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## FACULTY OF ARTS

### RESEARCH THESIS

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Optimising benefits for rural communities in and around Protected Areas  
through ecotourism Public Private Partnerships (PPPs): the case of De Hoop  
Nature Reserve

By

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Degree.

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## DECLARATION

I, Siphokazi Mnyani, hereby declare that this thesis titled “*Optimising benefits for rural communities in and around Protected Areas through ecotourism Public Private Partnerships (PPPs): the case of De Hoop Nature Reserve*” is my own work; that it has not been submitted before for any degree or examination in any other university or college; and that all the sources I have used or quoted have been indicated and acknowledged as complete references.

**Siphokazi Mnyani**

Signed:.....Date: .....



## ABSTRACT

Recent years have seen an upsurge of interest from governments and development organisations in adopting the Public Private Partnership (PPP) approach when developing and operating ecotourism projects. A PPP is a contract between a public sector institution and a private party, in which the private party assumes substantial financial, technical and operational risk in the design, financing, building and operation of a project (South African National Treasury 2004). Countries such as India, China and Kenya have developed numerous projects through PPPs. Protected Areas have followed suit in adopting the PPP approach, to be able to focus on their core business, namely conservation. To date, relevant research on PPP ecotourism projects, specifically pro-poor tourism approach is fragmented, limited in scope, and lacks examples that can assist practitioners in embedding pro-poor tourism principles in the PPP methodology. Academically, studies are largely evaluations that compare progress against projects' defined objectives or broad based sustainable tourism goals. However, this study is an assessment of a tourism development from a pro-poor tourism perspective. Thus, this study interrogated the extent to which ecotourism PPP at De Hoop is pro-poor. Furthermore, the study sought to establish if rural local communities living in and near De Hoop PPP benefit and how their benefits can be enhanced. Pro-poor tourism indicators are used in this study as a theoretical base to evaluate De Hoop PPP. Using both qualitative and quantitative methods allowed for triangulation of both data and research methods, thus improving the reliability and trustworthiness of the conclusions. This study established that largely De Hoop PPP benefit the poor economically because it boosts local employment and wages, local enterprise opportunities, creates collective income sources, fees and revenue. In terms of enhancing non-financial livelihood impact, De Hoop PPP ensures capacity building and training and mitigates environmental impacts. However, De Hoop PPP falls short in terms of addressing competing use of natural resources; it does not improve social, cultural impacts and does not increase local access to infrastructure and services. Further shortfalls are that it does not enhance participation and partnership because it does not create/contribute to more supportive policy/planning framework, does not increase participation of the poor in decision-making, does not build pro-poor partnerships with private sector, and does not increase flows of information and communication to the poor. Tourism operations fall in a trap of selecting typical benefits and make less effort in involving communities in the whole spectrum of pro-poor benefits. The tourism industry has a responsibility of advocating for the non-financial benefits and participation as benefits that are critically important for locals. In this study,

various suggestions are made to address each one of the pro-poor indicators in order to further narrow the benefits gap for the PPP to be a fitting solution in protected areas. Pro-poor tourism, therefore, means tourism that generates net benefits for the poor i.e. the benefits should be greater than the costs (Rogerson 2006).



**Key words:** Public Private Partnerships (PPPs), Ecotourism, Protected Areas, Poverty alleviation, Sustainable Development, Rural Development, Local Economic Development, Pro-Poor Tourism (PPT), Protected Areas (PAs), Community Benefits, Community Attitudes, Nature Reserves, Participation



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## **List of Abbreviations**

PPP – Private Public Partnership

PFMA -Public Finance Management Act, 1999

CBE - Community-based Ecotourism

CBNRM - Community-Based Natural Resource Management

LNNP- Lake Nakuru National Park, Kenya.

LED – Local Economic Development

EPWP – Expanded Public Works Program

DHPPP – De Hoop Public Private Partnership

DHNR – De Hoop Nature Reserve

BWLS - Binsar Wildlife Sanctuary (In India)

STR - Sariska Tiger Reserve (In India)

ASGISA - Accelerated and Shared Growth Initiative for South Africa

GEAR - Growth, Employment and Redistribution Plan

PCD – People Centred Development



## CHAPTER 1

### INTRODUCTION AND BACKGROUND

#### 1.1 Introduction

This chapter presents the Public Private Partnership (PPP) in the context of protected areas as a general background to the study. The chapter highlights the PPP legislation, which advocates for Public Private Partnership as a viable enabling environment for tourism to flourish, and benefits the poor. Consequently, the critical linkage between ecotourism and benefits to the poor is drawn and the presentation of the pro-poor tourism and its indicators, which are used as theoretical framework in this study. The chapter further presents the research problem, rational of the study and objectives the study set out to achieve. It also highlights the significance of the study and outlines the structure of the thesis.

The South African government, in the *White Paper for the Development and Promotion of Tourism in South Africa* DEAT (1996) puts forward key principles that should guide the development of responsible tourism in South Africa. These principles recommend tourism that is private sector driven, where government provides the enabling framework for the industry to flourish, with effective community involvement that forms the basis of tourism growth, tourism development that is underpinned by sustainable environmental practices, dependent on cooperation and close partnerships among key stakeholders. In view of this suggested tourism framework, the Public Private Partnership (PPP) approach provides a model for the tourism sector to adopt, especially in Protected Areas (PAs). There are increasing challenges in efforts by nation states to conserve protected areas. This has necessitated shifts in management styles (Jamal and Stronza 2009). Government funding for National Parks in South Africa is decreasing each year, and this puts pressure on tourism to create income to supplement this funding (Phillips 2009; Eagles 2009). Within this context, De Hoop Nature Reserve (DHNR) opted for Public Private Partnerships for destination management, income generation and fundamentally, for community beneficiation of the Overberg District Municipality thus it is imperative for tourism to benefit the poor people. Pro-Poor Tourism is suggested as a means of addressing poverty by fostering development that is inclusive of under-privileged members of society, with the proceeds from these activities going towards improving the welfare of the community members (Schilcher 2007). Mariki (2014) argues that approaches to the management of natural resources are slowly becoming participatory to involve communities in

the conservation of the environment. This has also been accompanied by the benefit sharing strategy, which also promotes community involvement and offsets conservation costs.

## **1.2 Defining Private Public Partnerships (PPPs)**

Public private partnerships (PPPs) are termed as “innovation for money”, a critical shift in efforts to end poverty and achieve economic growth, particularly in South Africa. This has seen growth in collaborative efforts between the private and the public sectors in the tourism sector (Wilson *et al.*, 2009). In South Africa, these PPPs are guided by a firm regulatory framework. Several authors have defined PPPs however, among the scholars there is a lack of consensus on the definition. The most comprehensive definition states that “a public private partnership is a settlement between a public party and a private sector company to engage in a long-term contractual agreement for designing, building and operating capital intensive projects while trying to attain value for money by the appropriate allocation of risks” (De Clerck *et al.*, 2015: 247). Yang and Yang (2010: 569) define PPPs as: “Where the private party performs an institutional function or where the private party acquires the use of state property for its own commercial purposes”. PPPs have become a tool to deliver basic infrastructure such as road, rail, power, water and sanitation across the globe (Mukhopadhyay, 2011). PPPs are not new, as some place their origin in previous centuries (Jooste, Levitt & Scott, 2011).

In terms of literature presence Zhang (2009) explains that PPPs have been studied in multiple and diverse disciplines. The studies have also taken different formats (Tang *et al.*, 2010). According to Noble (2006) the literature on PPPs has not paid attention to the dynamic role of individuals in the management of these partnerships between the private and the public. Jooste, Levitt and Scott (2011) argue that while literature on the relevance of PPPs in infrastructure development has grown over the years, there is need to shift focus to the implementability of these in different geographic contexts. According to Roman (2015), PPPs take different formats depending on contexts, and these can be at the level of policy, service delivery, capacity building as well as economic development. Roman (2015) defined a PPP as a “contractual agreement between one or more governments/public agencies and one or more private sector or non-profit partners for the purpose of supporting the delivery of public services or financing, designing, building, operating and/or maintaining a certain project for the public good”.



In South Africa, the Treasury Regulation 16, operationalised by the Public Finance Management Act (PFMA) of 1999 is the primary legislative basis on which PPPs are made possible. An overarching prerequisite for the establishment of the PPPs is the inclusion of Black Economic Empowerment (BEE) South African National Treasury (2004). The essential elements of a PPP are that it should be affordable, demonstrate value for money and transfer significant financial, design, technical and operational risks to the private sector South African National Treasury (2004). In terms of linkages between ecotourism Public Private Partnerships and Community Benefits, Paul (1987, p. 2) defines community participation as “an active process by which beneficiary client groups influence the direction and execution of a development project with a view to enhancing their wellbeing in terms of income, personal growth, self-reliance or other values they cherish”. Driver *et al.* (1991) define community benefits as “an improved condition or lessening of a worse condition to individual and local community”. Collaboration and network creation are emphasized as the bases for ensuring that benefits accrue to local communities. Public Private Partnerships optimally demonstrate the benefits of collaboration. The PPPs involve collaboration between public and private sectors to fulfil a long-term goal, usually for a period that will lead to development of an area or a region (Bramwell & Lane 2000)

The work of Porter (1990), in particular, has emphasised that collaboration is central to collective action, which leads to innovation and community capacity building. The ‘people-centred development’ (PCD) approach (Roodt 2001), and theories of human development referred to as ‘alternative development’. Sharpley (2000) emphasises the centrality of community participation to development. Such development becomes sustainable as it meets the needs of the community (Shepherd 1998) through job creation and uplifting of standards of living of the involved communities (Roodt 2001).

### **1.3 Overview of the study area: De Hoop Nature Reserve**

The De Hoop Nature Reserve (DHNR) is situated in the Cape Agulhas local Municipal Area, part of the Overberg District in the Western Cape Province, about 50 km East of Bredasdorp and 50 km South of Swellendam. The DHNR covers 33 795 ha (338 km<sup>2</sup>) (Cape Nature 2015).



Figure 1.1: De Hoop Nature Reserve. Source: Draft Reserve Management Plan 2015.

The Breede River flows into the sea approximately 2km east of the eastern boundary of the reserve. The coastal boundary of the reserve is the De Hoop Marine Protected Area (MPA) that covers an area of 28 866 hectares (288 km<sup>2</sup>) and stretches along a coastline of approximately 45km adjacent to the DHNR, and extending 5km offshore into the Indian Ocean (Draft Reserve Management Plan 2015). De Hoop Nature Reserve is one of the sites within the Cape Floral Region Protected Area, considered a critical biodiversity site in the Western Cape (DEAT 2003).

### 1.3.1 Socio economic context of the Overberg District Municipality

Socially, the Overberg District Municipality is a rural area characterized by remoteness. It has high levels of poverty and unemployment, low levels of skills and education, and a high dependency on natural resources for survival. The Overberg region includes the category B local municipalities namely Theewaterskloof, Overstrand, Swellendam, and Cape Agulhas. There is 30% poverty rate and 81% literacy rate in the Overberg District Municipality (Cape Agulhas Municipality 2016). According to the development profile, unemployment is community-wide (Western Cape Government 2014).

