 2002). Incomes were therefore largely derived outside of the homelands, resulting in black people having to leave their homes and work in the mines, mostly in Gauteng.

The homelands made up about thirteen per cent of South Africa's land, leaving 87 per cent for White South Africans (Noble & Wright, 2013).

With the demise of apartheid in 1994, the Wild Coast area was reintegrated into South Africa and became part of the Eastern Cape province (Steffen & Zenker, 2015). With very little development investment in these areas for decades, the inhabitants have been left without basic human needs such as clean water and very little income to buy basic requirements. Tourism ventures coming into these areas provide opportunities for economic development, such as jobs within the accommodations, as well as entrepreneurship, education and skills enhancement.

4.3 Case Study 1: Bulungula Lodge, Nqileni

4.3.1 Background to the case study



Figure 4.3. Bulungula Lodge in Nqileni Village, photo credit: Elena van Doorn

Bulungula Lodge is located in Nqileni Village in the Mbashe municipality on the Wild Coast. The village has a population of 1,258 people and 211 households. Being far

removed from schools and facilities, only just over six per cent of the community has finished matric (Statistics South Africa, 2011) The village has only been connected to road infrastructure by a gravel road since 2010.

The lodge was established in 2004 by two South Africans, with the aim of establishing a community-based tourism accommodation establishment. By traveling up the coast they hoped to find a place to start the lodge and Nqileni village is where they ended up. They asked permission from the community's representative, the chief, to build a lodge and they received permission to do so. Before the lodge was a hundred per cent transferred to the community, it was sixty per cent owned by the founders and forty per cent owned by the community. The founders leased the land from the community and the community would get a share of the profits based on owning forty per cent of the business. The founders' wished to live in the community as equals and this resulted in them handing over ownership (a hundred percent) to the community, so as to have equal profit-sharing among the community.

The lodge runs on its own revenue. It was set up with an investment by the founder. At this time the lodge was not receiving any donor funds. All the staff were earning the same wages, being very low in the beginning with the aim that the lodge would be running off its own revenue within two years, making it a sustainable business instead of being donor dependent.

"[I]t is way better to start on the low bottom [...] with nothing and gradually work your way up to a level [of income] than have a donor funded paradise that is double that level [of income] and then have to bring yourself down to the same level again. Because psychologically for humans you would rather feel like you were working your way up than to feel you started off and everything was wonderful and then you were forced to halve your income..." (Founder, 2018)

During the first few years there was no official road leading to the lodge. A gravel road built in 2010 has made the lodge more accessible, however it is still a bumpy three--hour drive and even with a map it is difficult to find the lodge. When arriving at the lodge, guests have to take their luggage from the car park and walk for ten minutes over a green hill before walking into an open field of guest rondavels next to the ocean and the Bulungula River mouth.

The population in the village decreased at a rate of 0.35 per cent between 2001 and 2011 (Statistics South Africa, 2011), while nationally during this time period the population size grew 18 per cent (World Population Review, 2018). This is an indication of limited medical, water and sanitation facilities, few economic activities and limited educational facilities.

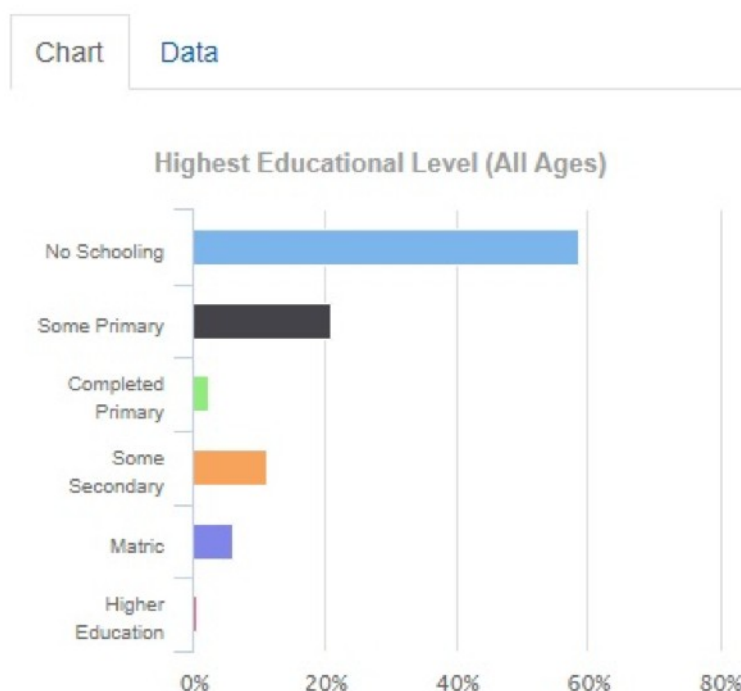


Figure 4.4. Highest educational level (all ages) of Nqileni; Statistics South Africa, 2011

The area has seen little development since the instalment of a democratic government in South Africa. There is no municipal water scheme, there are no waste removal

facilities and no toilet facilities – not even a pit toilet, until recently. Approximately 65 per cent of the population still collects water from the river. Increasingly, rain water tanks are being installed with the help and funding of Bulungula Lodge and boreholes are now in place.

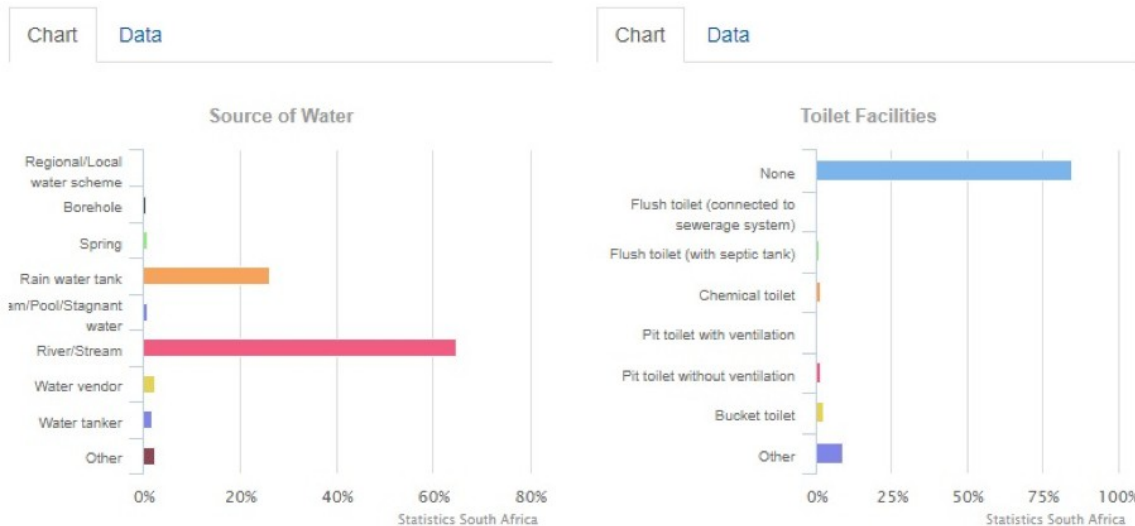


Figure 4.5. Source of water (Statistics South Africa, 2011). Figure 4.6. Toilet facilities (Statistics South Africa, 2011)

There is no connection to the national electricity grid, however, since 2011, the government has been delivering solar panels to the community. Of the people that are categorised as potentially economically active in the Mbhashe municipality, over 42 per cent are unemployed.

4.3.2. Introducing Bulungula Incubator (NPO)

An exceptionally high rate of infant deaths in 2006 (Founder, interview 2018) incentivised the lodge to develop projects to assist the community and to improve living conditions. Through installing boreholes, the infant death rate was managed and decreased. The running of these projects resulted in the start of a Non-Profit Organisation (NPO) in 2007, the Bulungula Incubator. Even though the NPO operates separately from the lodge, in this thesis it is considered to be a part of Bulungula Lodge

as they embody a symbiotic relationship. The founder (interview, 2018) emphasises the symbiotic relationship of the two initiatives:

“So the Incubator is a sister organisation to the lodge. The lodge does not pay profits to the Incubator and there is no relationship in that way, but it is a wonderful symbiotic relationship [...] At the same time the lodge is also, you could say it is almost like our first project, right? Because it was, it represents everything that people want to happen in South Africa and in the world where the community itself can be doing something itself” – (Founder, 2018)

The NPO organisation focusses on four aspects of development, namely: education, health, nutrition and sustainable livelihoods. The NPO aims to assist the people of Nqileni and surrounding villages “from conception to career”, assisting mothers to meet nutritional and medical needs to prevent stunting, offering Early Childhood Development in the home as well as in pre-school and offering online programmes for assisting local primary schools. The Incubator is currently in the process of opening up their first high school, Bulungula College, which will be fully funded and therefore students will pay no fees.

Another key focus of Bulungula Incubator is health, which predominately focusses on community health workers coming into the village as there is no access to a nearby medical clinic. Each month a group of doctors from the local hospital visits the village to aid in dentistry and other health issues.

Bulungula Incubator offers sustainable livelihood programmes that address current unsustainable farming methods for livestock and crop farming. It aids in breeding programmes and health management for livestock farming, crop irrigation and seedling management. A new programme will contribute to ‘village vibrancy’ focusing on

festivals, culture and art. The Bulungula Incubator’s principles are elaborated on below.

The programmes reach into four adjacent villages.

Table 4.2. Services provided by Bulungula Lodge and Bulungula Incubator (NPO)

Bulungula Lodge (funded by visitors)	Bulungula Incubator (NPO) (funded through partnerships with government, private corporations and donations)		
Community--owned	Education	Health	Sustainable Livelihoods
	ECD services (4 pre-schools and at home	Health in pregnancy	Community Work Programme (funded by government)
	Parent committee training	Community Health Points (basic clinic services) Funding: Department of Health and NGOs	Workshop and Training Centre
	Teacher training	Nutrition education (0-3 years)	Supports: -- Sustainable agricultural practices -- Sustainable cattle and
	Parent skills training	Mobile clinic services (0-4 years)	
	Rural skills training		

	Adult literacy training	Monthly Village Based Health Outreach	staple and vegetable farming
	Programme: Math and English assistance local primary schools		
	Bulungula High School (to come in 2019)		

4.3.3. Tourism and economic development

4.3.3.1. Job creation through the lodge

Within the lodge 23 people are directly employed. On top of that, 33 jobs have been created, which are solely reserved for community members (Bulungula Incubator, n.d.). Jobs provided within the community consist of cooks, cleaners, reception staff, management, guards and shuttle drivers. As the work schedule covers seven days a week, multiple people are hired for the same jobs, in order for them to rotate. Before establishment of the lodge, the only sources of income came from men working in the mines in Gauteng and from government grants for families with children and senior citizens.

The lodge has had a huge economic impact on the villagers as most households are benefitting from its establishment. One respondent described the changes the lodge has made in her and her family's life:

“[M]y parents were not working and it was not easy and everything was difficult [...] [T]here is lots of changes now because it was difficult, even the rain was coming in[to the house]. Also food, my mom, she had to go and ask from other people to help them and give her something. [...] Most of the people [...] they have beautiful houses and they have children and they support their children because of the lodge. They get the money from here and most of the people they are employed here at the lodge and there is also community work development programme is also helping the people.” (BLS3, 2018)

Another respondent had a similar experience:

“The time that I started here [at the lodge] I did not have a house. I was staying with my father. After I [started] work[ing] here, I built my own house and I sent the children to the school as well and I can sleep with something in my stomach.” (BLS9, 2018)

Jobs range from cooking and cleaning, receptionists and managers within the lodge, to teacher training programmes resulting in local community members taking up positions such as local teachers, entrepreneurs, local guides and health workers trained through the NGO.

4.3.3.2. Entrepreneurship - Small, Micro and Medium-sized Enterprises (SMME's)

The lodge offers several cultural activities for tourists, which are run by entrepreneurs from the community. Tourists are able to do various tours such as a village tour, herbalist tour and a women empowerment tour as well as horse riding, river kayaking and there is also a local pancake restaurant. These enterprises have always been a hundred per cent community owned and the lodge does not earn an income from these.

Respondents say that even though they are happy they have work, often the revenue gained from these activities is relatively low. One of the respondents mentioned that since the ownership of the lodge has been transferred to the community, she has been

earning less revenue. The respondent works at the restaurant and mentioned that before:

“The people they were coming and they were explaining [to the guests] about the restaurant and the people [would] [go] there and now they are not doing that anymore. I don’t know why. So I don’t like it.” (BLC11, 2018)

Another community member who owned a horse-riding business could not continue operating due to lack of funds for materials such as a saddle. Deteriorating equipment led guests to complain about his services. However, the community rejected his request to obtain new equipment and materials, and he therefore decided not to continue with the tours. Not all the SMMEs in Nqileni seem to be flourishing, which raises cause for concern. Perhaps SMME skill training would improve the sustainability of these projects and would help in creating more revenue.

4.3.3.3. Realistic (sustainable) business plan

The founder mentioned, what he thinks is the power of founding Bulungula Lodge:

“So the difference with us was that we didn’t have any donors (...) And slowly, from frugal roots, you build up and up and up and it is way better to start on the low bottom bones of your ass with nothing and gradually work your way up to a level, then have a donor funded paradise that is double that level and then [when these donors pull out] have to bring yourself down to the same level again.” (Founder, 2018)

He mentions how all people involved with the lodge were earning very low wages, as to not create false expectations.

“You can have all opinions of what is fair and decent to earn, but if you are not actually earning that money then you are misleading them to... you are setting yourself up for conflict and failure down the line.” (Founder, 2018)

He emphasizes the need for a business to run on its tourism income within a realistic time frame and not be dependent on donors.

“[When an enterprise fails] you are not actually back to where you started, you are worse than when you started because now you have had a failure in your community. There are

doubts, there are recriminations and there is conflict and there is suspicion of the next guy who comes along, or next organisation who comes along with their big idea. You actually in many ways are worse off.” (Founder, 2018)

4.3.4. Tourism and the environment

Bulungula Lodge is part of the coastal village of Nqileni. It falls just outside of the Hluleka Marine Protected Area; therefore, the coastline is not protected. However, there are regulations in place regarding fishing in the Eastern Cape. The lodge has an environmental policy and strategies set up (Bulungula Lodge, annual report 2017) to reduce its impact on the environment through various methods which will be discussed below. Bulungula Lodge’s environmental policy is influenced by the environment in which it is located and has to pursue environmental sustainability goals in the context of lack of access to municipal water and sanitation services as well as electricity supply.

4.3.4.1. Natural Resource Management

Fishing

In Nqileni there are no commercial fisheries. However, there are individuals who fish and sell their catch. At the lodge, visitors are advised not to purchase Eastern Cape Rock Lobster (more commonly known as crayfish) when it is out of season (FTTSA, 2016) which is from 1 November till the last day of the following February (DAFF, n.d.).

Energy usage

When Bulungula Lodge was started there were no electricity facilities in the area and households had no access to electricity. A few years ago, the government started distributing solar panels and most households now have access to solar energy. Before this most households utilised candles for lighting and wood and paraffin for

cooking and heating (Statistics SA, 2011). Due to these circumstances Bulungula Lodge has run on solar energy, paraffin and natural gas from the beginning. Solar energy is provided through solar panels, which are used to supply energy to the lights, music, satellite phone, computers, water pumps and battery chargers. A battery bank allows the lodge to have access to solar energy for up to seven days in cloudy weather. Management recognises not only the environmental benefits of solar energy for Bulungula Lodge, but also economic:

“[A] solar system is quite expensive, but you pay once and then it lasts forever. It is not something like Eskom where you have to pay monthly. I’m sure if we would have been on Eskom, we would have been out of business by now, because we would have to buy that electricity every month to run the business. But with solar batteries, the solar is there, it’s there, you don’t have to pay anymore. So it is a good system. Especially for the business, in the villages, like our village.” (BLM1, 2018)

Paraffin is used to heat the water for the rocket showers and the stoves and fridges run on natural gas. These measures in energy measurements have resulted in a monthly cost of R4000 on energy.

Water management

Bulungula Lodge’s water sources are rain water and boreholes. Rain water is utilised for laundry and groundwater is pumped up for all other water usage. The biggest water saving measures are the use of compost toilets and secondly, the water conserving showers. The lodge has estimated using about 40 litres of water per guest per day. Shower and basin water is recycled by using a banana circle, a permaculture tool to recycle water and organic matter. The banana circle irrigates banana and papaya trees. A water filtration system ensures dirt is removed from dish water before entering the banana circle.

Waste management

Only three per cent of the Mbhashe municipality has access to municipal refuse removal facilities. In Nqileni there is no municipal refuse plan. Refuse at Bulungula Lodge is therefore collected and brought to the closest municipal dump in Mthatha. Paper and cardboard is incinerated and the solar batteries are sold. Money for the solar batteries goes into the communal Trust.

Carbon off-set

Bulungula Lodge is committed to being carbon neutral and therefore have interventions in place to reduce their CO₂ emissions as well as 'off-set' their emissions by creating carbon sinks in the form of forests. The lodge has calculated to offset their footprint by planting 34 trees annually. In practice, the lodge plants over 50 trees annually, subsequently neutralising their carbon emissions.

4.3.4.5. Restoration and conservation

Dune restoration

Grazing by domestic animals caused decimation of the dune forests near the lodge. To restore the coastal dune vegetation the dune has been fenced off by Bulungula Lodge, to prevent animals from eating young trees. Through the Community Work Programme, a government funding partnership, the lodge is able to hire community members to remove invasive plant species such as Lantana and Inkberry. Since intervening in 2009, the forest is recovering.

The lodge has also made efforts to restore the mangrove forest. A large area of mangrove forest died during the drought in 1997. About 10,000 seeds have been planted to help with restoration. The lodge has since been monitoring the recovery of

the trees and has counted over a hundred mangrove trees, older than five years, creating hope for a restored mangrove forest.

Indigenous beliefs and ecological footprint of rural villages

In rural places like the municipality of Mbhashe people have a relatively low impact on the environment and climate as they have a small ecological footprint. Most households have no access to fossil fuelled electricity and they use little water as there is no municipal supply and water has to be collected from a river or borehole point.

Since most cooking is still being done on a wood fire, indigenous forests are under threat (Shackleton et al., 2007; Lawes et al., 2002). In Nqileni wood is harvested from the forests as well. It is unknown what this has done to the condition of the indigenous forests. However, the community has little access to alternative cooking methods and the community has not been educated on this issue.

The people of Nqileni have a strong connection to their environment. Beliefs of ancestors living in their environment means that families take care of certain areas and resources in their environment as they believe their ancestors live in it. This could be in rivers, forests or even in the ocean. Families will return to these areas and perform traditional ceremonies to honour their ancestors. The area has a few herbalists who have studied the medicinal qualities of the vegetation in the area and community members will visit them for remedies regarding physical and mental health issues.

4.3.5. Tourism and social development

4.3.5.1. Basic needs services delivered to the community

None of the four villages that Bulungula Incubator works in, have a clinic (Bulungula Incubator, 2017) and therefore the NGO's mission was to bring health care into these communities. Healthcare services that Bulungula Incubator set up in partnerships with the community, the Department of Health and other NGOs are:

1. Pregnancy and health
2. Community Health Points – basic clinic services, Antiretrovirus (ARV) product distribution and counselling
3. Nutrition education and management of deficiencies
4. ECD in the home and pre-school (0 – 4 yrs)
5. Mobile clinic services in primary school
6. Monthly health outreach events

The NGO aims to aid community members from pre-birth to adulthood to eliminate stunting and other health issues. With the help of the NGO, health care is now delivered to 400 households in the area.

Bulungula Incubator has facilitated the delivery of rain water collection tanks and installing boreholes for the community to access clean water. Alternatively, water is collected from rivers. The NGO has also facilitated the building of some pit latrine toilets within the community (Bulungula Incubator, n.d.)

4.3.5.2. Benefit-sharing and ownership

The lodge is a hundred per cent owned by the community and focusses on sharing benefits with everyone in the community. This can be seen through employment and how job positions are filled, as well as profit-distribution.

From the start of this initiative, positions have been filled on the basis of families who need it the most: for example, families that have no income from a husband working in the mines, or who do not receive a government grant:

“[...]if at your place you don’t have anyone that works or someone that has one child and gets a grant --- so they were looking for those people. She was identified to work at the bar by the people from the village that she was the one for them, so that she can help her children to go to school [...]” (BLS7, 2018)

It also works the other way around. If someone is working at the lodge, but they will be receiving a grant, they leave the lodge so that their position can be filled by someone else in greater needs.

“Once you get a grant, you can go out [leave the lodge]. Then another one can come and benefit. [...] The person that was working before, it was her husband he was working in Gauteng, but he passed away. That is why she was selected to come and work here.” (BLS8, 2018)

For the skilled positions such as working at reception and in management, the lodge gives preference to community members with matric or with tertiary education degrees. The lodge has helped community members who have achieved good results and who are considered to have the greatest potential to access bursaries for tertiary education in hospitality.

Profit-distribution is done annually. Through a community-wide meeting, for which all community members are invited, the community decides what is done with the money. In previous years this has resulted in the purchasing of a tractor, used for crop farming, a tent used for ceremonies and the shuttle bus, used to pick up tourists, but also used for community purposes.

4.3.5.3. Education and skillbuilding

In Nqileni just over six per cent of people finish matric and over 50 per cent have had no schooling at all. Due to high schools being far away from the village and a lack of transport, infrastructure and housing most villagers have not had any secondary schooling and only some primary education. Respondents talked about the state of education before the arrival of a primary school. For example, one respondent said:

“For school in, before 2007, the students they were studying in the forests, because there was no building. The government, they didn’t build a school. So it was difficult, if it is windy or raining there was no school, because you are outside in the forest. The education it was not good, but now the things are changing because of the lodge.” (BLS10, 2018)

The establishers of the lodge recognised this lack of education in the community and have since dedicated themselves to improving the quality of education in the area as part of their rural development strategy. One of the first projects of Bulungula Incubator was to rehabilitate the No-Ofisi Primary school, a public school which had collapsed and was therefore unsuited for education of young learners.

In 2009, Bulungula Incubator set up an education centre offering Early Childhood Development (ECD) services. The Incubator has since helped raise funds for teacher training and sourcing learning materials for surrounding villages as well. These villagers are seeking the same benefits that Nqileni is gaining from ECD in their area with communities donating land, buildings and labour. The community has recognised the benefits of ECD in the development of their children’s education and skills from a young age:

“There is a big big progress in my children so my children here as compared to other school children, not all of them, but some of the schools, so my children are very very better better better. So I want to stay here so that I can see my children from grade R in matric.” (BLC13, 2018)

Bulungula Incubator offers two educational programmes for the local primary schools to assist in Maths and English. Children follow an online programme on digital tablets which is offered outside of the curriculum. Bulungula Incubator built a secondary school in 2017 and expects it to be operational in 2019. Due to high schools being inaccessible in the area most students drop out of school in grade 9. Bulungula Incubator's high school will allow students to finish their grades 10, 11 and 12.