### 1.3.2 The context of the De Hoop Public Private Partnership

The development of the tourism public private partnership agreement is in line with the De Hoop Nature Reserves' vision. The De Hoop Nature Reserves' vision is to be a world-



recognised area for biodiversity conservation, through integrated landscape management of the reserve and Marine Protected Area, allowing the sustainable use of resources for the benefit of partners and communities, by providing opportunities for research, education and appropriate nature-based recreation (CapeNature 2016). The De Hoop PPP was established to manage commercial activities to ensure social and economic development, as well as conservation. According to the Draft Reserve Management Plan (CapeNature 2016) the purpose of the De Hoop PPP is to construct, maintain and operate a high value nature-based tourism product which is capable of generating sustainable income to CapeNature, whilst providing access, jobs and local economic development in an ecologically responsible manner. The PPPs approach was envisaged to deliver ecotourism and product development for CapeNature, the upgrading of existing facilities, and the creation of new facilities and the reduction of De Hoop Nature Reserve's staff and maintenance costs. The partnership would run for a period of 45 years, with capital investment for tourism infrastructure coming from the private sector and with CapeNature performing an enabling role by ensuring procedures to effectively implement, manage, monitor and report on the PPP (CapeNature 2016).

### **1.3.3 De Hoop Public Private Partnership contractual agreement**

CapeNature has entered into PPP agreements with Madikwe Investments (Pty) Ltd for the development and upgrading of tourism products due to the high tourism potential and the need for more appropriate and upgraded facilities resulting from seven concessions established. Seven tourism sites at De Hoop Nature Reserve have been designated as PPP Tourism sites for a period not exceeding 45 years from date of signature as at 09 December 2009. This ecotourism PPP is a partnership established to manage commercial activities in the De Hoop Nature Reserve and the private investors have named the business as De Hoop Collections. CapeNature adopted this concession approach to ensure a social, economic and conservation win-win solution. According to the management plan (CapeNature 2016), specifically, the purpose of the De Hoop PPP is to construct, maintain and operate a high value nature-based tourism product, which is capable of generating sustainable income to CapeNature, whilst providing access, jobs and local economic development in an ecologically responsible manner. Fundamentally, ten (10) identified value for money reasons motivated for establishment of these concessions and were submitted to the South African Treasury as part of the application in 2009. The plan for development included ecotourism and product development for

CapeNature, upgrading and creation of new facilities, creation of uniform product, refurbishment of facilities, reduction of staff costs currently providing tourism functions, removal of current maintenance costs on the facilities, value added products developed for future bidding processes, preferred destination development for future bidding processes and brand development.

CapeNature, within this framework, provides an enabling role such as ensuring procedures to effectively implement, manage, enforce monitor and report on the PPP. Further, CapeNature's responsibility involves, but is not limited to, managing the reserve in accordance to its reserve management plan as well as ensure maintenance of access roads in the reserve to the development site.

Tourism properties under the PPP arrangement are *Opstal*, *Koppie Alleen* Cottage, *Koppie Alleen* Coastal Lodge, *Vei* Spa and Lodge, *Melkkamer* Weddings and Conferences, *Melkkamer* Manor and Whale Watch Café. Activities already implemented revolved around the upgrading of old and existing facilities at the *Opstal* and *Melkkamer* as well as additional accommodation facilities at *Koppie Alleen*. Developments that are planned involve more accommodation units (lodges) at *Koppie Alleen*, the development of the Whale Trail 2 and the refurbishment of the existing *Lekkerwater*. Part of the *Opstal* upgrading is also the future restoration of the old dwelling at *Die Mond*. The management of the De Hoop PPP agreement and activities are documented in the De Hoop Nature Reserve Management Plan (CapeNature 2016).

#### **1.4 Pro-Poor Tourism theoretical framework**

Ashley, Boyd and Goodwin (2000) define Pro-Poor Tourism (PPT) as tourism that results in increased net benefits for poor people. These authors suggest that PPT enhances the links between tourism businesses and poor people with the intention that tourism contributes to increased poverty reduction and, therefore, poor people are able to participate more effectively in product development. According to Bennett et al. (1999) cited in Scheyvens (2009), the concept of 'pro-poor tourism' (PPT) was first used in a British report in 1999. Scheyvens (2009) indicates that there are several reports that have noted how PPT has the potential to contribute to poverty reduction in various countries and in several contexts. Mitchell and Ashley (2010) (Table 1.1) have extended the understanding of how to determine the impacts

of tourism on poor communities through the development of a framework that uses three pathways through which the benefits of tourism can be transferred to the poor as indicated on table 1.1 below. Pro-poor tourism, therefore, means tourism that generates net benefits for the poor (i.e. the benefits should be greater than the costs). Thus, pro-poor tourism is defined as “tourism that generates net benefits to the poor and seeks to ensure that tourism growth contributes to poverty reduction” (Rogerson 2006). Table 1.1 below illustrates the indicators of PPT that have been used in the study as a theoretical base and whose indicators are used to evaluate De Hoop PPP.

Table 1.1: Types of pro poor tourism indicators

<b>Increase economic benefits</b>	<b>Enhance non-financial livelihood impacts</b>	<b>Enhance participation and partnership</b>
1. Boost local employment, wages	1. Capacity building, training	1. Create more supportive policy/planning framework
2. Boost local enterprise opportunities	2. Mitigate environmental impacts	2. Increase participation of the poor in decision-making
3. Create collective income sources – fees, revenue shares	3. Address competing use of natural resources	3. Build pro-poor partnerships with private sector
	4. Improve social, cultural impacts	4. Increase flows of information, communication
	5. Increase local access to infrastructure and services	

Source: <http://www.propoortourism.org.uk/strategies.html>

This study further zooms into pro-poor tourism (indicators) in conjunction with PPPs to answer the study objectives. An important component will be economic benefits. Social, environmental and cultural costs and benefits also need to be taken into account. While those that are not generally characterised as poor may benefit from pro-poor tourism, the strategy is aimed at benefiting the poor. It focuses on opening opportunities for the poor (Ashley, 2002; Hall 2007).

## **1.5 Rationale for the study**

As a conservation organisation, CapeNature implements the tourism PPP in De Hoop Nature Reserve (DHNR), where, currently, there are seven high-end tourism facilities that have been up-graded and are now operated by private tourism partners as part of the PPP agreement. Tourism development in this protected area is envisaged as leading to management of all resources for sustainable economic development of the community (CapeNature 2015). However, little is known about community participation, particularly the benefits that the PPP provides for local communities. Thus, this study sought to determine the extent to which the ecotourism PPP is pro poor and how it may be enhanced to benefit the poor.

## **1.6 Problem Statement**

The De Hoop Nature Reserve, which incorporates a tourism public private partnership (PPP), is situated in an area with a high rate of poverty. While the tourism PPP agreement at De Hoop is tasked with provision of benefits to local communities, little is known about whether and to what extent the affected local communities, that is, those living in and around De Hoop Nature Reserve, actually benefit from the partnership agreement. There would appear to be a need to assess the benefits that the PPP provides to local communities, and if necessary, to suggest changes that would lead to improvements.

## **1.7 Research Aim and Objectives**

The main aim of the study was to ascertain the extent to which the De Hoop ecotourism PPP benefits local rural communities. The specific objectives of the study were as follows:

1. To evaluate the extent of benefits of the PPP's to local communities measuring it against the requirements/indicators of Pro-Poor Tourism.
2. To explore the relationships between the private partners, government and communities, and to uncover ways to enhance these relationships.
3. To assess community members' expectations and attitudes towards tourism and conservation, and the factors that influence these attitudes.

## **1.8 Chapter Layout**

### ***Chapter 1***

This chapter provides the conservation setup as a general background to the study with a specific overview of South Africa's tourism and PPPs as legislated. Legislation then suggests the critical linkage between ecotourism and benefits to the poor. The status quo of De Hoop PPP business setup is presented. The chapter further presents the research problem, rational of the study, research objectives and the significance of the study. It ends with an outline of the chapters for the whole thesis.

### ***Chapter 2***

This chapter presents the literature review and conceptual framework applied in this study. It further defines the PPP and articulates the dynamics of defining partnerships. It juxtaposes the different types of PPP agreements where communities are signatories as well as when the protected area management as the signatories and explore the discourses of ecotourism and community benefits and pro-poor tourism as a theoretical framework used in this study. Further, it looks at global perspectives on PPP in contrast with community private public partnership defining key themes such as participation, benefits and conducive conditions for benefits.

### ***Chapter 3***

In chapter 3 the research methodology of the study is discussed. This consists of research design, research methods, the process of data collection and processes of data analysis.

### ***Chapter 4***

This chapter presents and discusses the findings of the study. The data gathered through interviews and questionnaires is presented using graphs and tables. The chapter is structured according to themes that are based on the objectives of the study.

### ***Chapter 5***



This last chapter provides the summary, conclusions and recommendations based on the findings presented in chapter four. The chapter is presented in five themes, based on the objectives and research questions that formed part of the study. Key findings and recommendations are made as well as recommendations for further research. The chapter ends with concluding remarks.

## **1.9 Summary**

In summation, the introductory chapter cited the private public partnership in the protected areas as the context and the background to the study. It highlighted the PPP legislation, which advocates public private partnership as a viable enabling environment for tourism to flourish, and benefits the poor. The legislation framework aspect is important as this particular PPP as it has to comply with legislation. Then the critical linkage between ecotourism and benefits to the poor was drawn together with the presentation of pro-poor tourism and its indicators, which is used as a theoretical framework in this study. The chapter further presented the research problem, rational of the study, the research objectives and the significance of the study. The chapter ends with an outline of the chapters for the whole thesis.

While chapter one has provided a background of the study as well as the outline of the chapters to follow, chapter two is a review of the relevant literature regarding pro-poor tourism, and tourism Public Private Partnerships and other related themes.

## **CHAPTER 2**

### **LITERATURE REVIEW AND THEORETICAL FRAMEWORK**

#### **2.1 Introduction**

This chapter presents the literature review and conceptual framework applied in this study. The chapter defines the PPP and articulates the dynamics of defining partnerships. It juxtaposes the different types of PPP agreements where communities are signatories as well as when the protected areas management are the signatories. It also briefly explores the discourses of ecotourism and community benefits as well as pro-poor tourism as a theoretical framework used in this study. The chapter further looks at global perspectives on PPP as well as in contrast with community Public Private partnership defining key themes such as participation, benefits and conducive conditions for benefits. It briefly provides an explanation of pro-poor tourism indicators in conjunction with PPPs to answer the study objectives.

#### **2.2 Defining Public Private Partnerships in the context of South Africa**

There are multiple definitions of public-private partnerships (PPPs). In South Africa, the legal framework defines PPPs in terms of the obligations of both the private and the public partners in the partnership, with emphasis on use of state property, financial risks and generation of revenue (National Treasury 2004). The partnership between a state enterprise and a private player is contractual. The PPPs in South Africa are regulated by the Treasury Regulation 16, operationalised by the Public Finance Management Act of 1999 (PFMA) (National Treasury 2004).

##### **2.2.1 Dynamics in defining what is termed as participation**

One of the key terms in the whole development and conservation discourse is participation. PPPs are generically informed by participation. In this study, Hoben, Peters & Rocheleau's (1998) definition of participation as involving stakeholders influencing and directing development initiatives is a guiding principle. This speaks to the participation of communities local to the geographical context of the partnership premises. However, this participation has come with some challenges (Cooke & Kothari 2001; Ribot, Chhatre and Lankina 2008). Criticism of the concept of participation include that it often merely perpetuates the status quo (Cooke and Kothari 2001), neglect local power and perpetuate inequalities (Mohan and Stokke



2000). There are several degrees of participation ranging along a continuum from nominal, passive, informing, giving options, active functional, interactive, and taking responsibility (Borrini-Feyerabend 1996; Diamond et al. 2004; Mannigel 2008; Pimbert & Pretty 1997). When put into consideration, the logic of “acting together” or “taking part,” the extremes “nominal,” “passive,” and “taking over management responsibility” are not considered particularly participatory (Mannigel 2008). Nonetheless community involvement and participation in ecotourism has some benefits, and is, therefore, desirable (Bhalla *et al.* 2016). Even in the current case study, participation remains an ideal especially if the benefits are minimal. Cobbinah’s (2015, p. 214) study in Ghana indicated that attitude of locals were linked to the benefits accruing from the partnership between the private and the community. As such, there are advantages to be enjoyed in raising public awareness of the benefits of a PPP. This way, communities will be actively involved, thereby contributing to the sustainability of the ecotourism industry (Ruten 2004).