The lodge has provided aid to access bursaries for young students to finish their high school degree and offers teacher and ECD practitioner training, training in management of community-project committees and parent training. It offers opportunities for adult literacy training as well (Bulungula Incubator, n.d.)

One of the other key focus areas of the lodge is to promote and support sustainable livelihoods. In practice this means that Bulungula Lodge and Bulungula Incubator aim to enhance existing livelihoods by equipping community members with the necessary skills to pursue sustainable livelihood practices. Bulungula Incubator aims to build on traditional knowledge regarding cattle and crop farming to "improve livelihoods, nutrition and provide opportunities for income-generation and wealth-creation" (Bulungula Incubator, 2015).

As mentioned before, the programme offers technical assistance and financial support of sustainable methods of cattle farming and crop farming, seedling management and sustainable irrigation methods. It also offers medical aid for cattle, such as antibiotics.

The staff working at the lodge is trained to fulfil the requirements of their positions, creating opportunities for community members that have matric, but no tertiary education. The general manager was first hired as a guide and later as a translator. He was then trained as a reception manager and since 2014, when ownership was handed over to the community, he has become the general manager. The founder said the following about training the staff in this way:

“[B]eing a guide you are of course interacting with all these different people [tourists], so after a year or two of that, the guides develop great English and so every single person [from the community] who is now working as a manager, came through [working as a guide]. It was a great feeder sort of school for the managers.” (Founder, 2018)

Bulungula Lodge has been part of a government-funded Community Work Programme (CWP) that supports the development of sustainable livelihoods since 2010. This has allowed Bulungula Lodge to train and employ community members across all their programmes and initiatives, such as ECD teachers, care providers, guards, gardeners, infrastructure repair and maintenance, environmental preservation and alien vegetation removal (Bulungula, 2015). The CWP has supported the development of a Rural Skills Centre, where workshops, meetings and events are held that support the development of life and local skills.

4.3.6. Tourism and governance

The lodge is a hundred per cent owned by the community through the legal entity of the Trust since 2014. Profit distribution is done annually and is spent on a community project or service, such as a tractor, a tent for ceremonies or a person for the village is hired for a particular role.

4.3.6.1. Fair power relations and inclusive decision making

From the start of the lodge, ownership has been shared and therefore decision making regarding the lodge has been a shared process. The community regularly has communal meetings in which progress of the lodge and the NGO is shared and community members express their opinions on decisions that need to be made. The Trust has ten committee members that are elected by the community. Most respondents were positive regarding ownership and the governance arrangements. They said the lodge benefits most people in the community and that the benefits are being shared equally and fairly (BLM1; BLS3; BLS4; BLS5; BLS8; BLS9; BLS10; BLC11; BLC13; BLC14; BLC16). A general manager, from the community, is in charge of making day-to-day decisions within the lodge.

When it comes to decision making around financial disbursement from the lodge, the community is called for meetings, where everyone is invited. At these meetings anyone is invited to share their opinions and ideas. Every participant in this study therefore felt that decision-making processes for the lodge were fair and equitable:

“We have this thing in the village, so when we have that money, [the] community will have a big meeting in the village and they will come up with different ideas that they think they need and then they will take the best one. So we decide together as a community.” (BLM1, 2018)

“[W]hen we employ a person from the community, we don’t just go and say I want this job. The whole community has a big meeting and they look at where the money is needed. They say, this one has no money, there is no one working in this family and there is no one with a government grant so this person needs to have this job.” (BLM1, 2018)

A few respondents mentioned the shift in ownership from partly owned by the community to a hundred per cent ownership and highlighted how this led to a shift in

power as well. One respondent feels that there is a power imbalance in the lodge since the founders no longer participates in decision making within the lodge:

“They [the community] didn’t know [the founder] very well. Now [that the community owns the lodge, they are] not doing the job as well as before. [...] Because they were scared of [the founder], you know when you don’t know someone, you have to work hard and [you] look up [to them]... (BLC15, 2018).

This feeling is reiterated by some other community members:

“At the end of February, every year, [our] salary always increased but now that doesn’t happen anymore. [...] [The founder] was always doing that for [us]. Now it doesn’t happen. It doesn’t do anything, it stays the same” (BLS6, 2018)

“[I]t is not as it was before the time [the founder] was still here. Now it is different, because they always having complaints.” (BLS8, 2018)

4.3.5.2. Partnerships

Bulungula Lodge and the Bulungula Incubator (NGO) depend on partnerships for financial support and knowledge sharing. The lodge is maintained from tourism revenue, but the projects have multiple funding partners, including the government, public and private sector. NGOs in the area work together as well as with traditional community leaders. An informal network called the Wild Coast Forum enables these stakeholders on the Wild Coast to get together annually and share ideas and experiences.

Then, there is obviously the symbiotic relationship of the lodge and the NGO, a partnership that allows the tourism venture to increase their impact on the community by raising funds for community projects.

4.3.6.3. Equality and inclusive work environment

The lodge and NGO have tried to create a work environment promoting equality among staff, community and visitors. Firstly, by rotating the jobs within households and secondly, by allowing two or three people from different families to share the same job. Furthermore, to ensure that as many households as possible benefit from the lodge, the jobs are assigned to families that have no income from grants or the mines, with the understanding that they would leave the job when they are eligible for a grant. The jobs are reserved for community members only, with the exception of some skilled jobs that cannot be filled within the communities due to a lack of education or skills. These people are found in adjacent villagers or further away. Examples are mostly jobs within the NGO, such as teachers at the pre-schools. However, as the younger generation is being educated and acquiring degrees, these jobs will in the future be assigned to people within the community or surrounding villages.

A high percentage of jobs within the lodge are filled by women. This has brought a shift in historic and cultural gender roles within the community and led to the empowerment of women in the community as previously incomes were derived from government grants and mine jobs which were only filled by men. This development is generally perceived well, but one respondent mentioned how this shift challenges cultural beliefs regarding gender roles in the community:

“I would say as the Xhosa we would believe that as a men you have to stand up and provide and then the women[’s job] was to look after the family. Hence, a lot changed. There is a lack of job opportunities, so some men are struggling around here doing nothing and then luckily some of the women, the wives, are working here. It’s a good thing. It is like 50/50 now in these days. Men can look after the family and then the woman can go and work. Just like that.” – (BLS5, 2018)

Women and men participating in the research highlighted the benefits of women being able work in the lodge and also participate in decision making.

“That is an exciting thing, to also have a right [to a job] as a woman because it wasn’t easy for the women to ask every time for money. [Now that women have jobs] men have money, she is having money and we can share that money”- (BLS4, 2018)

So before the women could not go and work far so when lodge came [...] I was so excited so that not only the men can work. So we are excited with that idea. (BLC12, 2018)

Then there is the ‘perceived’ equality amongst visitors and the villagers, as the founder describes it. The lodge consists of multiple rondavels or huts, that are the same design as the rondavels inhabited by the villagers. The land on which the tourist accommodation is situated is not fenced-off, creating an open and welcoming environment. The community is welcome to walk through the tourism area and villagers spend time in the communal area of the lodge and interact with guests. Therefore, there is a perceived equality between villagers and tourists contributing to positive relations between the community and the visitors. The founder sees this ‘perceived’ equality to be crucial in building a sustainable tourism accommodation that has a positive relationship between community and visitors:

“[Of] course inequality is still there in reality, right? But the guest comes, they come to a hut that is more or less the same as all the huts that everyone else is living in [...] and the guest arrives with a bag on their back and ‘plonks’ it down in [the rondavel] and so the perceived inequality, which is crucial, is much lower [...] So by having this low level of perceived inequality you create a much more inclusive environment for bringing people together”.
(Founder, 2018)

4.3.6.4. Respect for socio-cultural norms

Respect for socio-cultural norms is measured through accreditation by Fair Trade Tourism (FTTSA audit report, 2016). Within FTTSA this means that the business “contributes to the protection of any sites on its properties that have historical, archaeological, cultural or spiritual importance, and does not impede access to them by local residents” (Fair Trade Tourism South Africa, n.d.), if applicable.

The founders and the NGO have assisted the establishment of micro-enterprises for tourists to engage in cultural activities, such as a village tour, women empowerment tour and activities that engage with local knowledge, such as a forest tour with the traditional herbalist.

The general manager mentioned how tourists can experience traditional Xhosa-lifestyle at the lodge:

“Most of our tourists say it is the only thing, part of South Africa where you really get to see the real life and traditions of this village. So they’re saying that this is a good place if you want to learn how the Xhosa people live. This is where you can experience and it is different from the life in the city and from modern life. Here people are still living like a real Xhosa.”
(BLM1, 2018)

4.3.6.5. Certification

Bulungula Lodge has been certified as Fair Trade Tourism accommodation since the beginning, in 2005. Getting certified is only possible after having been operable for one year. The founder had been interested in the concept of Fair Trade and had been following the development of initiating Fair Trade Tourism accreditation in South Africa (founder, 2018).

The accreditation is revisited every few years through an auditing process. The founder mentioned this a fairly costly and intensive process needing extensive documentation, which can be challenging for a new business as well as the challenge of being in a very rural area, with a lack of accessing government facilities.

However, the founder and current manager acknowledge accreditation to be fairly beneficial, enabling partnerships and access to a network of Fair Trade

tourism/responsible tourism stakeholders, as well as indirectly communicating towards visitors what principles the lodge embodies (founder, 2018).

4.4. Case Study 2: Coffee Shack, Coffee Bay

4.4.1. Introduction of the case

Coffee Shack is situated in the small town of Coffee Bay on the Wild Coast of South Africa, as part of the King Sabata Dalindyebo Local Municipality. It is a little tourism hub with a few backpackers, restaurants and cafes seemingly popping up out of nowhere, when driving through the green hills of the Eastern Cape with rondavels, as far as the eye can see. Incomes are mostly derived from the few lodges and campsites located at the river mouth and along the coastline. A few local people sell fish to tourists and to other villagers while the majority of the community grow vegetables. Maize and beans are grown by most households to sustain their families and sometimes these products are traded or sold. With the village being so rural, it is far removed from markets to sell goods.

Tourists are attracted to this small village because of the opportunities to learn more about and experience traditional culture and lifestyle of the Xhosa people. Its pristine coastline, empty beaches and surf breaks as well as thriving sea life, such as dolphins and whales are also major tourist attractions.

The villagers of Coffee Bay have had limited access to education. The town has one primary school. The nearest secondary school is found in Ngcwanguba, which is

twenty kilometres away. Both the distance and costs have been restrictive factors to accessing secondary education.

Facilities in this area are very limited and about a third of all households still use wood for cooking and heating and paraffin and wood for cooking. Water is mostly derived from communal borehole points and rain water collection (Statistics South Africa, 2011).

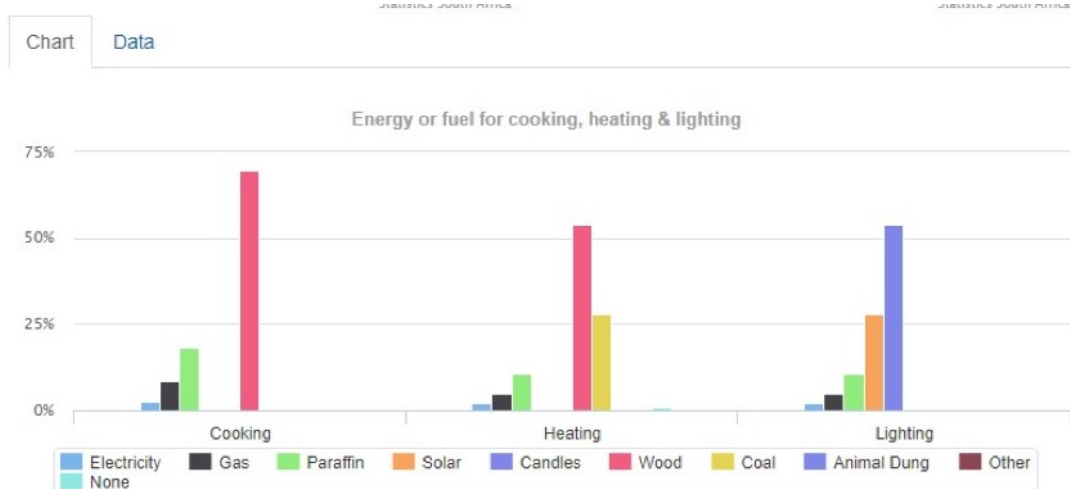


Figure 4.6. Energy or fuel for cooking, heating and lighting, Coffee Bay (Statistics South Africa, 2011)

4.4.2. Introducing Coffee Shack



Figure 4.7. Coffee Shack rondavels, photo credit: Elena van Doorn

Coffee Shack was originally owned by a private individual and run as a hostel known as Coffee Bay Backpackers. When the owner passed away, the current owner signed a lease to take over the tourist accommodation. In 2003 all the rights to the accommodation were handed over to the current owner and his partners. Since then, Coffee Shack has been managed by the owner and his wife. The lodge leases the land from the community.

The previous owner of Coffee Bay Backpackers was highly involved in setting up schools and clinics in the area. The owner said his involvement with the community had been instrumental for the hostel:

“He was very respected in the area [...]. He set a very good precedent in some ways for us as he helped start the village overnight. [This] gave us a role model in many ways.” (Owner, 2018)

The owner indicated that he sought to follow his example and committed himself to uplifting the community through his business, while being environmentally sustainable. In line with South African Tourism development policy, the previous owner encouraged community-participation. This resulted in the Coffee Bay community acquiring 30 per cent shares in the hostel with the assistance of Eastern Cape Development Corporation (ECDC), a provincial government enterprise promoting sustainable economic growth and development of the Eastern Cape. A legal entity, the Tshezi Community Trust, was set up to represent the community and the ECDC facilitated the loan. Two local board members were chosen to be on the Coffee Shack Board of Directors. I will further elaborate on this shared ownership model further along in this chapter.

The Coffee Shack accommodation enterprise started educational and basic needs projects to assist the community. This resulted in the start-up of a Non-Profit Organisation (NPO) Sustainable Coffee Bay in 2009. In 2017 Coffee Shack received an award in the category Best Accommodation for Social Inclusion as part of the African Responsible Tourism Awards (Better Tourism Africa, 2017).

4.4.3 Introducing Sustainable Coffee Bay

In 2009 the owner decided that an NPO should be established to run all the community projects and to manage donations and investors, separate from the lodge. As with Bulungula Lodge the NPO and Coffee Shack have a symbiotic relationship. The community comes to Coffee Shack for assistance with an issue and Sustainable Coffee Bay (SCB) promotes its projects through the backpackers, aiming at tourists who have come to love Coffee Bay, its natural environment and the Xhosa-culture. As a result of this symbiotic relationship, in this study, Sustainable Coffee Bay is treated as part of the tourism enterprise and the work that they do for the community. Coffee Shack still sponsors one student every year for the St Johns College Scholarship Fund (High School scholarship) to attend St Johns College in Mthatha.

Table 4.3. Services provided by Coffee Shack and Sustainable Coffee Bay (NPO)

Coffee Shack	Sustainable Coffee Bay (NPO)
(Funded by visitors)	(Funded by government partnerships, private and public investors and donations)

Community owns 30 per cent shares, which is facilitated by Eastern Cape Development	Education	Health	Community (rural assistance)
	Pre-primary school Ikhaya Labantwana Montesorri	Mobile Health clinic	Ex-mine workers Assistance (paralegal services)
Dividend funds into the Trust	St Johns College Scholarship Fund	Parent workshops	Community basket
	Tertiary Education Assistance Fund		Local Schools Support Fund
2,5 per cent turnover to the Trust			
	Parent education workshops		

4.4.4 Tourism and economic development

4.4.4.1. Job creation

Coffee Shack's policy is to employ people mainly from the immediate and surrounding villages. Currently, 27 people are employed at the lodge. Another eight are employed on temporary or part-time jobs. The NPO supports access to bursaries and scholarships for locals so as to invest in education and skills and the lodge benefits from this by employing those that have finished their tertiary education in tourism and hospitality. Community members acknowledge Coffee Shack's supporting them through providing jobs, access to bursaries and sponsorships.

“Coffee Shack is good for our community on this Wild Coast. A lot of people are benefitting from a tourism destination. Coffee Shack is the only busy place around here, and [...] a lot of people are employed here at Coffee Shack. [I]t is helping.” (CSS3, 2018)

“Coffee Shack, they offered everyone opportunities. If there was no Coffee Shack we would have no place to go and work. You can see that there are few jobs anywhere, so.” (CSS6, 2018)

“[Coffee Shack] has actually helped a lot, because they work with the community, they do. Because most people working in the hostel, they are from the community. And if, you have your problem in your family, they do help you.” (CSS7, 2018)

Further information on Coffee Shack’s education efforts will be elaborated on below. There have been about a dozen people from the community that have had access to tertiary education with the help of the NPO and now have jobs in hospitality, tracking and other fields, such as accounting.

Coffee Shack has enabled more tourism accommodations to establish themselves in Coffee Bay and surrounding villages, creating more jobs. Coffee Shack always aims to help graduated local tourism students to access a job within the area, partnering with neighbouring accommodations.

“We were the first ones to go to the [tourism] college and then [Coffee Shack] was also looking for people to work for Coffee Shack [...] They said, if you want to come and work for us, you can come. Then I choose to work here [at Coffee Shack]” (CSS6, 2018)

“I think in terms of if Coffee Shack is one of the businesses that has a reputation for paying above the minimum wage, paying regularly, abiding by the laws, and not doing things kind of half-heartedly. They either do it properly or they don’t do it at all.” (CSM2, 2018)

4.4.4.2. Entrepreneurship - Small, Micro and Medium-sized Enterprises (SMME’s)

The owner and his wife have supported entrepreneurial activities by approaching families in the villages to organise village dinners. Once a week the tourists have the

opportunity to eat with a local family. The women cook local/traditional recipes for the guests and perform traditional dances. The households are paid by Coffee Shack and the guests pay Coffee Shack.

A few locals have become guides. Coffee Shack has supported a few to access training and they are now certified guides. Tourists can hire the guides for a walk through the village to be introduced to local people and to get a sense of the traditional Xhosa lifestyle. They are also taken on hikes to nearby towns and to see natural attractions such as caves and the Hole in the Wall.

Coffee Shack's laundry is handled by a lady from the village who has a hundred per cent ownership of the business. Her son, who is also an employee at Coffee Shack, said:

"[...] she has been here for long and she get a good reward by Coffee Shack by giving her the ownership, so now she owns the laundry, which is quite good of her." – (CSS5, 2018)

With the help of Coffee Shack, one of the villagers has set up a homestay accommodation in the village, called 'Elvin's Homestay'. This allows tourists to experience spending the night with a local family, having dinner and learning about Xhosa-traditions and lifestyle. This provides the homestay owner with an income, since he has been disabled after an accident. Since then, his daughter has received a scholarship from Coffee Shack's high school fund (St. John College Scholarship Fund) and has successfully finished her tertiary education at the South African Tourism College through Coffee Shack's Tertiary Education Assistance Fund and is now working at Coffee Shack, in reception.

4.4.5. Tourism and the environment

Coffee Shack has an environmental policy which includes measures to reduce its impact on the environment and to contribute to conserving the environment.

4.4.5.1. Natural Resource Management

Waste management

Waste facilities in Coffee Bay are scarce. When the hostel was started there were no waste collection and management facilities besides a communal refuse dump located next to the Mthatha River. In view of their commitment to a clean environment, free from pollution, they decided to recycle waste and take it to the waste facility in Mthatha, the nearest big town. Glass, cans, PET (plastic), cardboard, paper, ink cartridges and batteries are recycled. Kitchen waste is fed to the local pigs and is used as compost for the garden.

Water management

In Coffee Bay most households have no access to running tap water, with the exception of Coffee Shack and a few of the accommodations in town. Villagers collect water from communal water points and from the river. There is no municipal sewerage system and most people rely on pit latrines. The hostel uses septic tanks. The hostel has installed water saving interventions such as water saving shower heads and rain water tanks and only plants indigenous vegetation to reduce water use. Water is reused and recycled.

Energy

Coffee Shack is connected to the electricity grid. However, they are committed to using alternative green energy sources. The lodge is currently experimenting with using solar voltaic power (Coffee Shack, n.d.). To reduce their carbon emissions, the backpackers uses solar water heaters and Compact Fluorescent Lightbulbs and is moving towards the use of LED lights.

Fishing

The hostel informs guests about local fishing rules, such as bag limits for line fish, seasonal closures such as when crayfish may be harvested and the size of crayfish that may be caught. Small-scale fishers sell to the surrounding backpackers and Coffee Shack also buys oysters and mussels from local fishermen.

Local market support

Coffee Shack has committed to buying from local markets (FTTSA, 2016). However, since there is little local market activity, products that are not available in the area are bought outside of the villages, such as the big macro store in Ngcwanguba.

4.4.5.2. Biodiversity Conservation

Coffee Shack currently has no policy regarding conservation. Discussed below is one of the conservation issues that was observed.

Sand mining / dune erosion

The dunes around Coffee Bay beach are suffering from erosion due to illegal local sand mining activity. Currently, the lodge has no policy in place to deal with this

situation. It has alerted the authorities of this problem but since then no actions towards dealing with this issue, have been taken.

4.4.6. Tourism and social development

4.4.6.1. Basic needs services

As part of supporting Early Childhood Development, the NPO facilitates health services for the children in Coffee Bay and surrounding villages through partnerships with government and other NGOs in the area. A mobile health clinic visits the village as part of a partnership with multiple NGOs in the area. They also facilitate parent workshops, education workshops and teaching mentoring (CSM2, 2018).

4.4.6.2. Benefit sharing and ownership

As mentioned in the introduction of this case study, ownership is shared with the community. The community is legally represented through the Tshezi Community Trust, which owns 30 per cent shares in Coffee Shack. Coffee Shack pays dividends each year, which cover the loan to the Eastern Cape Development Corporation, which facilitates the loan. The loan will be paid off in 2020 (owner, 2019) The community also receives a monthly rental of 2,5 per cent of turnover.

Besides dividends, the benefits that Coffee Shack shares with the community comes in the form of jobs and income, education and information. Coffee Shack's owner has mentioned how he sees the benefits that come from investing in the education of your own community.

“We benefit as much as we put in, if not more, we have got the first choice of educated people [...] [A]t the end of the day if you invest in your local community, socially and environmentally, you’re making it better, so you’re [going to] benefit.” – (Owner, 2018)

The researcher found that community members had little to no knowledge about the dynamics of shared ownership. They did not understand the dynamics of the Trust and the profit-distribution. Coffee Shack has acknowledged to communicate this issue better in the future.