Key recommendations to successful partnerships discussed by Ruten (2004) focused on the development of effective partnerships for ecotourism. In order for ecotourism to be successful, partners should enter into the partnerships voluntarily, and the partnerships should be rooted on certain basic compromises from both parties. The partnerships should, in essence, be mutually beneficial (Ruten 2004).

### **2.2.2 Discourses on ecotourism Public Private Partnerships**

Various arguments have cited advantages regarding PPPs. The principal advantage is that they offer substantial public benefits, cost savings and risk sharing opportunities. Similar to South Africa, in India where the policy framework is administered by government, scholars such as Kundu *et al.* (1999) have raised the question of the role of the private sector in bridging gaps in infrastructure provision. Scholars tend to be sceptical about the public sector’s dependency on the private sector for infrastructure provision. However, Mukhopadhyay (2011) points out that there are not enough studies that show significant benefits of PPPs to large populations in a community. Often, the poor locals are, in the long run, excluded from the planning and development process, with the private sector enjoys unlimited access to resources (Dzingirai 2003; Hutton *et al.* 2005). Further, there is need to assess the cost-benefit of PPPs as the private sector has often been known to open doors to tourist inflows but failed to protect the resources (Rogerson 2013).

International experience points to the need for local partnerships between local authorities and the private sector for the development of local tourism plans, with the Australian experience demonstrating the critical role of local governments in ensuring sustainable trajectories of tourism development (Ruhanen 2013). South Africa's Minister of Tourism said, "Local governments must work with public and private stakeholders in the tourism sector to ensure communities derive maximum economic and social benefits" (Rogerson 2013, p. 10). Mody (1996) and Savas (2000) have identified the failures relating to the limited capacity of public entities and the perceived legitimacy issues surrounding private provision of public infrastructure. Ramamurti and Doh (2004), and Woodhouse (2005) argue that PPPs in infrastructure substitute private sector capacity for public sector capacity, and there is need, therefore, to capacity-build the public sector.

#### **2.2.4 Public Private Partnerships with Communities or with Protected Areas (PAs)**

Community-public private partnerships in tourism often result in win-win situations, with the community contributing through labour, land, and experiences for guests, while the private sector partner takes care of the finance and marketing sides of the partnership. However, the success of such a partnership depends on an active relationship and capacity of the community. Saporiti (2006) advises that positive experience with public-private partnerships in nature conservation in Africa indicates that there can be improvements in services through professional management and marketing. Saporiti (2006) states the mobilization of capital for investment in park infrastructure and biodiversity as a further merit and suggests that it is the best choice of structure for such partnerships mainly on the capacity of the incumbent public park agency.

In the case of public private partnerships with the parks, he also highlights the economic global spending on protected areas, which amounts to around US\$6.5 billion a year, while the estimated amount of US\$12 billion and US\$45 billion is required to fully support conservation. Another important observation made by Saporiti (2006) is that 12 percent of the capital is spent in developing countries, which often has the greatest biodiversity. Over the past decade many developing countries' governments have cut their budgets for protected areas by more than half. This statement reveals an underlying issue that could have implications for tourism in the near future. Saporiti (2006) notes that international aid for biodiversity conservation has also

declined and as a result, protected areas in developing countries receive an average of less than 30 percent of the funding estimated as needed for basic conservation management. Saporiti (2006) states that many national parks in developing countries exist only on paper, lacking funds to pay for staff salaries, patrol vehicles, or wildlife conservation programs and, therefore, the protection is insufficient. These parks, according to Saporiti (2006) are vulnerable to elements such as poaching, deforestation, and agricultural use by local communities. The author's central question is whether valuable biodiversity can be protected while tourism is taking place. It is suggested that responsible commercialization through public-private partnerships would provide an important solution. He suggests a range of functions to be performed that possibly require a broad set of skills.

Ruten (2004) suggests that 'partnership' is the new keyword in donor-community circles, the government and multilateral organisations. Partnerships are envisaged to bring sustainable economic development of poor communities. Ruten (2004) argues partnerships are considered the key solving hunger and poverty in Africa.

### **2.3 Global perspectives on Public Private Partnerships and Pro-poor Tourism**

This section examined the global perspectives on PPPs and pro-poor tourism through literature pertaining to conservation. The literature mainly focusses on case studies executed by the authors mentioned and their findings relating to people's attitudes towards conservation. In linking the benefits and support of locals, Sekhar (2003) reckons that conservationists have recognised that biodiversity conservation depends largely on the support of local communities. The author found a correlation between the benefits obtained by local people from wildlife tourism and other sources that support protected area existence. The author, therefore, suggested that benefits impact people's attitudes towards conservation. Shekar (2003) also found that some of the main problems are unequal distribution of tourism benefits, lack of locals' involvement in tourism and development. Furthermore, if these problems are addressed, tourism might lead to sustainable development. Harada (2003) examined the local resident's attitudes towards conservation in Gunung Halimun National Park, in West Java, Indonesia. In the study, Harada (2003) established that many of the people recognised and understood the importance and the global conservation of the park (2003, p. 721). In addition, the participants in the study area were only interested in meeting their daily needs. Harada (2003) found that besides lack of information and lack of incentives among locals to conserve, local people did

not want to take part in the relocation programs and would rather stay in their villages and work together with the government to be involved in park administration among other issues. The problem that Harada (2003) grappled with was that the local residents did not know how to collaborate with the government. (2003, p. 281). Even though locals would like to take part in discussions with government, it is the lack of information in order to know how and when to have these important discussions. The lack of representation of the poor in government platforms contributes to the problem of passive partnerships that yield no benefits.

Harrison (2008) argues that international tourism, which has undergone a rapid increase between 1950 and 1970, could play a key role in poverty alleviation. The author notes that the notion of PPT and its application has been subject to critique, including that pro-poor tourism advances the status quo, is indiscriminate, is narrow and parochial, does not benefit the poor and fails to focus on equitable distribution of benefits or to attempt to change the overall system' (Harrison 2008, p. 864).

Cole and Eriksson (2010) investigate the links between tourism and human rights and found that the freedom and travel for the rich violates the rights of people in the destination that the authors visited. They stated that the right of freedom to travel for the rich impacts negatively on the rights of people in the destination communities of their study. While Chaichi (2016) examines how tourism affects the livelihoods of the poor and how positive impacts can be enhanced. Similarly, the author found that the local community is involved in the tourism activities but has minimal involvement in the decision-making process. Chaichi notes that the local community is excluded from the policy formulation process (2016, p. 36).

Aynalem, Birhanu and Tsefay (2016), in their study about employment opportunities and challenges in the tourism and hospitality sectors, note that tourism is one of the main economic engines of nations. Their study revised articles and reports relating to the subject above; that tourism and hospitality creates diversified employment opportunities in different sectors, such as accommodation, food and beverage establishments, transportation services, and travel agencies. The authors note some of the challenges in the tourism and hospitality sector, such as poor pay and working conditions, sexual harassment, discrimination, unequal treatment, low education and training, undemocratic and rigid corporate culture, seasonality and political instability, which drastically reduce the number of visitors, which in turn brings high turn over of employees. Chen and Qui (2017) investigate residents' attitudes towards the preliminary



stage of tourism development in nature reserve in Wuyishan National Nature Reserve of China. They also look at the socio-economic and negative effects of residents' attitudes toward the tourist industry. Chen and Qui (2017) found that the local people perceived that they could benefit from the economic activities related to tourism and, therefore, they were supportive of the "conservation of natural resources and local culture, sustainable community development and community participation in ecotourism planning and management", (2017:1405). Chen and Qui (2017) also found that there were variables such as age, gender, education level, household income, family size, non-farm work arrangements and the distance to tourism attractions that had a significant association with respondents' attitudes toward ecotourism development or negative impacts of the tourism industry (2017:1416). They also found that the negative impacts of tourism development on the natural environment were of little concern to the respondents that took part in the study. The authors suggested that more studies need to be done to clarify residents' attitudes toward tourism development and its negative effects in nature reserves, particularly at the different stages of development (Chen & Qui 2017, p.1416). Scheyvens (2009) took a critical approach in assessing whether or not the PPT indeed contributes to poverty alleviation. Scheyvens (2009) identifies a few 'harsh realities' that may stand in the way of PPT achieving its purported promises, and these are as follows: International Tourism is founded on inequality: The author suggested that the PPT cannot overcome the inequalities between the tourists and local people. The tourists can exploit the resources of the local communities they visit but the local poor communities cannot go to the tourists' countries and use their resources. The author notes that this is unfair, and, therefore, inequality would exist in one form or another. Scheyvens (2009) notes that the majority of tourists still visit western countries. According to the author, tourism in southern Africa is still lacking attention that would make PPT viable and successful.

PPT as "window dressing": Scheyvens (2009) notes that PPT will remain something of a fad, and suggests that it is only a new way of dressing up the tourism industry to reclaim its credibility not just as an engine of growth but also as something socially and environmentally beneficial. Businesses exist to make profits, not to serve the poor: The author submits that even South Africa, where the government has a strong commitment to promoting fair trade in tourism, is struggling to get the industry to commit to and implement changes (2009:193).

Are small net benefits sufficient and sustainable: Scheyvens (2009) found that research indicates that there is a problem with the conventional definition of PPT. The reason for this is

that it does not pre-lude the poor form benefiting, largely as passive beneficiaries of development rather than active agents of change (Scheyvens 1999).

The study by Snyman (2014), based on 1400 community interview schedules conducted in Botswana, Malawi, Namibia, South Africa, Zambia and Zimbabwe, allows for an accurate comparison of attitudes across countries, protected areas and communities. Snyman (2014) suggests that the displacements of local people in the late 1800s and early 1900s as a form of conservation or restricted access to natural resources affected communities' attitudes towards protected areas. In the last few decades of the 20th century, these efforts led to conservation and ecotourism models that increasingly included communities in the decision-making and benefit-sharing processes in order to gather their support (Snyman 2014). Snyman (2014) found that in many areas, ecotourism will depend on the attitudes and behaviour of communities living in or adjacent to protected areas. The author suggests that managing and understanding community expectations and attitudes under varying socio-economic circumstances would lead to more efficient, equitable and sustainable community-based conservation and ecotourism models. Snyman (2014) advises that community members felt that tourism creates employment and can help reduce poverty. According to Snyman (2014), the majority of Africa is characterised by high levels of poverty, high population densities and limited economic development. Snyman (2014) examines the socio-economic impacts of the partnerships between the identified community trusts operating with Okovango Wilderness Safaris in Botswana. The three community trusts are as follow; Okovango Community Trust, Sankuyo Community Development Trust, and the Khwai Development Trust. In her paper, the author mentioned that her study specifically focused on the partnership with the Okovango Community Trust (Snyman 2014). In her study, she says that community distribution needs to be assessed. Snyman (2014, p.124) notes that to ensure a greater chance of sustainability and success, private sector partnerships with communities need to consider a number of factors, such as raising awareness on tourism and conservation, benefit distribution, open and honest channels of communication, education and formal employment.

Snyman (2014) found that there was lack of knowledge and equitable distribution of collective income, which undermined the potential positive impacts of tourism on community-based organisations. This could potentially threaten the long-term viability of projects. Adeleke (2015) assesses the attitude of residents towards ecotourism in KwaZulu-Natal protected areas. The study also determines how barriers to ecotourism trips could negatively affect the success

of tourism development in protected areas. Adeleke (2015) notes that the new South Africa has widely and innovatively embraced ecotourism based largely around the protected areas and that residents' attitudes towards tourism were one of the important indicators for sustainable development in protected areas. In the study by Adeleke (2015) it was found that residents' 'participation in ecotourism depended on barriers such as such as no time, low income and no transportation. Other factors that played a huge part in the poor attitude of the people of Kwadlangezwa are high levels of unemployment and high levels of illiteracy (Adeleke 2015).

Interestingly, Adeleke (2015) found that female residents surrounding KZN protected areas participated more in the ecotourism businesses than males. The author suggests that more can be done to train, educate and encourage more men to participate in ecotourism. In addition, there must be establishment of more ecotourism businesses that would be inviting to men. Ecotourism projects should be geared towards confronting poverty and professionally educating the youths to make them employable in the ecotourism businesses (Adekel 2015). Further, residents of communities like Kwadlangezwa that have high illiteracy, poverty and unemployment levels are willing to participate in the ecotourism businesses, as this could be a way of empowering themselves economically. Tseane-Gumbi (2016) submits that during the apartheid period in South Africa, international markets forced local tourism businesses to indicate their social responsibility activities before allowing them to enter into international partnerships. The author suggests that the sustainability of collaboration between tourism businesses and their stakeholders remains questionable. Tseane-Gumbi's (2016) findings suggest that donors and sponsors control the relationship that exist in the Western Cape tourism industry's stakeholders, with a low response rate on general partnerships that businesses persuade with their stakeholders. The results of Tseane-Gumbi's (2016) study also show that where the relationship between stakeholders exists, tourism businesses become more responsible on their business activities and willing to practice fair business with stakeholders. The author suggests that stakeholders should understand the type of relationship that exists, and that government should regulate these relationships to achieve sustainable development (Tseane-Gumbi 2016).

In the literature, PPPs and PPTs are seen in a positive light, and the possibilities they have for the local people are promising. While literature touches on positive benefits of PPPs and PPT, some scholars disagree with both PPPs and the PPTs being beneficial for the poor. They see these as a way of exploiting the local poor communities. They suggest other ideas that would



be much more beneficial for the tourism sector. This juxtaposition needs investigation on a case by case basis.

Furthermore, literature reviewed in this section shows that people's attitudes towards tourism and conservation are based on benefits and whether the local people are impacted in a positive or negative manner. These benefits are mostly of an economic nature. The views of the local people are negative when they are on the losing end of the sector. Lack of information and being excluded from decision-making processes is also a great concern when considering the attitudes of the people towards tourism and conservation. These factors are also engaged with in this study.

## **2.4 Pro poor tourism and poverty alleviation in South Africa**

Literature regarding pro poor tourism is examined in this section. The section examines how pro poor tourism could assist in alleviating poverty. The notion of pro poor tourism in alleviating poverty is discussed in the South African context, but views from the global context are also highlighted. South Africa has identified tourism as a priority sector in terms of boosting the economy, job creation, foreign exchange generation, rural development and poverty alleviation, and black economic empowerment since the transition to democracy in 1994; greater resources have been allocated towards creating a supportive environment for tourism development, (Roe & Khanya 2001). Spenceley and Seif (2003) describe strategies devised by five private sector tourism enterprises in South Africa to address poverty and development issues in neighbouring communities. They state that the enterprises included land-based safari operations, a diving operation, and a large casino-golf resort. Spenceley and Seif (2003, p.3) evaluate the impact that PPT strategies have on the livelihoods of the rural poor, and note that whatever terminology is used to describe interventions that benefit the poor (e.g. 'pro-poor' or 'responsible'), PPTs can be of great value. Jamieson et al (2004) summarise some of the key ideas and issues in tourism related poverty reduction, and address the measurement of poverty reduction initiatives and the development of indicators. They also identified the impacts of tourism development on poverty alleviation. Policy interventions can be considered as part of the planning and management process; for example, who the stakeholders are, and major barriers to using tourism as an effective tool for poverty alleviation (Jamieson et al. 2004).

Jamieson et al. (2004) also identify the process that could be used to assess impacts and issues in measurement, and provide a set of impacts that can be measured and the means (indicators) for measuring them. They suggest that it would be important that a monitoring system that takes the capacity of various stakeholders into account be developed so that policy makers can be in a position to determine what attributes contribute to the success of PPPs.

Poverty is a multi-dimensional construct. Holden, Sonne and Novelli (2011) in their study on the poor people of Elmina in Ghana, explore the poor's understanding and construction of poverty. They also explore how they comprehend tourism as a provider of alternative livelihood opportunities. Holden, Sonne and Novelli (2011) found that poverty characterised by incomes that are low and irregular. These are accompanied by natural resources depletion and lack of participation in meaningful community activities. Holden, Sonne and Novelli (2011) found that tourism made limited contribution to poverty reduction or the creation of alternative livelihood opportunities amongst the poor in Elmina, mainly because there was no deliberate effort to frame the involvement of in tourism. Holden, Sonne and Novelli (2011) argue that; "as tourism is a demand-orientated sector, driven by the private sector and tourism attractions, public-driven tourism initiatives throughout Africa have failed notoriously, with tourism failing to create alternative livelihood opportunities".

Tolkach, Pearlman and King (2012) identify key factors involved in implementing Pro Poor Tourism by doing an analysis of tourism development. They found that the political/socio-economic situation is also central to proper planning and implementation of projects by a group of professionals. However, in some locations studied, PPT projects were politically unstable (Tolkach, Pearlman and King 2012, p.11).

### **2.5.1 Assessment of the Kruger National Park eco-tourism Public Private Partnerships**

Farlam (2005) assesses several case studies to look at eco-tourism and PPPs in the South African context. One of Farlam's case studies was the Kruger National Park. The author submits that the eco-tourism sector is still relatively new and that South Africa has several projects in development or operations and has a number of other PPPs at the feasibility and procurement stages (2005, p.84-85). According to Farlam (2005, p.85), eco-tourism is tourism that is based on the natural environment, and conducted in an ecologically sustainable manner. Therefore, successful PPPs require good transaction skills on the part of the public sector

partner (including legal, financial and industry specific skills) as well as an experienced service provider from the private sector (Farlam 2005, p.87).

Nel (2005) notes that international debates about planning for local economic development (LED) are growing. There are four leading edges of urban LED interventions. These interventions are seen as a concern to the promotion of the competitiveness of localities, particularly through the attraction of inward investment, the enhancement of growth through implementing property-led city improvements, supporting 'job creation from the inside' in terms of business retention or assisting small enterprise development (SMME), and, finally, supporting a range of community development initiatives, including community enterprises or cooperatives (Nel 2005). These four forms of LED interventions, as Nel (2005) indicates, represent the major areas of 'neo-liberal' policy convergence concerning planning for LED in urban areas

Chok, Macbeth and Warren (2007) note that the high growth in tourism in developing nations has drawn attention to tourism's role in poverty alleviation (2007, p.144). They further submit that there are international development agencies that are also turning to tourism as a way of alleviating poverty. Kepe (2009) uses local people's experiences in South Africa to argue that the progress that has been made in regard to biodiversity conservation, which is compatible with social, political and economic developments, could still be slowed down by the reluctance of social actors to acknowledge and engage with the issue of race. If the history of conservation in Africa is acknowledged, including aspects such as racially charged colonialism, it could create a positive incentive in the transformation of conservation to make it more socially, economically and politically justifiable. Kepe (2009) concludes that current conservation policies and practices should take history into account. Therefore, assumptions about black people's knowledge about, and interest in, conservation need further interrogation (Kepe 2009).

### **2.5.2 Pro poor tourism advocates for inclusion of previously disadvantaged**

Smit (2012) states that there are several legislations in South Africa that frame the inclusion of persons with disabilities in economic activities. The author cautions that even though this might be the case, the unemployment rates of persons with disabilities are still as high as 99%. The

CEE Report (2007), as cited by Smith (2012), notes that the employment equity quotas for persons with disabilities have not been met in either the public or the private sector. Smith (2012) recommends that different stakeholders in the tourism sector should put in place measures to involve persons with disabilities.

Saayman, Rossouw and Krugell (2012) evaluate the potential impact of tourism on poverty in South Africa based on recent survey data on international tourism spending patterns. They found in their study that the poor benefit very little in the short term for additional tourism income. Manwa and Manwa (2014) involvement of the poor in ecotourism has the potential to alleviate poverty among communities local to the tourism sites.

According to Roman (2015), even though PP/NPs are interesting and creative mechanisms, they are not necessarily as manageable or as effective as popular discourse and media would lead one to believe. Roman (2015) argues that it is quite the contrary, and that PP/NPs are highly complex structures that are unique on a case-by-case basis; they are complex contractual agreements and that, even though they represent great financing mechanisms, give no assurances that partnerships would be successful. This idea is quite applicable to the objectives of this study. Soliman (2014) found that pro-poor tourism (PPT) improved the livelihood of local communities in developing countries, including Fayoum in Egypt, but there were several barriers to PPT development in Fayoum's protected areas, and development of PPT in protected areas positively affected the livelihoods of the local people in Fayoum. Soliman (2014) concludes that government provided tourism is less helpful in reducing poverty, which calls for certain policies to be introduced to support PPT development. These would help tourism positively affect the livelihoods of local people (Soliman 2014).

It is evident in the literature reviewed in this section that PPPs and PPTs are viewed as positive, but are not correctly applied in reality. A beautiful picture of PPT is very much theoretical made for the people but it is not implemented as such. The literature reviewed has crucial suggestions on how the idea of PPPs and PPTs could be appropriately applied. The major indication and recommendation was that the government should play a bigger role in overseeing that correct procedures regarding the application of PPPs are followed, and ensuring pro-poor tourism fundamentals are applied. The need for policies regarding PPPs and PPTs, and the regulation thereof is of great concern in the literature reviewed above.



## **2.6 The contribution of Public Private Partnerships in community development**

In this section, the contribution of PPPs to community development is discussed in the context of community participation. Sharpe (1998) notes that community participation and participatory appraisal have gained traction in development and environment policies and project planning. Sharpe (1998) explores the relevance of concepts of community, participation and social capital to the analysis of local development processes, and the efforts by environmental agencies and NGOs involved in 'saving the rain forest in South-West Cameroon'. He found that the community and local organisations were treated as 'social capital' through which development organisations may achieve their aims (1998, p.42).

De Lacy, Bottis, Moore and Noakes (2002) suggest that tourism could be seen as a vehicle to transform local communities positively and provide a more sustainable alternative. They submit that community participation in tourism could support and uphold local culture, tradition, knowledge and practises, maintaining diversity and creating pride in heritage. They further posit that community involvement and control of tourism development will also ensure that tourism revenue stays in the host communities. This will result in the enhancement livelihoods and generation a profitable source of income, empowerment and motivation of local groups to direct cross-cultural exchange in the way they wish and adopt practices, which conserve, protect and preserve the environment (UNCSD 1999b).