“I don’t know how they [regulate the shares] with them. I don’t want to get into that, whereas I don’t know.” – (CSS6, 2018)

4.4.6.3. Education and skill building

Sustainable Coffee Bay supports youths’ education in the areas that were lacking facilities in Coffee Bay. The nearest high school is 20 km’s away, making it difficult for Coffee Bay residents to attend school. In order to attend school, people have to pay taxi fees daily or rent to stay near the high school, which most families are not able to afford.

The NPO tried to support the youth gain access to secondary education by assisting students access sponsorships. From 2004 to 2007 students attended a variety of high schools in the area, but due to undesirable results from these partnerships, from 2007 St Johns College in Mthatha was identified as the preferred school for the High School Scholarship Fund. Students are selected based on their marks and financial status. Two students are sponsored by Coffee Shack and by an external donor. Sustainable Coffee Bay actively tries to find sponsors for students in the area, to ensure that they finish their secondary education.

Sustainable Coffee Bay runs a Tertiary Education Assistance Fund to assist students in accessing tertiary education. The NPO partners with South African College of Tourism (SATC) and the SA College Tracker Academy. The college has annual bursaries available for students in poor and rural areas. Accommodations in Coffee Bay aim to employ local students from the greater Coffee Bay area that have graduated with a hospitality degree from SATC.

In 2010 Sustainable Coffee Bay was invited by Fair Trade Tourism South Africa to apply for funding from the National Development Agency, an agency under the Department of Social Development, to build a pre-primary school. Ikhaya Labantwana Montessori started at the beginning of that year in a rondavel, offering Early Childhood Development. With the expansion of the pre-school, local women were trained as ECD Montessori teachers. The new school accommodates 60 children and more than eight local women are now trained as Montessori teachers and working in Ikhaya Labantwana Montessori pre-school and Montessori pre-schools in surrounding villages. The community acknowledges the benefits of children attending the schools:

“I see a difference in a kid that just went to [Ikhaya Labantwana Montessori pre-school]. They become clever [...] When they go to that primary school there, it is easier for them, their brain is already open.” – (CSS7, 2018)

It is good for [the children]. Because you see, he now says good morning and [...] he is gonna learn more [...]. I see now there is something there, because he knows how to say good morning. (CSS4, 2018)

4.4.7. Tourism and governance

4.4.7.1. Fair and inclusive decision making

There are regular community meetings, where leaders, such as the chief and headmen are invited to come together and discuss local matters, including decisions regarding the hostel. Day-to-day decisions are made by the owners and management.

Earlier in this chapter the dynamics of shared ownership and profit--distribution was described. However, the owner mentioned some current issues with the Trust. Before 2008 there was an issue with one of the directors being corrupt. He was therefore voted out of power. New board members were chosen, and the owner says that the situation improved from there. There are three to four directors' meetings per year.

"[...] over the years the directors added a lot of value. And it works quite well." (Owner, 2018)

However, within the Trust issues have emerged and the owner said it is not working at the moment. A Forum has been set up to manage community issues in Coffee Bay. This caused some confusion, and a representation issue.

"[...] so I said you're not representing those people I said, you are representing the Tshezi, the whole group. You are feeding back to the relevant people. [...] At the moment this is better than us not having anybody. It still feeds back to the right people." (Owner, 2018)

The owner also recognized that the trustees have no support to participate in meetings and other Trust tasks. They do not stay in Coffee Bay and therefore have to pay for transport to attend the director meetings.

"So they have to pay for themselves, spend the day at a meeting or half a day and then go back and they have to pay for themselves and they got nothing [out of attending these meetings]" –(Owner, 2018)

The owner does not have a solution for this issue at this stage. It seems that shared ownership and participation is initiated, however, in reality this results in intricate dynamics between the directors of the Trust and Coffee Shack. The Eastern Cape

Development Corporation might need to intervene or mediate to mitigate these governance issues.

4.4.7.2. Partnerships

Similar to Bulungula Lodge, Coffee Shack and Sustainable Coffee Bay (NPO) have a symbiotic relationship where Coffee Shack provides jobs for the community and the NGO is able to create funding partnerships to increase benefits delivered to the community. A part of Coffee Shack's profits are used as funding for the community projects.

Other partners to support their project are government, private and public funds such as the Department of Social Development (DSD), Kamvalethu Fund and individual donors. Non-financial partners are other NGOs in the area and an informal network, the Wild Coast NGO Forum (as discussed in section 4.3.) allows partners to gather and share information and experience.

4.4.7.3. Inclusivity and equality

Coffee Shack contributes to youth empowerment by sponsoring the local soccer and netball leagues. The hostel contributes to the prize money for the over sixteen teams. Their matches are very popular and well attended by the community. With a lack of job and educational opportunities for youth in the area, they are at high risk in terms of alcohol and drug abuse and even engaging in criminal activities. The league creates opportunity for youth members of the community "[for] hope and something to strive [for] and focus on" (Coffee Shack, n.d.)

Another initiative by Coffee Shack is their mine workers' assistance. They assist former mine workers from Gauteng that have returned to access their pension funds. CS has stated that in four years they have been able to facilitate the release of over R3 million, that benefits families of vulnerable community members to enhance their socio-economic conditions.

Most staff positions are filled by women. Respondents acknowledged this shift to be positive as women can now contribute to the household's income. One respondent said:

“[Men] can see that that money is adding something to the table so it is not like, we depending on that one person. So now while he's at Gauteng [working in the mines], he knows that there is someone at home that can feed the kids, so yes, I can say it is better now.” – (CSS6 2018)

4.4.7.4. Respect for socio-cultural norms

As mentioned in case study 1, this criterion is measured through accreditation by Fair Trade Tourism (FTTSA audit report, 2016). Within FTTSA this means that the business “contributes to the protection of any sites on its properties that have historical, archaeological, cultural or spiritual importance, and does not impede access to them by local residents” (Fair Trade Tourism South Africa, n.d.), if applicable.

What was observed is that the lodge encourages guests to engage with the local Xhosa-culture through village tours, village dinners and to experience an overnight stay in the village at 'Elvin's homestay'.

4.4.7.5. Certification

Coffee Shack has been certified as a Fair Trade tourism accommodation since 2007 (Coffee Shack, n.d.). The main reason given by the owner to get accreditation is because “it is the right thing to do” (owner, 2018). Similar to Bulungula Lodge, the owner of Coffee Shack mentioned the extensive documentation needed and the costs involved. However, he also recognizes the benefits, as it has put the lodge on the map when it comes to their responsible tourism efforts.

4.4.7.6. Negative side-effects of tourism

During fieldwork the researcher observed a few negative consequences of tourism activity in the area. What was observed was youth offering drugs to tourists in and around the accommodation areas. Coffee Shack does not condone any drugs on the property, therefore tourists will use drugs outside of the property, encouraging drug-selling behaviour by members of the community as a form of income. One of the respondents mentioned a case of young locals dropping out of school, when found that a livelihood could be made from selling drugs to tourists:

“Now [the children] know that they can make money without going to school. Then a few run away from school in order to stay out[side] of the gate [of the hostels] and sell, which is bad [...] but also, we can't really help that. It happens in other places as well.” – (CSS7, 2018)

Through sponsoring the local soccer teams, Coffee Shack hopes to motivate the children to do something different with their time. However, respondents mentioned sellers coming from surrounding villages such as Port St Johns and Mthatha to sell to tourists in Coffee Bay.

Other behaviour that was observed is begging, mostly from children. The lodge informs tourists about this through information sheets within the facilities and explains how tourists can discourage this behaviour by not giving money or sweets to the community, but rather give money in exchange for a favour, skill or job.

4.5. Conclusion of the chapter

This chapter has described the case studies' interaction with responsible tourism criteria as identified by the literature review, as well as certification criteria identified by Fair Trade Tourism South Africa (n.d.).

Interviews with community and staff members, management, founders and owners identified a few other criteria such as facilitating a health intervention, having a responsible business plan and dealing with rural tourism challenges. These case studies also revealed how two accommodations on the Wild Coast are still very different in their responsible tourism approach but also in the villages or communities that they are in. Coffee Bay is a little rural tourism hub, having had access to a road since the start of Coffee Shack, while Bulungula Lodge is even more rural, having only been connected to a gravel road since 2010. Coffee Shack's responsible tourism policy developed in the first few years, when rural challenges became more apparent, while Bulungula Lodge had a very clear responsible tourism policy from establishment.

The next chapter will discuss the new responsible tourism criteria derived from literature, Fair Trade tourism principles and from the case studies as well as some of the challenges facing the two case studies in efforts to uphold responsible tourism criteria.

Chapter 5 Discussion

5.1 Introduction of the chapter

This chapter will build on the findings from the case studies and discuss them in relation to the literature review. The findings discussed the two case studies, Coffee Shack and Bulungula Lodge, two tourism businesses that have been awarded for their efforts in forms of responsible tourism (Better Tourism Africa, 2017, Lonely Planet, 2014, The Guardian, 2009). The case studies were reviewed with reference to the identified responsible tourism criteria (see chapter 2) and the extent to which these criteria have been implemented. The findings showed how both these case studies have yielded some positive benefits for their communities and environments. It also revealed some areas that could potentially be improved. This chapter will reflect on the extent to which the responsible tourism criteria derived from the literature have been applied in these cases, and whether there are other criteria that have enabled the flow of benefits to communities and the environment. Section 5.3. will then discuss some of the challenges that come with adopting a responsible tourism approach in rural South Africa. Based on this discussion, an amended set of responsible tourism criteria are presented. The chapter will end with recommendations and lessons to be learned from the case studies.

The initial themes and criteria derived from the literature review were:

Table 5.1. Responsible tourism criteria as derived from the literature

MAIN THEMES	Criteria
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Tourism and economic development	Job creation (fair wages, local employment)
	SMME development
Tourism and the environment	Improved natural resource management
	Restoration and conservation
Tourism and social development	Community participation
	Investment in education/skill building
	Ownership and benefit sharing
Tourism governance	Inclusivity and equality
	Certification
	Partnerships
	Respect for socio-cultural norms
	Fair power relations and inclusive decision making

5.2. Discussion of the responsible tourism criteria

5.2.1. Tourism and economic development

From this study it has become clear that incorporation of responsible tourism criteria creates many opportunities for economic development in rural communities. In these cases, tourism provided a mechanism for economic development that generated revenue which could be invested in providing communities' basic needs, education, skills development, as well as job creation and building entrepreneurial skills.

5.2.1.1. Job creation

In both case studies, it was found that the tourism ventures have contributed positively to local job creation: directly within the lodge and indirectly through SMME-development, jobs at the NGO,

at the local schools and in the area through government partnership. This has created local revenue streams into the community, as well as an opportunity for women to access jobs. In the case of Bulungula Lodge, jobs are rotated between community members to ensure access to an income for all households in the village. In both case studies, NGOs play a key facilitative role to provide services and facilities to the community. In the case of Bulungula Lodge this resulted in additional jobs created through the Community Work Programme for maintenance, such as road maintenance and alien vegetation removal. In the case of Coffee Shack this mostly resulted in facilitating access to bursary and scholarships for community members, for education and skill development. Mathew and Sreejesh (2017) argue the need for policy makers to be reminded that a local individual's quality of employment and consistent income for sustenance are very important for responsible tourism practices.

5.2.1.2. SMME-development

In both case studies, there has been some SMME development, as a result of tourism development (Rogerson, 2005). In the case of Bulungula Lodge the NGO actively assisted community members with setting up small businesses, such as guiding and a restaurant. In Coffee Bay the accommodation has encouraged the establishment of a village homestay and village tours. Also, a few community members have established themselves as guides in both case studies. However, some of the respondents who have engaged in entrepreneurial activity, have mentioned the small revenues from these establishments. These SMMEs could benefit from government-assistance.