### **2.6.1 Exploring agreements between private investor and conservation public entities**

Shekar (2003, p.346) notes that private investment should be allowed wherever there is potential for tourism development, and a proper legal framework should ensure that the locals get a share of the employment and revenue generated from tourism growth in the region. More should be done in terms of involving the local people in the tourism practices within the area besides the training the local people get to find employment as guides to visitors, caterers etc.; the local people should also be involved in tourism planning and development along with the park authorities (Shekar 2003). Mbaiwa and Stronza (2011) posit that the negative attitudes that communities have towards conservation are related to the resource decline in developing countries. They conducted their study in Botswana and used Community -Based Natural Resource Management to assess the impacts of residents' attitudes towards tourism

development and conservation in the Okovango Delta in Botswana. In the study, they found that the people's attitudes changed to positive because of factors such as economic benefits residents derived from CBNRM. They note;

*Positive attitudes towards conservation and tourism are the first building blocks towards achieving conservation in nature-based tourism destinations. As a result, decision-makers should give priority to CBNRM and use it as a tool to achieve conservation and improved livelihoods in nature-based tourism destinations of developing countries (Mbaiwa and Stronza 2011:1950).*

Eshliki and Kaboudi (2012, p333) explore and analyse the relationship between effects of tourism on the quality of local community members' life and the extent of their participation in tourism quality improvement programs. They found in their study that tourism influences the quality of local community members' life. The negative effects of tourism on communities cause a lower society inclination to those who participated in tourism development programs, and, through its positive affects, resulted in an increase in their support and reaching projects' goals (Eshliki and Kaboudi 2012, p.340).

Schultz (2002) found that people in the United States tend to be less concerned about environmental issues overall than people from most other countries. This is a result of cultural differences, as collectivistic cultures, which tend to focus more on social relationships than on the individuals, are more likely to foster biospheric attitudes (Schultz 2002, p.10)

Hanafiah, Jamaluddin and Zulkifly (2013) note that tourism development is a double-edged sword for local communities, and attitudes directly affects the current development of tourism and contributes to the word-of-mouth promotion among them. Therefore, the involvement and participation of the host community are related to the success of the tourism development plan. This gives the idea that the local people would take part and make more effort if they saw that there was progress, but, if not, they would not be as eager to help in the conservation sector. The findings of the study by Hanafiah et al. (2013) indicates that the Tioman Island community supported future tourism development based on the personal benefit they received. The authors further note that it is a clear statement that the role of the residence is necessary to support tourism development and maintain its robust growth.

### **2.6.2 Public Private Partnership with conservation entities has resulted in communities' negative attitudes**

Schultz (2002) examines the differences in environmental attitudes across cultures. The author distinguishes between egoistic environmental attitudes and biospheric environmental attitudes and summarises recent cross-cultural research on the relationship between cultural values and attitudes about the natural environment. The countries that formed part of Schultz's study are as follows; United States of America, Brazil, Colombia, Costa Rica, El Salvador, Dominican Republic, Ecuador, Panama, Paraguay, Peru, Spain, Venezuela. Heinen and Shrivastava (2009), in a study pertaining the conservation attitudes and awareness amongst the people in Assam, India in the Kaziranga National Park, note that this region has a large and diverse human population, and was expanded due to its global importance for the conservation of many endangered species. The authors found that there was a high degree of conservation awareness amongst the participants of their study, but most of the people expressed negative conservation attitudes and the reason for this was that the people lost almost all their crops due to wildlife. The authors conclude that highly localized development schemes and participatory approaches to resource management at the village level, coupled with greater efforts at education, are especially needed to achieve conservation and development goals in such cases.

Sarker and Roskaft (2010) focus their study on human attitudes towards the conservation of protected areas in Bangladesh, and they note that the respondents that took part in the study were generally poor and their perception of conservation varied across the study areas. They also note that the two most important variables explaining the respondents' attitudes towards conservation were the distance they lived from protected areas and their monthly income; the people who lived closer to the protected areas disliked the conservation measures most. Sarker and Roskaft (2010) also found the inclusion of local communities in co-management of the protected areas and running of the programmes was selective, causing negative attitudes among those who were not involved.

### **2.6.3 Exclusion of locals in the decision-making processes**

Kariuki (2013) submits that local residents' attitudes and perceptions are critical in determining tourism development in host destinations, which cannot be overemphasized. The study by



Kariuki was conducted in Lake Nakuru National Park in Kenya. Kariuki set out to determine the locals' involvement in tourism development in LNNP, determine factors that influence the attitudes and perceptions of local people towards tourism development in LNNP, determine the attitudes and perceptions of the local people towards tourism development in LNNP, determine the benefits derived and cost incurred from tourism development within and around LNNP. Kariuki (2013) found that local people were involved in tourism development, although they did not actively take part in the tourism development decision- making process and wished to have a voice when decisions were made (through active participation). As key stakeholders in any tourism development, they wanted to be actively involved in this process to ensure that their pressing needs, priorities and interests are considered (Kariuki 2013, p.72).

The level of local participation and involvement by the local people in tourism development was very minimal, as it was mostly through assistance offered to community-initiated self-help groups and conservation clubs in learning institutions. This type of participation does not encourage collaborative management between local people and the park. Effective participation requires development of deliberate and specific community participation and communication policy between local people and the park management with regard to tourism development. Rastegar (2017) argues that tourism has a pivotal role in positively affecting local residents' attitudes to the environment, and, by extension, their behaviour. People with positive environmental attitudes are more likely to support environmental conservation activities (Rastegar, 2017). In the study, Rastegar (2017) investigates the differences between local residents' attitudes towards the environment, protected area management (PAM) and tourism at two early stages of tourism development by comparing attitudes in a community that has no prior experience of tourism and a community at an early stage of tourism development. The conclusion made is that knowing local residents' attitudes at the early stages of tourism development should assist in reducing local people-park conflicts, improving environmental conservation, and reducing negative tourism environmental impacts. The author proposed that to ensure tourism contributes to both environmental conservation and community development, there is need for different management strategies such as education programs, zoning, and law enforcement in and around protected areas. For these goals to be achieved, all key stakeholders such as government bodies and local communities must be included in protected area planning and tourism development (Rastegar 2017).

## **2.7 Public Private Partnerships and sustainable tourism**

In this section, sustainable tourism in the context of PPP is looked at using literature that engages with whether PPP supports sustainable tourism. The notion of sustainable tourism and PPP is used in this study in both the global and local contexts. According to De Lacy, Battig, Moore and Noakes (2002), sustainable tourism development involves an integrated whole community approach. The authors suggest that the most effective way to approach sustainable tourism development and management is through destinations. De Lacy, Battig, Moore and Noakes (2002) submit that there are five Ps for sustainable destination planning, development and management, namely; policy and planning, predictive modelling, performance monitoring, performance improvement and performance reporting (De Lacy, Battig, Moore & Noakes 2002). Neto (2003) examines main economic benefits and environmental impacts of tourism, and reviews the development of the international sustainable tourism agenda. New approaches to sustainable tourism development in these countries should not only seek to minimize local environmental impact, but also give greater priority to community participation and poverty alleviation (Neto 2003). Therefore, as Neto (2003) further notes, tourism is expected to resume its rapid growth in the near future, and the growth can be harnessed not only for the enjoyment of tourists but, more importantly, for maximizing economic benefits and, thus, increasing the living standards of host communities and countries. If the appropriate corrective measures are not taken, the increase in tourism would have negative environmental and socio-cultural impacts on the host communities, despite ecotourism and other sustainable tourism strategies having gone a long way towards minimizing the negative impacts of tourism and ensuring that the economic benefits of tourism can contribute to environmental protection and the sustainable use of natural resources (Neto 2003). Another argument advanced by Neto (2003) is that while environmental sustainability must remain a key component of sustainable tourism strategies, these strategies have, so far, failed to focus on poverty alleviation objectives. The challenge for developing countries and the international community is, therefore, to devise ways and means to place poverty reduction at the centre of tourism planning, development and management (Neto 2003). The four major policy recommendations that could be conducive to the expansion of the pro-poor tourism approach in developing countries, as outlined by Neto (2003), are:

Partnerships: the involvement of the private sector is important to ensure that initiatives are economically viable, and even integrated into mainstream tourism activities provided by the

poor; such measures can also be propagated through education and awareness-raising campaigns.

Role of the international community: Neto (2003) states that the expansion of the pro-poor approach in developing countries will depend, to a large extent, on the provision of greater financial and technical assistance by bilateral donors and multilateral institutions.

According to De Lacy, Battig, Moore and Noakes (2002), public/private tourism partnerships represent a pooling of knowledge, as global economic growth at all costs intersects with local expertise, capital and other resources from various empowerment, environmental protection and cultural stakeholders.

Chok et al. (2007) identify different sustainability positions of prominent pro-poor tourism stakeholders and consider the implications for meeting pro-poor and sustainability objectives. They also stated that tourism is highly political, and suggest that there should be a fundamental re-evaluation of tourism's pro-poor potential in the absence of significant commitment to directly address structural inequities, which intensify poverty and constrain pro-poor attempts. According to Chok, Macbeth and Warren (2007, p. 159), "the myth that tourism can solve a country's economic woes and hence its social, political and environmental problems- is pervasive and continues to seduce many". The study area that formed part of Chok, Macbeth and Warren's (2007) study was an area of extreme poverty and wars, hence the comment above. Dibra and Oelfke (2013) who focused on the perceptions towards sustainable tourism development in Albania, note that education is the most efficient way to change people's thinking around problems, and to make the desired change in their attitudes (2013: 706). They argue that tourism in Albania has been associated with costs and benefits. They also found that environmental costs were major concerns, as there was evidence of negative impacts. Loi and Kong (2015) note that tourism destinations are in an increasingly globalised and challenging market. They argue that new standards of tourism development are moving towards new critical issues such as quality, sustainability, image, innovation and accessibility. Social sustainability focuses on alleviating poverty, the promotion of human rights, equal opportunity, political freedom and self-determination (Loi & Kong 2015). Loi and Kong (2015) also state that charity can be the mediator for removing the barriers and motivating people with disability's involvement in tourism activities.

Regmi and Walter (2017) argue that theory and practice of ecotourism, like conventional mass tourism, has been guided by a modernisation approach to development, and this often leads to failure. Their study is focused on the historical evolution of ecotourism policy in Nepal and they reviewed the global policy agenda of ‘ecotourism for development’ of Nepal. They also discuss the social, economic, and community-based impacts of ecotourism on the people of Nepal. To achieve sustainable development goals in Nepal and other poor countries of the global South, the focus of ecotourism for development should shift from modernist, ‘economist’ forms of ecotourism to more controlled, participatory forms of community-based ecotourism for sustainable development (Regmi & Walter 2017). They also note that ecotourism has benefits for local communities but is seen as a panacea for sustainable development. According to Regmi and Walter (2017), the economic underdevelopment and poverty that poor countries such as Nepal are facing today are very complex issues and cannot be solved without addressing underlying structural problems of social and economic inequity.

Regmi and Walter (2017) in their study suggested that ecotourism might well be a short-term solution for poor countries, but if caution is not exercised then the benefit will be far little compared to the harm to the environment. So, ecotourism should be adopted for development rather than wealth accumulation (Regmi and Walter 2017; Hills and Welford 2002). Whilst it embraces the objectives of environmental sustainability, sustainable tourism development does not appear to be consistent with the developmental aspects of sustainable development (Regmi and Walter 2017).

In the literature reviewed in this section, the different means of sustainability are discussed. The section also discusses how the idea of sustainable tourism has been implemented in the different studies. Firstly, it literature indicates that the idea of sustainable tourism is of concern, and that PPPs are a solution to promote sustainable tourism. However, literature indicates that there is still a lack. The local people are still not involved in the decision making and planning. Some of the authors give different solutions, one of which could be the fact that the partnerships that are talked about should be effectively implemented, which would only happen if the stakeholders and local community members work together.