It is important to recognise that a lack of investment and infrastructure-support from government and NGOs (Butler and Rogerson, 2016; Rogerson, 2005; WTO, 2002) will

result in marginal entrepreneurs living at bare survival levels (Rogerson, 2005). This seems to be the case in some SMME development at Bulungula Lodge.

Implementation of SMME policies and strategies by government, with support from NGOs to provide local assistance in rural tourism development, could benefit rural SMME development (Butler and Rogerson, 2016).

5.2.2. Tourism and the environment

Both case studies have an environmental policy to reduce their negative impact on the environment. Both Coffee Shack and Bulungula Lodge have a policy for natural resource management (waste, energy, water and vegetation). It was found that both case studies deal with a lack or scarce availability of public facilities, regarding waste, water and energy services.

Bulungula Lodge and Bulungula Incubator (NGO) have utilised partnerships with government to implement their environmental policy to also be able to focus on dune restoration and reforestation, as well as generate funding for rural skills training for sustainable farming.

The literature and document review found that environmental policy for 1) improved natural resource management and 2) biodiversity conservation and restoration are important factors for enabling responsible tourism (Krishna et al., 2017; Spenceley et al., 2012; Spenceley et al., 2002; DEAT, 2002; Fair Trade Tourism South Africa, n.d.) On the Wild Coast ecotourism was considered be the main strategy for environmental conservation and poverty-reduction (Kepe, 2001). However, increasingly, new

developments such as mining, intensive agriculture and a toll road, are suggested as rural development options. However, these alternative development suggestions have a great impact on the environment (Tessaro & Kepe, 2014). Responsible tourism offers opportunities for jobs and skills development, while minimising harm to the environment and communities.

The case studies show how NGOs play a facilitative role in implementing government policy and strategies regarding responsible tourism. NGOs, having a symbiotic relationship with the lodge, have an important role to play in managing natural resources locally. This supports the view that partnerships between government, private investors, NGOs and the local community can lead to a common vision for managing the environment and result in improved natural resource management approaches and practices, as well as the lives and livelihoods of local communities (Sowman, 2017; Mehta and Pawliczek, 2012).

5.2.3. Tourism and social development

5.2.3.1. Invest in local communities' basic needs

In the case studies, investment in basic needs in the community is a major focus of the initiatives and considered a responsibility of the enterprise. In both cases, the lack of basic services, such as access to clinics and clean water was part of the tourism development plan. Both cases mentioned how these challenges could not be overlooked as for example; “a third of the babies died” one year (Founder Bulungula Lodge, 2018). While ensuring that the Bulungula lodge and Coffee Shack incorporated sustainability practices with respect to waste management, water and energy provision

in the projects, provision of basic services in the community needed to be dealt with first. Consequently, both case studies have taken the responsibility of setting up projects to make basic health services available for the community. Many rural areas of South Africa deal with the same challenges.

According to South African government, responsible tourism should include “good business opportunities, while enabling local communities to enjoy a better quality of life through increased socio-economic benefits and improved natural resource management” (Spenceley et al., 2002, p.8; DEAT, 2002, 1996). What is not clarified however is who carries this responsibility. Critics have mentioned how responsibility-carrying forms of tourism such as “community-based tourism” is time-consuming and therefore less cost-efficient (Okazaki, 2008). The South African government calls on businesses to take responsibility for the environment and the community where they operate. To incentivise businesses to run a responsible tourism policy/management plan, government has the opportunity of creating the necessary responsible tourism climate through mechanisms, such as subsidies and investment. This chapter will further elaborate on the importance of partnerships in section 5.4.3.

5.2.3.2. Investment in education

In both case studies the tourism initiatives have enabled locals to access bursaries and funding for secondary and tertiary education and in both cases these locals are now employed at Coffee Shack and Bulungula Lodge in skilled positions, such as management, fundraising and within the local schools. Both case studies have seen the direct benefit from investing in education in their own communities:

“I started thinking more how we benefit as much as we put in, [...] we have got the first choice of educated people, people with hospitality training [...] I mean at the end of the day,

if you invest in your local community, socially and environmentally, you're making it better, so you are going to benefit.” (Owner Coffee Shack, 2018)

“[W]hat we did was, with our first cohort of kids coming out of our pre-school we picked the sharpest out of them, seven of them, and we have had them on scholarships in good schools in Mthatha for the last eight years or seven years, so that our community could see that our kids, first of all, are clever and number two, they will be the examples. In ten, fifteen years’ time, these kids will be in University and that will give us a bit of a head start while we are still trying to build our high school and our primary schools to be of good quality. Those kids will be the examples.” (Founder Bulungula Lodge, 2018)

As discussed in chapter 4, supporting and enhancing access to education is a major issue in the case studies as schools are far away or too expensive. If including local communities in tourism business opportunities is key to responsible tourism, then a certain level of education is needed to ensure people are equipped with the right skills. In both case studies, there was an extremely low level of educational background with a large number of people not having matric and some had no schooling at all. Clearly, government is eager to increase business opportunities for previously disadvantaged individuals (UNCTAD, 2017; South Africa National Planning Commission, 2012; Mahony & Van Zyl, 2001; South African Government, 2000; DEAT, 1996, etc.) and recognises the discrepancy in business opportunities especially in poor rural areas especially due to the lack of skills within local communities. Therefore, to increase the participation of previously disadvantaged individuals, there needs to be an investment climate in education.

5.2.3.3. Participation

What was explored was how tourism development offers wide participation opportunities for the informal sector and other economic activities, such as SMME development. What was found in the case studies was how in Coffee Bay a number of restaurants emerged, as well as opportunities for tour operators and guides. The Bulungula Incubator (NGO) in Nqileni actively assisted entrepreneurship, which all builds on tourism development.

In both case studies participation has contributed to enhancement of socio-economic opportunities within the local communities.

As discussed in chapter two, one of the aims of responsible tourism is participation of local communities (DEAT 2002, 1996). Through participation, communities can enjoy a “more equitable distribution of material resources”, as well as sharing knowledge and self-development (Connell, 1997, p. 250). Participation has been acknowledged as a tool for including the voice of communities in development strategies as an opportunity for enabling goodwill, which results in an amicable atmosphere (Ashley and Haysom, 2008; George, 2007; UN-WTO, 2007).

Scholars have doubted how participation through tourism development can be seen as a tool for poverty alleviation, as they question the benefits delivered to the poor (Simpson, 2008a; Hall, 2007; Scheyvens, 2007; Mowforth and Munt, 2003, 1998; Davis, 2001, Cheong and Miller, 2000) while Simpson (2010, p.240) states that the “trade-offs between negative impacts on the environment and the communities’ culture and traditions to the livelihood improvements” may not result in overall benefits. In the cases investigated in this study, participation of communities in all aspects of the tourism projects, contributed to poverty alleviation.

5.2.3.4. Benefit sharing and ownership

In both case studies, shared or full ownership was recognised as a core element of responsible tourism , as well as sharing of benefits. In the case of Bulungula Lodge, the community enjoys a hundred percent ownership of the lodge and benefits are shared through annual profit-distribution and shared labour. Jobs are rotated among the families that need them most. The lodge and the NGO have enabled local people to gain access to jobs in the lodge

indirectly through entrepreneurship activities, employment in the schools, within the NGOs and other jobs through the Community Work Programme. At Coffee Shack, ownership of the lodge is shared 30 and 70 per cent creating dividend streams into the community trust, as well as a percentage of the turnover. Just as with Bulungula Lodge, Coffee Shack favours local employment rather than employment of people from outside the area.

According to Mathew and Sreejesh (2017), ensuring ownership in tourism development and offering capacity-building programs to local governance bodies is vital in fostering positive perceptions towards tourism and its level of sustainability. Monitoring of benefits delivered to the community as well as the environment could act as a transparent strategy to assess the role of participation in implementing responsible tourism. Section 5.4. will touch on this in further detail. Certification and accreditation will also contribute to transparent responsible tourism strategies, which will be discussed in the next section.

5.2.4. Tourism and governance

5.2.4.1. Inclusivity and equality

Both case studies actively provide employment to the local communities as well as train individuals to access jobs within the tourism initiatives, the NGOs and other work opportunities in the area. In the case of Bulungula Lodge, the community employs the people who do not have an income within their household and the jobs are rotated.

One of the aims of responsible tourism is to be inclusive. In the case of South Africa where marginalised groups have been excluded from the economy under Apartheid,

tourism is seen as a form of economic development that has great potential for including previously disadvantaged individuals (PDIs) (Mahony & Van Zyl, 2001; DEAT, 1996). Inclusive policies will generate a sense of goodwill and support from the community towards the tourism project (Ashley and Haysom, 2008; George, 2007; UN-WTO, 2007). Furthermore, the literature also mentions how tourism might play an important role in including marginalised groups, such as women (Ashley et al., 2001). As discussed in the findings, the case studies see a high percentage of jobs filled by women. This is especially remarkable since before tourism was introduced into these areas, most women did not have formal jobs as they were responsible for raising children and managing the household.

Research has shown that when tourism creates exclusion in an area, it might result in hostility towards the tourism sector resulting in conflicts and challenges (Scheyvens and Russell, 2012; Simpson, 2010; Hall, 2007; Allen & Brennan, 2004; Sharpley and Roberts, 2004). Inclusive policies within responsible tourism will minimise these negative outcomes (Ashley and Roe, 2002). Commitment to promote inclusion and equality in both cases has been acknowledged by the communities and also the accreditation reviewers.

5.2.4.2. Fair power relations and inclusive decision making

Bulungula Lodge and Coffee Shack both have managers that are responsible for day-to-day decision making. Both tourism ventures have a system where decisions regarding the village and the community are discussed in monthly community meetings. Here, in theory, every local community member has a voice in the decision making process. However, power structures might still be apparent, influencing who has more say than others. Despite some concerns, most respondents viewed the decision-making

processes in both case studies as fair and equitable.

In the case of the Coffee Shack, an issue with representation of community board members was discussed, where recent changes in the local authority resulted in confusion regarding representation of the community. The local board members themselves said they felt pressure from different local stakeholders and wondered who they were actually representing (Owner, 2018). Therefore, it is important to recognise that, “power relations may alter the outcomes of collaborative efforts or even preclude collaborative action” (Reed, 1997, p. 567).

Section 5.3.3.3. on participation has already touched on inclusive decision making. This study argues that participation provides an opportunity for community members to actively engage in management and decision-making processes through co-management and community-based co-management arrangements (Biggs et al., 2012, p. 436), Rogerson, 2005). The literature discusses how power structures can limit levels of participation within the community (Blackstock, 2005).

Power relations will differ within and across communities. Therefore, when including local communities in decision-making processes and shared ownership, the “rhetoric of ‘community action’ must be deconstructed, and attention paid to whose voices are speaking and whose interests are being served” (Blackstock, 2005, p. 45; Cox, 1995). Understanding these power relations will contribute to local participation and local democracy (Blackstock, 2005) resulting in a more inclusive responsible tourism policy and implementation. In both cases, processes to hear the voice of the community members and enable participation in decision making are in place and concerns

regarding issues of representation and power differentials within the governance system are actively addressed.

5.2.4.3. (Private-Public) partnerships

Both of the case studies have set up an NGO, which operates alongside the tourism venture, to be able to raise funds and increase their impact on the area. Funding partners are public as well as private sector players, such as the Department of Health, Department of Social Development, the Kamvaletu Fund and individual donors.