## 2.8 Summary

The literature demonstrates a challenge in the definition of partnerships and various authors have made recommendations. Discourses on PPP are focused on the lack of partnership and the need for partnerships. Global perspectives are based on the literature from India and China, and point that locals do not know how to collaborate with the government. In South Africa, the idea of PPP is anticipated with a more positive view than the implementation thereof in other countries mentioned in this literature review. Even though PPPs positively contribute to communities in South Africa, more benefits can be further derived. With the literature review exploring the discourses of ecotourism and community benefits and pro-poor tourism as a theoretical framework used in this study, it is clear that the broad-based development theories, including Pro-Poor tourism, have produced mixed results in benefiting local communities in both South Africa and internationally. It is evident that the enabling environment, such as the nature of partnership, is what matters the most and, therefore, needs to be the control measure that will yield authentic benefits.

While chapter two contains a review of the literature relevant to pro poor tourism, and tourism Public Private Partnerships and other related themes, chapter three looks at the methodology of the study. It discusses the process of data collection methods as well as data processing and analysis, and briefly highlights the limitations of the study.

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## **CHAPTER 3**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **3.1 Introduction**

In chapter three the research methodology of the study is discussed. This chapter consists of research design, research methods, the process of data collection and processes of data analysis.

#### **3.2 Research methodology**

A mixed method was used in this study. This allowed for triangulation of both data and research methods, thus improving the reliability and trustworthiness of the conclusions. Mixed method is concerned with the construction of a research framework that utilises both quantitative and qualitative methods, often with one more dominant than the other (Davies 2003; José, Molina-Azorín and Font 2016).

The use of quantitative methods allows for a richer account of stakeholder opinions, attitudes and experiences (Maarnen 1979). It is expedient to use this method due to its adeptness in expediting malleable arduous investigation in engaging with the phenomena that “unfolds” in real world situation (Durkheim 1999, p.43). A qualitative methodology, relying on in-depth interviews, allowed for a richer and more nuanced account of stakeholders’ opinions, attitudes and experiences (Neuman 2000). A potential problem with this tactic is that it means that qualitative research ends up being addressed in terms of what quantitative research is not. Qualitative research produces data that informs us about the nature or the ‘quality’ of people’s lives, circumstances or situations (Smith & Bowers-Brown 2015). There is no single accepted way of undertaking qualitative research. Rather, it depends on the researcher’s beliefs about the social world and what they think can be discovered about it. Smith and Bowers-Brown (2015) submit that qualitative research is also advantageous because it can be adapted organically; it tends to be small scale and to have small sample sizes primarily because in having a small sample size, the researcher is able to concentrate on producing in-depth data that gets at the real experiences, thoughts and feelings of participants. Benefits of using qualitative methodology, according to Guest, MacQueen and Namey (2014) include that, in most cases, qualitative research reports are primarily in the form of a narrative with quotes, tables, and figures employed as supporting information. The main rationale for using the mixed

methodology is that this study employs PPT indicators to evaluate benefits and to ensure reliability.

The researcher agrees with Powner (2017), who argues that doing good research, qualitative or quantitative, requires measures that are both valid and reliable. Validity addresses whether an indicator captures the concept it is intended to capture and nothing more. Reliability refers to our measurement the tool itself. A reliable measure is one that returns the same value for a given case even when multiple individuals evaluate the case according to rules for converting information into data. Achieving and demonstrating reliability and validity in qualitative measurement is somewhat more challenging than in quantitative measurement. With interval-ratio data and a large number of cases, quantitative researchers can employ a range of statistical tests to verify if their measurement strategy is effective. Bryman (2008) states that qualitative research usually emphasizes words rather than quantification in the collection and analysis of data. As a research strategy, it is broadly inductive, constructionist and interpretivist, but qualitative researchers do not always subscribe to all three of these features. Smith and Bowers-Brown (2015) submit that within qualitative research there is the opportunity for the practitioner-researcher to explore new issues, as they are uncovered in the fieldwork stage. Thus, the researcher is not bound and tied by a pre-determined set of questions or assumptions, and can pursue areas of interest as they arise.

According to Smith and Bowers-Brown (2015), qualitative research allows the practitioner-researcher to explore issues at a great depth. The researcher can concentrate on one response and probe further in order to illuminate both the explanations and emotions associated with the topic. It is also useful within the context of face-to-face qualitative research to record non-verbal factors, such as facial expressions and body language, which can often reveal what the 'plain text' cannot. Smith and Bowers-Brown (2015) further hold that qualitative methods are the most effective way of reaching people who are classified as 'hard to reach' groups. Hard to reach groups will be different depending on the sector in which you work. Some issues in social research are regarded as 'sensitive', and include asking questions beyond those that a participant would normally answer to a stranger; sensitive issues may extend to a subject area that is normally considered taboo (Smith & Brown 2015). The limitation of using qualitative research, according to Guest, MacQueen and Namey (2014), is that despite attention paid to data presentation in the subsequent decades, many researchers still perceive a lack of agreed-upon guidelines for reporting qualitative research.

### **3.3 Sampling**

Stratified purposive sampling was used in in this study. To ensure credibility of the sample, key demographic variables were selected, as they are likely to express views that have an impact on participants' view of the topic and ensure balanced opinions. In disproportionate stratification, the sampling fraction is not the same across all strata, and some strata will be over-sampled relative to others. Disproportionate stratification is primarily useful when a researcher wants to make comparisons among different strata that are not equally represented in the population (Lemm 2019). The author states that stratified sampling helps ensure that all relevant groups are represented in the final sample.

As the study unfolded, the researcher carried out a snowball or chain reference sampling, “the process of referral of one member to another” (De Vos et al. 2001:145). Snowball sampling is a sampling method used by researchers to generate a pool of participants for a research study through referrals made by individuals who share a particular characteristic of research interest with the target population. It is also referred to as chain sampling or chain referral sampling (Mayring 2000). Researchers' use of the snowball sampling method has several unique advantages. First, due to the established familiarity between participants and those they refer, valuable social and interactional knowledge may be generated. Participants are observed within the context of their naturally formed relationships and social networks. Consequently, it may be easier to build rapport with referred participants, as researchers have already spoken with a friend, relative, or colleague at an earlier time (Mayring, 2000).

### **3.4 Primary data collection**

Primary data was collected through a survey technique, where detailed interviews were conducted with relevant stakeholders. Fifty (50) questionnaires were distributed and 40 were successfully completed, giving a response rate of 80%. The sample procedure used was stratified purposive and snowball sampling. The questionnaire was structured in such a way that it solicited both quantitative and qualitative data. The questionnaire was followed up with face-to-face interviews with the same respondents to further probe on perceptions of the phenomenon under study.

Powner (2019) notes that data collection is always the most time-consuming step of any research project. Inefficient data collection is both boring and frustrating, and it typically leads to poor research products. If you do not know what you are looking for, you will collect a lot of information but very little data, and you will have to spend a lot of time hunting for data as you write the paper. Powner (2019) says planning improves the data collection experience by making it shorter and more productive, and it facilitates creating a quality research product.

The profile of the (40) respondents selected was as follows:

- One (1) tourism partner involved in the development and management of commercial leases at De Hoop PPP.
- Two (2) CapeNature officials responsible for the management of the PPP
- Ten (10) community members who have benefited from the PPP
- Ten (10) community members who don't have jobs in the PPP
- Ten (10) community leaders from the nearest towns
- Five (7) local and district government officials involved in the local economic development of the region.

### **3.5 Secondary data collection**

Secondary data was collected through various libraries to acquire relevant literature and address the objectives of this study. Organisation-based information was obtained from different sources such websites, community-based tourism associations, responsible tourism and sustainable tourism development forums. Media sources such as newspapers, magazines, relevant financial reports and government gazettes were also used.

### **3.6 Data processing and analysis**

The quantitative data collected was illustrated using the excel tables and pie charts. Narratives were examined, compared, contrasted and meaning was interpreted into meaningful patterns or themes. As such, qualitative themes and direct quotations were recorded during the interviews.



### 3.7 Ethics statement

The researcher complied with the Code of Research Ethics as stated by the University of the Western Cape. When the survey interviews were conducted, all participants knew and were aware that they were taking part in the research. Upon voluntary agreement to be research participants, the interviewees or survey participants were provided with a verbal overview of the proposed research and an information sheet that stated the name of the researcher, the tertiary institution with which the researcher was registered, as well as a written overview and purpose of the research being done. All names of participants or those who completed questionnaires remained confidential. Participants who opted for anonymity are referred to as respondents. Interviewees were informed that they could stop the interview at any stage and that they did not have to answer any questions they did not wish to. The researcher gained the consent to conduct and record the interviews.

### 3.8 Limitations

The researcher experienced a few challenges in the process of conducting the research:

**Financial constraints:** The exercise of data collection process turned out to be very costly, as the researcher had to travel long distances due to the research site located about 2 hours (178km) from the researchers' place of residence, i.e. Cape Town to Bredardsdorp. There is another 30km gravel road from Bredardsdorp town to De Hoop (the research site). To solve this challenge I pre-organised appointments with respondents. This proved useful, as respondents were then able to spend more time with me. Additionally, I stayed for extended periods at the site to complete the interview sessions. This did not compromise the quality of work and intended sample. In some instances, respondents were interviewed at the same time they were completing the questionnaire.

**Challenges in meeting prospective respondents:** While it was easy to meet respondents who were employees at De Hoop, it was a challenge to meet local residents that were aware of the PPP and willing to meet. As a result, more respondents were employees. It was a challenge to meet two more partners of the PPP, thus only one partner was interviewed.

**Language as a challenge:** The researcher also encountered the problem of language barriers as some of the respondents struggled to understand his English ascent; conversely the researcher encountered problems as he was unable to understand Afrikaans, in which some



respondents could only converse. To accommodate the respondents and create understanding, a local interpreter was commissioned to assist in making the initial contact and translation.

**De Hoop PPP tourism activities are not well known to most residents:** Coming into the research it was assumed that people would know about the PPP, but upon administration of the questionnaires, the researcher found that few locals knew about the PPP including the staff who were employees who had knowledge of the PPP and could complete the study. Where locals had no idea of the PPP the researcher channelled more efforts in finding respondents who knew the PPP hence the snowball sampling method became useful.

### 3.9 Summary

In this chapter, research methodology was presented, followed by an explanation of the research methods utilized. A justification of the stratified purposive and snowball sampling that was used in this mixed method research is provided, as well as how the snowball sampling was used to reach the 40 respondents living near the research site. The chapter further discussed the process of data processing and analysis using excel and narratives as accepted methods in analysing data. It ends by highlighting the ethical consideration, time - frames and the limitation of the research. The major limitations were the distances to the site financial constraints.

While chapter three discussed the study methodology, the sample of the study, the process of data collection methods as well as data processing and analysis, chapter four presents and discusses the research findings of the study. The results are presented according to the different thematic research sections developed, and according to the responses of the respondents to the different questions.

## CHAPTER 4

### PRESENTATION AND DISCUSSION OF RESEARCH FINDINGS

#### 4.1 Introduction

The aim of the study was to ascertain the extent to which the De Hoop ecotourism PPP is beneficial to local rural communities. The specific objectives were:

- To evaluate the extent to which PPPs are beneficial to local communities, measured against the requirements/indicators of pro-poor tourism
- To assess community members' expectations and attitudes towards tourism and conservation, and the factors that influence these attitudes.
- To explore the relationships between the private partners, government and communities, and to uncover ways to enhance these relationships and offer recommendations and suggestions to the aforementioned matters.

The study findings and analysis are presented according to the different thematic research sections developed, and according to the responses of the respondents to the different questions. All data are presented in the form of pie charts, bar graphs, as well as in a narrative and textual manner. The study results and findings are elaborated based on descriptive data analysis. The results of the analysis are based on the sample population of 40 respondents who participated in the study.

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## 4.2 Demographic profile of respondents

Table 4.1: Demographic profile of the respondents

Demographic indicators assessed	% of respondents assessed
GENDER	
Males	45%
Females	55%
AGE	
Youth (ages between 16-35)	60%
Not – Youth	40%
ETHNIC GROUP	
Black	37%
White	10%
Coloured	52%
DECISION MAKER	
Household head	50%
Not House hold head	50%
DISABILITY	
Persons with disability (PWD)	3%
Not disabled	97%
Household leader/ decision maker	
Household leader and decision maker	50%
Not a leader	50%

### *Gender*

The gender distribution of all research respondents who participated in the study shows that 22 (55%) were female while 18 (45%) were male as shown in Figure 1 above. This indicates gender balance and near-equal representation of the study respondents.

### *Age*

In terms of age distribution of the respondents, as presented in Figure 1 above, the majority (24) of the respondents were within the youth category (16–35 age range). This age cohort constituted 60% of the respondents, while the minority (40%) fell within the 30–60 year age group. The youth were more active in platforms that address development.

### *Ethnic group*

Regarding the ethnic origin of the respondents, of the 40 respondents, the majority (21) were coloureds (constituting 52%), followed by blacks who were 15 (constituting 37%), and lastly whites who were only four (10%). The representation of the selected respondents is in line with the demographic representation of the district municipality, and forms 2% of the population in

the Bredasdorp Area. According to the Stats SA (2011) census, the population of Bredasdorp consisted of 15,524 people living in 4,521 households. Approximately 66.5% of the people described themselves as "Coloured", 19% as "White" and 12.7% as "Black African". Eighty-three percent (83%) spoke Afrikaans as their first language, 7.5% spoke Xhosa, and 4.3% spoke English. De Hoop PPP has 40 local people employed and of these, 20 were interviewed which is half of the staff at the PPP and a good representative from the locals who actually know the establishment.

### ***Household leader/ decision maker at home***

Both household heads and non-household leaders were interviewed, and these were equally (50%/50%) represented. This means that there was equal representation of opinions in the family structure.

### ***People with disabilities***

Out of the forty (40) study respondents, 1(3%) were people living with disability (PWD). The figure below shows the places of residence of the participants.

### ***Place of residence***

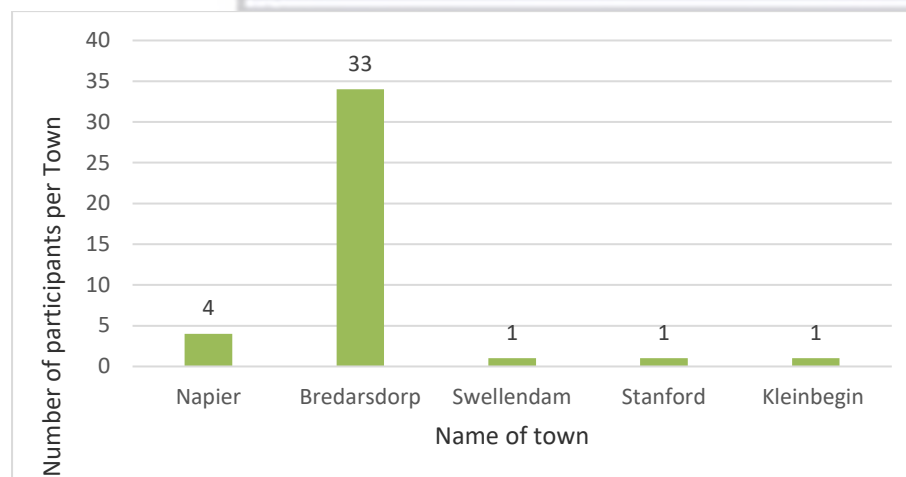


Figure 4.1: Place of residence of the respondents

As shown in Figure 4.1 above, the majority of the respondents 33(83%) resided at Bredarsdorp, while four (10%) were from Napier. The others were from Kleinbegin, Stanford and Swellendam.

### 4.3 Benefit status of the respondents

Of the 40 respondents of the study, 21 (53%) indicated that they benefited from the De Hoop Tourism PPP while the other 19 (47%) did not benefit from the tourism activities of the De Hoop PPP. Six different types of benefits to the locals were reported as shown in figure 4.2 below, with the financial benefits being the biggest contributor.

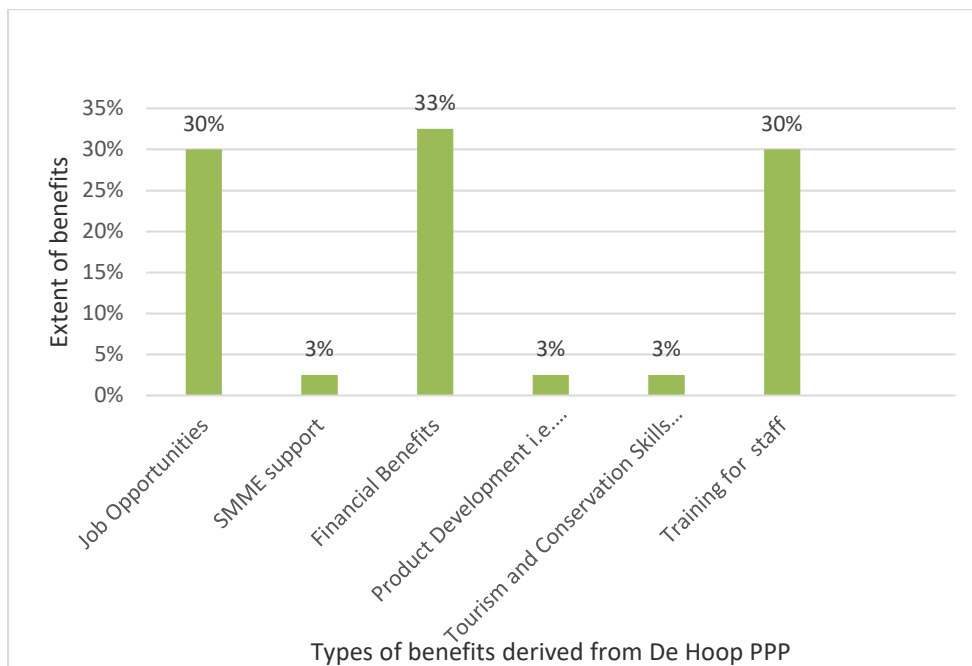


Figure 4.2: Benefits derived by locals from De Hoop

The respondents who directly benefited from De Hoop tourism PPP fell into the following categories:

- An internship student of nature conservation who lives in De Hoop.
- Eight (8) direct employees of the De Hoop PPP.
- One sub-contractor responsible for taking employees from Bredarsdorp to De Hoop.
- One PPP partner responsible for the general management of the PPP.
- Other respondents were relatives to the employees (i.e. they were either a spouse or had a child working at De Hoop).

While 2% of the respondents did not stipulate the kind of benefits they received from the De Hoop PPP initiative in the Bredasdorp area they, however, mentioned that they were neither employed by nor had someone that benefits from the De Hoop PPP. Others even mentioned that they had never visited the De Hoop. Those who did not benefit expressed dissatisfaction



and some level of disgruntlement that equates little development at De Hoop to lack to tourism development in the region at large.

Those who did not benefit mentioned that there were no jobs in the Bredasdorp town, and that tourism had not yielded any actions for the community. They confirmed that they were unemployed, and had no one in their households that benefited from the PPP. Some even mentioned right away that they had never been to De Hoop. One respondent said; “*There is nothing I benefit from De Hoop, other community members get jobs*”. Some issues are apparent concerning the experience of the community of Bredasdorp with the De Hoop PPP. De Hoop PPP board is not promoting or creating enough awareness about the PPP within the surrounding communities. Due to exclusion of community members in the processes, communities are unaware of the benefits they should be deriving from the PPP. Therefore, inclusion is imperative and, as stated by Ruten (2014), “the role of the community is often dependent on the local engagement and principles of the private-sector partners”.

Noteworthy, the CapeNature website refers to the terms *peak season* and *off-peak season*. This gives one the idea that the benefits that the local community get from tourism fluctuates and will not be the same throughout the year. This would have a great influence on how they answered. If the person was unemployed at the time of the study, he or she would have a more negative outlook on the benefits that the local community had from the pro-poor initiatives such as the De Hoop PPP. For instance, the respondents that said they did not benefit and that the De Hoop PPP does not employ them would not see the benefits that the employees that work at the De Hoop PPP see. If the people of Bredasdorp do not see the changes and benefits physically, they would perceive the De Hoop PPP as not being beneficial to them.

According to Ashley (2005), pro-poor tourism consists not only of fast growth within a community but also growth that benefits and includes the poorer segments of the population. The research sought to explore if the community of Bredasdorp benefited from pro-poor tourism initiatives of De Hoop PPP. Ashley, Roe and Goodwin (2004) state that there are three different types of local benefits of tourism, which are; economic benefits, other livelihood benefits (such as physical, social or cultural improvements) and the less tangible benefits of participation and involvement. The benefits can be disaggregated into specific types, which include; (i) increased economic benefits, (ii) enhanced non-financial livelihood impacts, and (iii) enhanced participation. The first objective of the study was to evaluate the extent of

benefits of PPPs to local communities, measuring it against the requirements/indicators of poor-poor tourism. The following section, therefore, discusses the benefits of De Hoop PPP to local communities with reference to the above- mentioned indicators of pro-poor tourism.

#### 4.3.1 Increased economic benefit of PPPs to local communities.

The economic benefits of PPPs to local communities have three major categories that include; boosting local wages and employment, boosting enterprise/ business opportunities, and creating income sources in terms of revenue sharing and access to credit for communities (Ashley 2002). Perceived increased economic benefits of De Hoop to the local communities are presented in figure 4.3 below.

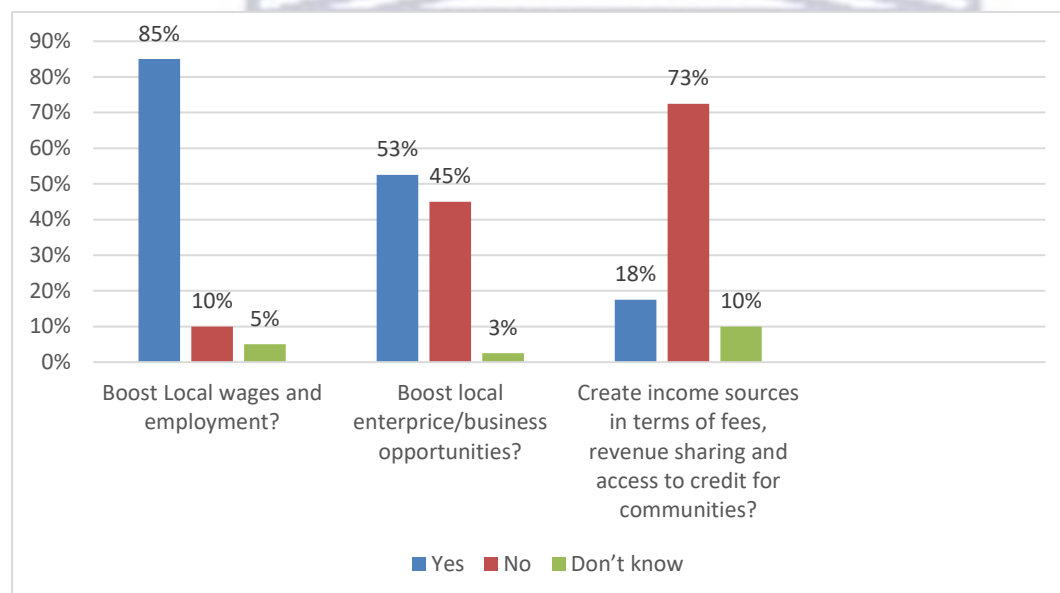


Figure 4.3: Perceived increased economic benefits of De Hoop to the local communities

When asked if De Hoop PPP increased economic benefits to locals, the respondents indicated either 'yes', 'no' or 'don't know'. Figure 4.4 below shows how the respondents perceived each of these benefits. Out of the 40 participants, 34(85%) of the respondents agreed that De Hoop boosts local wages and local enterprises respectively (Figure 4.3). However, there was a high consensus by 29 (73%) that De Hoop PPP does not create income sources in terms of revenue sharing and access to credit for communities. The results are parallel with Saporiti's (2016) who states that the positive experience with public-private partnerships in nature conservation in Africa shows that there could be improvements in services and infrastructure. Cole and

Eriksson (2010) also notes that tourism is considered to bring economic development, as well as contribute to mutual understanding and respect between people and societies. Government and aid agencies would justify the tourism sector to be a contributor to development within society and, therefore, would encourage it (Cole and Eriksson 2010, p.2).