Both case studies depend intensively on partnerships with government, local NGOs and private investors. This has enabled them to share knowledge, get access to proper funding and have a development network in place to build upon. The Wild Coast NGO Forum is one of those partnerships that allows local stakeholders on the Wild Coast to get together and share knowledge and experiences. The partnership with FTTSA enables them to access a Fair Trade tourism network in South Africa and beyond to share knowledge. Partnerships are necessary for the case studies to implement their responsible tourism policy and objectives.

The importance of developing partnerships for local economic development (LED) is acknowledged in the academic and policy discourse (Rogerson, 2010) as a “promising way of helping local communities cope with problems specific to their area” (OECD, 2001, p.15). Benefits of partnerships are multiple, *inter alia*: providing access to more resources such as technical knowhow and human and financial resources, enabling partners to share their own specific competencies and capacities to achieve common and complementary goals and offering possibilities for greater long-term sustainable economic development (Rogerson, 2010; GTZ and IDC, 2008; Stibbe, 2008). Therefore, (rural) tourism development as a form of local economic development,

benefits from partnerships, as is seen in both of the case studies.

5.2.4.4. Respect for socio-cultural norms

One of the tourism attractions within the case studies is the rural Xhosa lifestyle that tourists get to experience. This is achieved through village tours, where tourists' experience inter alia wood fire cooking, maize grinding, traditional belief systems and learning to speak isiXhosa. Decision-making processes within the lodge and NGOs is done mostly within socio-cultural norms, in the form of community meetings.

As discussed in the findings, as part of the principles of Fair Trade Tourism South Africa, respect for socio-cultural norms is understood as “contribut[ing] to the protection of any sites on its properties that have historical, archaeological, cultural or spiritual importance, and does not impede access to them by local residents” (Fair Trade Tourism South Africa, n.d.). This idea of respecting socio-cultural norms as part of responsible tourism originates from the White Paper (DEAT, 1996) and the Responsible Tourism Manuel (Spenceley et al., 2002) fits with the post-Apartheid narrative of enabling inclusion and fairness as opposed to exclusion and inequity. The audit reports (Author, 2016) conclude that both case studies do not interfere with these local traditions and culture. This study argues that this criterion might even increase local knowledge sharing and improve participation and decision-making processes.

5.2.4.5. Certification

The findings showed how both case studies are certified as Fair Trade tourism accommodation establishments. Respondents mentioned how this enabled the tourism ventures to run a more “fair” or “responsible” business, as well as allowing them to access networks and partnerships.

The World Tourism Organisation (WTO) suggests that by encouraging certification government will play a more active role (WTO, 2003) by providing a framework to ensure a supportive environment for responsible tourism.

Not only are costs involved in applying for accreditation but also in operating and implementing sustainable practices and standards (Toth, 2002). Large hotel corporations obviously have more revenue to invest in sustainability practices and are able to hire external companies to be responsible for implementing these in order to “tick the right boxes” for certification. These resources are not always available to smaller enterprises. Accreditation could therefore be seen as a burden for small and emerging enterprises, whereas larger corporations have resources and capacity to fulfil the requirements of certification. A government that has frameworks in place to enable smaller enterprises to be accredited will open up opportunities for responsible tourism entrepreneurship. NGOs could play a facilitative role in assisting tourism initiatives to access certification programmes, as an opportunity for knowledge sharing, networking and the overall sustainability and responsibility of the tourism industry (Mahony, 2007).

This thesis argues that certification within responsible tourism policy and implementation has the ability to act as a way of monitoring and quantifying responsible tourism efforts and progress.

5.3. Challenges for tourism development in rural South Africa

This chapter has mainly focused on the extent to which the case studies investigated align with criteria for enabling responsible tourism policies and implementation. However, it is important to recognise the challenges that come with tourism development in rural areas in particular. One of these challenges that was mentioned in

both case studies was the lack of basic needs services delivered to the villages. In the case of Bulungula Lodge, the founder mentioned the dire situation of running their lodge while “a third of the children died” (Founder, interview 2018) that year, due to a contaminated water source. These are extreme situations that underdeveloped areas are dealing with. In this case, the water crisis incentivised the lodge to install water points and rain water tanks, resulting in the establishment of the NGO to generate funding.

A delivery of basic needs services to rural areas of South Africa can therefore be implemented through tourism development. Responsible tourism business strategies have the opportunity of contributing to the delivery of basic needs to the community as this has been facilitated by the lodge and NGO partnerships.

The second challenge that the case studies experienced was the lack of skills within the community as a result of a lack of education. As was described in the findings, secondary schools are far removed from the villages, restricting access for local students. In Nqileni village only six per cent of the population had finished matric, while in Coffee Bay around 25 per cent had finished secondary school (Statistics South Africa, 2011). At the start of the tourism accommodations it was therefore a challenge to find people within the community to take skilled job positions. Investing in educational opportunities has increased the number of skilled people within their own communities. This is something that benefits both the community as well as the tourism business as the owner of Coffee Shack pointed out:

“We have got the first choice of educated people, people with hospitality training and all these other things. [...] At the end of the day, if you invest in your local community, socially and environmentally, you’re making it better, so you’re going to benefit.” (Owner, 2018)

As discussed in the findings, Coffee Shack has seen some begging and drug-selling

activity, where people from the nearest big city, Mthatha, come to Coffee Bay to sell drugs to tourists. Even though the tourism venture condemns this activity and actively discourages tourists from engaging in this behaviour, it is hard to prevent these negative effects of tourism development. Especially in an area where the police are not as efficient in implementing the law as in other parts of the country.

Another challenge for tourism development in rural South Africa is infrastructure. In the case of Bulungula Lodge, the village has only had access to a gravel road since 2010. The flow of tourists to an area is restricted when there is limited road access.

Finally, based on the findings a challenge that can be recognised is creating spaces and mechanisms to ensure the views and needs of the community are communicated. In the case studies, communication is mostly provided by the tourism ventures through community meetings. This is mostly effective in Nqileni, but proves to be more difficult in a larger village such as Coffee Bay. Illiteracy and the lack of facilitative spaces for knowledge sharing can therefore hinder participation by the local community.

Implementing a responsible tourism development approach, which innately is inclusive and promotes participation, has the opportunity of minimising these negative effects of tourism (Ashley and Haysom, 2008; George, 2007; UN-WTO, 2007)

5.4. Revised set of responsible tourism criteria

This chapter has discussed the responsible tourism criteria that were derived from the review of the literature in relation to the case studies. The findings resulted in the identification of some additional criteria or revised criteria. They are presented below.

The initial criteria as derived from the literature were:

Table 5.2. Responsible tourism criteria as derived from the literature

MAIN THEMES	Criteria
Tourism and economic development	Job creation (fair wages, local employment)
	SMME development
Tourism and the environment	Improved natural resource management
	Restoration and conservation
Tourism and social development	Community participation
	Investment in education/skill building
Tourism governance	Inclusivity and equality
	Certification
	Partnerships
	Respect for socio-cultural norms
	Fair power relations and inclusive decision making

The findings from the case studies highlighted that, it was important for the NGO to contribute to the delivery of basic services to the community, as there was a lack of government services such as clean water facilities, waste facilities and in the case of Bulungula Lodge, no access to the electrical grid (Bulungula Incubator, n.d.). Therefore, one of the additional criteria is investment in basic needs.

The findings recognised the importance of ownership and benefit-sharing, as this enabled communities to access benefits from tourism development. Another criterion that was identified as important for responsible tourism was monitoring of responsible tourism efforts within certification. This activity has been integrated under ‘certification’. The revised set of responsible tourism criteria are then as follows:

Table 5.3. Responsible tourism criteria as derived from the literature and the findings

MAIN THEMES	Criteria
Tourism and economic development	Job creation (fair wages, local employment)
	SMME development
Tourism and the environment	Improved natural resource management
	Restoration and conservation
Tourism and social development	Investment in basic needs
	Investment in education/skill building
	Community participation
	Ownership and benefit sharing
Tourism governance	Inclusivity and equality
	Certification (and monitoring)
	Partnerships
	Respect for socio-cultural norms
	Fair power relations and inclusive decision making

5.5. Conclusion of the chapter

This chapter discussed how responsible tourism criteria were generally present in the two case studies. It also described how responsible tourism can be better implemented in tourism ventures in rural South Africa by considering the extent to which the responsible tourism criteria presented in chapter 2 had been applied in the two cases, and highlighted lessons that could improve practice. These lessons suggest there are additional criteria that should be included in the list of criteria for responsible tourism. These revised criteria for responsible tourism are presented at the end of the chapter.

Some recommendations for enhancing responsible tourism practice in rural South Africa were provided and are summarized below. Responsible tourism development has the opportunity of enabling the development of small, micro- and medium entrepreneurship, but as seen in the findings these could benefit from funding partnerships with government and other investors. The facilitative role of NGOs within responsible tourism development is an important one to recognise.

This study saw how the establishment of an NGO, generated opportunities for bringing in funding to implement community-projects alongside the tourism initiative. Partnerships with public and private stakeholders can therefore enable the implementation of the responsible tourism criteria. Furthermore, the role of certification enables transparent and measurable responsible tourism efforts within tourism businesses, through monitoring their progress.

Chapter 6 Conclusion

The aim of this thesis was to explore how responsible tourism can be better implemented to benefit local communities and the environment in rural South Africa. Focusing on two case studies of Fair Trade Tourism certified (FTTSA) accommodations on the Wild Coast, Eastern Cape, South Africa, this study used interviews with local community members, staff members and management, as well as document analysis to understand how the tourism projects interact with and affect local communities, as well as the local environment. The assessment was informed by a set of responsible tourism criteria derived from the literature. The findings suggested certain additions and revisions to the set of responsible tourism criteria put forward in chapter 2 of this thesis, which were then discussed in chapter 5.

The government of South Africa has developed tourism policies and strategies that promote responsible tourism that aims to have a positive impact on business opportunities, to enhance the lives of previously disadvantaged individuals and to improve natural resource management (Spenceley et al., 2002; DEAT, 2002, 1996). This study aimed to add to research in the general field of sustainable and responsible tourism by providing insights from two case studies that have been recognised for their responsible tourism policies and practices.

The question this thesis aimed to address was how responsible tourism could be better implemented to benefit communities and the environment in rural South Africa. Four objectives were addressed to answer this question including developing a set of responsible tourism criteria based on the literature that would be applicable to tourism

ventures in rural areas of South Africa, assessing the extent to which these criteria were integrated in the two case studies, as well as identifying some of the challenges that come with tourism development in rural South Africa. Finally, the study sought to provide some recommendations for strengthening the implementation of responsible tourism in other tourism ventures in rural areas of South Africa.

The literature suggested responsible tourism is the responsibility carried of government and private investors to develop and ensure sustainable use of the environment, to involve local communities in the industry and to ensure safety and security to visitors (Spenceley et al, 2002; DEAT, 2002; 1996). Key elements of this were improved natural resource management, responsible use of natural resources, community--participation and investment in sustainable livelihoods, education and skillbuilding.

The case studies revealed how two tourism accommodations, both certified by Fair Trade tourism and in a similar area, on the Wild Coast in the Eastern Cape of South Africa still have very different situations. Bulungula Lodge is a lodge that has been set up with the intention of having inclusive participation by the community in management and decision making, as well as shared ownership and profit--sharing. In response to poor basic services in the community, the lodge resulted in establishing an NGO to address the challenges that the community faced, which resulted in multiple investments in health facilities, education and skills. Multiple SMME's have been set up with the help of Bulungula Incubator.

In the case of Coffee Shack the initial idea was to run a business that involved the local community but did not necessarily adopt a responsible tourism policy and approach.

However, through suggested partnerships by the government and other accommodations and NGOs, as well as the challenges facing the community and poor living conditions in the area, the tourism accommodation initiative took on a responsible tourism approach. Partnerships that were formed between government, NGOs and the private investors contributed to incorporating responsible tourism criteria in their implementation approach.

As discussed in chapter 2, more research is needed on tourism's interaction with the poor (Simpson, 2010; Simpson, 2008a; Hall, 2007; Scheyvens, 2007; Sharpley and Roberts, 2004). Every village and every community is different, as is seen in the two case studies. Their unique characteristics, socio-economic contexts, accessibility and demographics require responsible tourism policies that respond to their particular context. While these case studies cannot be seen as typical of other tourism ventures in rural South Africa, certainly lessons can be drawn from them.

Tourism is not a panacea for rural development (Sharpley, 2004). However, as the case studies show, responsible tourism does provide an opportunity to create jobs, enhance basic living conditions, improve skills, and empower local communities through ownership of the enterprise and participation in management and decision making. A responsible tourism approach also focuses on promoting sound environmental management practices, including respect for local cultures, institutions and local knowledge, thereby contributing to biodiversity conservation efforts. The facilitative role NGOs play in raising funds and addressing pressing issues such as basic services emerged as a very important lesson in enabling responsible tourism to be achieved. Monitoring the extent to which the tourism initiative adopts the

responsible tourism criteria is an important step for improving practice and achieving certification.

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Appendix 1: List of research participant --- codes

Case study 1: Bulungula Lodge

Interview code no.	Name	Role	Date interview
Owner	Anonymous	Owner Coffee Shack	10 February 2018
CSM1	Anonymous	Project Manager SCB	5 February 2018
CSS3	Anonymous	Staff member	4 February 2018
CSS4	Anonymous	Staff member	9 February 2018
CSS5	Anonymous	Staff member	5 February 2018
CSS6	Anonymous	Staff member	4 February 2018
CSS7	Anonymous	Staff member	5 February 2018
CSC8	Anonymous	Community member	7 February 2018
CSC9	Anonymous	Community member	12 February 2018
CSC10	Anonymous	Community member	12 February 2018
CSC11	Anonymous	Community member	9 February 2018
CSC12	Anonymous	Community member	12 February 2018
CSC13	Anonymous	Community member	9 February 2018
CSC14	Anonymous	Community member	9 February 2018
CSC15	Anonymous	Community member	9 February 2018

Case study 2: Coffee Shack

Interview code no.	Name	Role	Date interviewed
Founder	Anonymous	Founder Director Bulungula Incubator	25 January 2018 30 January 2018
BLM1	Anonymous	Management	12 May 2018
BLS3	Anonymous	Staff member	30 January 2018
BLS4	Anonymous	Staff member	29 January 2018
BLS5	Anonymous	Staff member	31 January 2018
BLS6	Anonymous	Staff member	28 January 2018
BLS7	Anonymous	Staff member	26 January 2018
BLS8	Anonymous	Staff member	28 January 2018
BLS9	Anonymous	Staff member	26 January 2018
BLS10	Anonymous	Staff member	25 January 2018
BLC11	Anonymous	Community member	30 January 2018
BLC12	Anonymous	Community member	27 January 2018
BLC13	Anonymous	Community member	26 January 2018
BLC14	Anonymous	Community member	27 January 2018
BLC15	Anonymous	Community member	27 January 2018
BLC16	Anonymous	Community member	30 January 2018

Appendix 2: List of Questions for study participant interviews

THEMES FOR INTERVIEW QUESTIONS

Tourism and economic development	Job creation (fair wages, local employment)
	SMME development
Tourism and the environment	Improved natural resource management
	Restoration and conservation
Tourism and social development	Community participation
	Investment in education/skill building
Tourism governance	Inclusivity and equality
	Certification
	Partnerships
	Respect for socio-cultural norms
	Fair power relations and inclusive decision making

INTERVIEW STAFF MEMBER

1. How long have you been working for this accommodation?
2. How old are you?
3. Where do you live?
4. What is your education?
5. Can you tell me a bit about how you were hired for the accommodation?
6. What attracted you to this job?
7. What previous jobs have you had?
8. What skills have you acquired since working for this accommodation?
9. How much does this accommodation pay you? Is this enough to pay for your monthly fees?
10. How does working at this accommodation influence your livelihood?
11. How does this accommodation influence the area you live in in general/livelihoods for the community?
12. (Depending on age) Can you tell me the differences of the area before this accommodation was here, and after?
13. What do you know about the projects that the accommodation runs?
14. Can you tell me what they do and how they affect the:
 - a. Environment
 - b. Community
 - c. Economy
15. What positive influences does this accommodation have on the area?
16. What negative influences does this accommodation have on the area?
17. What would you recommend them doing better?

18. How do you feel a tourism venture is responsible for sustainable development? (If necessary explain)
19. If accommodation have a responsible tourism approach (explain responsible tourism), what do you think they should do for:
 - o the environment
 - o the community
 - o for the economy of the country
20. Is Bulungula doing this now? (refer back to environment, community, economy)
21. Power relations – Do you feel included in the decision-making process? Who gets to make the decisions for Coffee Shack/Bulungula?

INTERVIEW COMMUNITY MEMBER

1. Name
2. How old are you?
3. Where do you live?
4. What is your education level?
5. Do you have a job? If so, what is your job?
6. How many people are in your family? How many people have jobs/an education?
 - o How did you acquire your skills?
7. What do you know about this accommodation?
8. What do you know of their NPO/projects?
9. If you know of them, how do they affect the community/the environment/the local+national economy?
 - a. Room for going into depth in separate
10. Have you or someone you know benefitted from the projects that this accommodation runs?
11. How have they/you benefitted from the projects that this accommodation runs?
12. How has this accommodation affected the area? What has changed since the establishment of this accommodation?
22. What positive influences does this accommodation have on the area?
23. What negative influences does this accommodation have on the area?
24. What would you recommend them doing better?
25. How do you feel a tourism venture is responsible for sustainable development? (If necessary explain)
26. If accommodation have a responsible tourism approach (explain responsible tourism), what do you think they should do for:
 - o the environment
 - o the community
 - o for the economy of the country
27. Is Bulungula doing this now? (refer back to environment, community, economy)
28. Power relations – Do you feel included in the decision-making process? Who gets to make the decisions for Coffee Shack/Bulungula?

INTERVIEW MANAGEMENT FUNCTION AT ACCOMMODATION

1. Name
2. Function
3. Where are you from?
4. What is your education level? Degrees?
5. What attracted you to this job?
6. How was the hiring process? How where you hired for this job?
7. What previous jobs have you had?
8. What do you know about the projects that this accommodation has set up/runs?
9. How do you think they affect:
 - a. The community
 - b. The environment
 - c. The economy

10. Tell me more about the projects and how you think they affect:
 - a. The community
 - b. The environment
 - c. The economy
11. What positive influences does this accommodation have on the area?
12. What negative influences does this accommodation have on the area?
13. How has the area changed since the establishment of this accommodation?
14. How do you feel a tourism venture is responsible for sustainable development? (If necessary explain)
15. If accommodation have a responsible tourism approach (explain responsible tourism), what do you think they should do for:
 - o the environment
 - o the community
 - o for the economy of the country
16. How could this accommodation increase their positive effect on this area? / What do you recommend them doing better?
17. Power relations – Do you feel included in the decision-making process? Who gets to make the decisions for Coffee Shack/Bulungula?

INTERVIEWS OWNERS

1. What is your background – education/jobs?
2. Can you tell me how this accommodation got started?
3. Where you set to run a sustainable business from the beginning?
 - a. If no, why?
 - b. If yes, why?
4. Why are you running your accommodation this way?
5. Why these projects?
6. Did you look into any sustainable/eco/alternative tourism literature/policies before setting this up?
7. What can the government do to enable these kinds of practices?
8. What are the limitations to running a sustainable business? For others that aren't doing things now
9. Why do you think so few accommodations are doing it this way?
10. How is your business contributing to:
 - a. The environment
 - b. The community
 - c. The economy
11. What do you see yourself doing in the future?
12. What does “working with the community” entail?
13. What problems do you encounter?
14. How have their lives improved from the accommodation's policy?
15. What are negative consequences for bringing in tourism in this area?
16. Decision making – how is the community involved?
17. How is the community participating?
 - a. Problems?
 - b. What is causing these problems?
18. How is the community currently taking care of environmental issues and has this changed since this accommodation has been implementing recycling?
19. Stewardship. Does it work? Do people take responsibility?
20. How do you make sure the community is well represented?
21. Some of the literature challenge community-based tourism, saying that: “CBT is influenced by, and must be aware of, existing structural inequalities, globally and locally” (Blackstock, 2005, p.46) How is this accommodation challenging these existing social structures?
22. How do you balance the community's interest vs. profit making, making a living from this? Do they make a profit?

Land rights and tenure:

1. How did the accommodation acquire this land?

FAIR trade tourism and certification

1. What made you want to get certified?
2. Do you feel like it attracts more tourists/more socially aware tourists?
3. Why Fair trade Tourism and not another certification programme?
4. Problems?
5. Positive outcomes?

Tourists:

1. What is the role of tourists in a more inclusive and sustainable tourism business? Is there a demand for these kind of accommodations?
2. How can you increase this incentive for tourists to visit RT Businesses?

Appendix 3: Informed Voluntary Verbal Consent -- text

DEPARTMENT OF ENVIRONMENTAL AND GEOGRAPHICAL SCIENCE

UNIVERSITY OF CAPE
TOWN
PRIVATE BAG X3
RONDEBOSCH 7701
SOUTH AFRICA

RESEARCH Elena van Doorn
ER:
TELEPHONE +27--763046492
E--MAIL: elena.l.vandoorn@gmail
.com



URL: egs.uct.ac.za

Informed Voluntary Consent to Participate in Research Study

Project Title: Responsible Tourism in rural South Africa: A case study on the Wild Coast

Invitation to participate, and benefits: You are invited to participate in a research study conducted with community--members, tourism facilitators, government officials and policy--makers and experts of responsible tourism. The study aim is to develop responsible tourism criteria applicable to tourism ventures in rural South Africa to provide benefits for tourism businesses, communities and the environment. I believe that your experience would be a valuable source of information, and hope that by participating you may gain useful knowledge.

Procedures: During this study, you will be asked to answer the research questions and to interact with the research. You are welcomed to discuss and to divert the questions to what you feel is important in discussing responsible tourism in rural South Africa.

Risks: There are no potentially harmful risks related to your participation in this study.

Disclaimer/Withdrawal: Your participation is completely voluntary; you may refuse to participate, and you may withdraw at any time without having to state a reason and without any prejudice or penalty against you. Should you choose to withdraw, the researcher commits not to use any of the information you have provided without your consent. Note that the researcher may also withdraw you from the study at any time.

Confidentiality: If you wish to remain anonymous, your decision will be respected and your information (name or institution) will be kept private. Confidentiality and anonymity will be maintained as pseudonyms will be used.

What giving verbal consent means:

By giving verbal consent, you agree to participate in this research study. The aim, procedures to be used, as well as the potential risks and benefits of your participation have been explained verbally to you in detail, using this form. Refusal to participate in or withdrawal from this study at any time will have no effect on you in any way. You are free to contact me, to ask questions or request further information, at any time during this research.