#### 4.3.1.1 Boosting local employment and wages

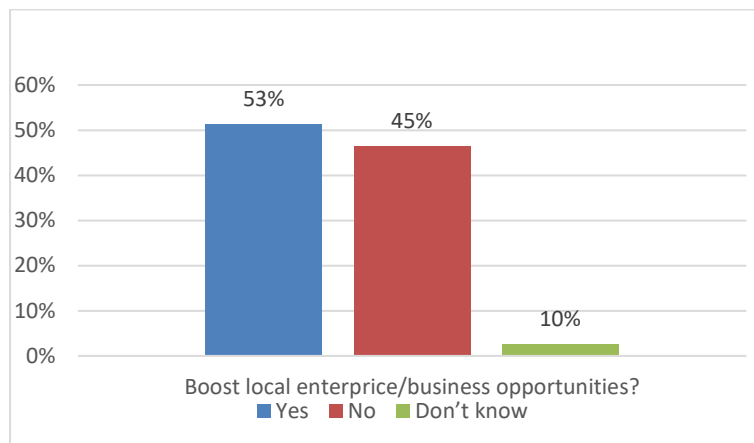


Figure 4.4: Perceived benefits of De Hoop PPP to boosting local employment and wages

Of the respondents that were asked if De Hoop PPP increased economic benefits of the locals, 34 (83%) agreed that it indeed boosts local wages (Figure 4.4) and substantiated saying yes in a region that has high employment. The respondents that gave a ‘yes’ response mentioned the following reasons:

- ...De Hoop employs a lot of people (1 of 40 respondents).
- ...Its supplies income to local farmers and enterprises (1 of 40 respondents).
- ...There are more people that work at De Hoop in Bredasdorp (1 of 40 respondents).

One respondent stated that 70% of the people in Bredasdorp were employed there. However, another respondent said; “...While there are job opportunities, employees have salary complaints”. Another respondent said that more than 20 people have been employed coming from Bredasdorp, Napier, Kleinbegin, Stanford, Swellendam and Cape Town. One of the respondents said;

- ...There is no job equity in terms of race, the PPP only employ coloureds. It is not 50/50 (1 of 40 respondents).

However, in an interview, the De Hoop partner stated that the PPP creates jobs and employs local people, and posts were frequently advertised using more than one communication media, including posters and newspapers. According to the partner, the De Hoop PPP food supplies are bought from local farmers and enterprises. The partner also said;

- ...most people in Bredasdorp are working at De Hoop, about 70 people are employed there, employees have no salary complaints (De Hoop PPP Partner, 2016).

While the partner said that more than 70 people were employed, the local people stated that barely 20 people were employed, giving a varying estimation on how many people are employed. This is an indication of a major disconnect and lack of knowledge of what takes place at the De Hoop PPP. Respondents stated that workers come from Bredasdorp, Napier and even Cape Town. There were contrasting views with regards to the perception of the public and the employees. This could either be due to loyalty of the employees who may probably not be objective or prejudice from the respondents considering that the majority of Bredasdorp residents are coloured. Although there were issues raised on employment, a staggering 34 (85%) of the locals agreed that the De Hoop PPP indeed boosted local job opportunities and wages.

There was a consensus among the respondents that jobs were being created, but some respondents felt that there was no job equity, and that a certain racial group (specifically the “coloured” race) was being advantaged when it comes to employment at the De Hoop PPP. According to the findings in this study, the “coloured” race forms 52% of the population in Bredasdorp and the black group only 37%. These statistics could, therefore, influence people’s perception on the employment ratio in Bredasdorp. To what extent do the private partners involve the community? According to Ruten (2014), community-private partnerships are a win-win situation, and the community provides the labour while the private partners provide the capital (p.62). From the responses above, it is evident that this is not the case in Bredasdorp.

### ***Employment of foreigners at De Hoop PPP***

There were three confirmations that De Hoop PPP creates jobs and employs local people. When employment opportunities are advertised, the De Hoop PPP uses more than one communication media such as posters and newspapers. Despite the positive reviews, one respondent remarked that there was no job equity. One respondent commented that; “*employees who are working there are mostly foreigners*”. Such comments suggest that there are mixed feelings among the

community as to whether the De Hoop PPP is working for them or not. Could the community's belief that only foreigners get employed be attributed to their lack of knowledge about ecotourism or the skills required for the job? Ruten (2014) states that certain rules and regulations on wildlife tourism have been changed, and, so the local people have taken the backseat with regards to the benefits that this form of ecotourism brings. The author further notes that the reason for this is that wildlife tourism has been expanded to meet the needs of international tourists, which makes it difficult for locals to take part in the tourism activities provided. This is evident from some of the respondents' comments below:

- ...accommodation is in-accessible due to price (1 of 40 respondents).
- ...De Hoop is expensive and staff cannot afford to go there with families for outing due to the high prices (1 of 40 respondents).
- ...Lots of people are not working in the Bredasdorp area thus jobs are scarce (1 of 40 respondents).
- ...I only know two people working there (1 of 40 respondents).
- ...There are very few people whom know and youth exposure is limited (1 of 40 respondents).

Further, one of the respondents who gave a 'no' response commented; *"The only people seen are not even from the Bredasdorp"*. When asked if there were improvements or developments that created jobs such as boat trips and whale trail, one respondent stated that

- ...Not really because they do not create awareness. There is a need for more information sessions to introduce De Hoop collections to the general public (1 of 40 respondents).

The above statements from the respondents suggest that there is a lack of awareness creation of the PPP amongst the locals.

*"...No empowerment of blacks, while there is a lot of opportunity."*

Cobbinah (2015) reveals that the positive attitude of the locals towards conservation are influenced by accruing socio economic benefits in terms of employment, income and involvement in natural resource management.



#### 4.3.1.2 Boosting local enterprise/business opportunities

When asked if De Hoop PPP boosted local enterprise/business opportunities, 21(53%) of the respondents gave a 'yes' response, 18 (45%) said 'no' and 3% did not know (Figure 4.5). Those who agreed further substantiated and mentioned a local small business owner who is a resident in Bredarsdorp and who transports staff from Bredarsdorp to De Hoop.

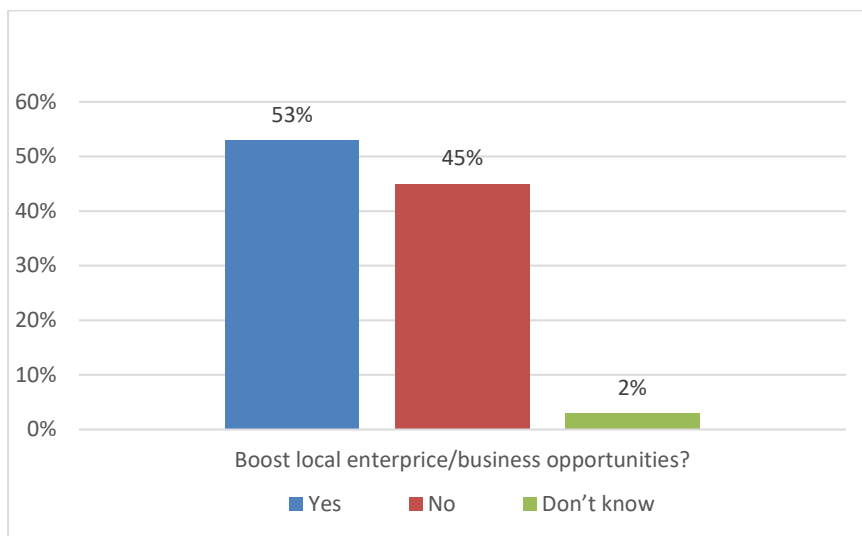


Figure 4.5: Perceived benefits of De Hoop PPP boosting local business opportunities

Evidently, from the above (Figure 4.5) 53% agreed that De Hoop boosted local enterprises and provided business opportunities. Respondents identified transport, distance and quality of infrastructure as factors that limit De Hoop PPP in boosting local enterprises. It is evident from the responses of the respondents that most of the development evolves around transport. Below are quotes from the respondents supporting the statement;

*Tourists and travellers who are travelling to De Hoop PPP make use of local enterprises in the municipal area e.g. supermarkets, fuel garage etc (PPP partner).*

*More development in terms of skills can take place for example people with grade 7 can be exposed to job skilling opportunities (1 of 40 respondents).*

*It supports the taxi driver's business who has established a transport business that transports staff between Bredarsdorp to the De Hoop collections (1 of 40 respondents).*

When the local businessperson was asked about this opportunity he agreed that he worked with the PPP. However, he stated that:

*The road to De Hoop is bad and there is no hope of it being fixed". This is a 30 stretch of gravel road that is poorly maintained. Due to the condition of this road it is expensive for the local person to transport staff and continue to participate profitably in this partnership (Local SMME whose transport business benefits out of the PPP).*

To substantiate the issue of the infrastructure pertaining to the road to De Hoop Nature Reserve, one of the respondents also mentioned that the road was bad, and that he did not have hope that it will be fixed. In the Protected Area Management Plan 2017- 2022 (p.57), it is stipulated that even though CapeNature entered into a Public Private Partnership, they were still responsible for the maintenance and management of most of the tourism facilities, which includes the road that is being used by the tourists and others that have businesses at the De Hoop Nature Reserve. It is also emphasised, as also indicated by Hoekstra, Waller and Olds (2016), that the road from Bredasdorp to De Hoop should be properly maintained and provided with good gravel or tar surface. These regulations contradict with what the respondents experience. It is not easy for the people to use the road to De Hoop because they do not have proper vehicles such as 4X4s that could withstand the damages that the road might create to a vehicle.

### ***Linkages to other businesses***

According to respondents, some local businesses such as the local guesthouses get referrals of visitors from De Hoop when De Hoop cannot accommodate them. Local businesses get attractions because of the tourists that come to the De Hoop Nature Reserve and need accommodation. The local spaza gets more income and some of the tourists informed the researcher that they shop there for small items. However, some respondents gave the following comments: *"It does not come to people" (1 of 40 respondents).*

*"Never heard of such, in the area there is lack of skills development, not ready businesses only foreigner shops" (1 of 40 respondents).*

*“De Hoop does not boost especially the small-scale business; transport is an issue also”; and “There is business that they can open opportunity for in there” (1 of 40 respondents).*

Generally, the lack of an integrated tourism strategy and platforms exacerbates solo operations. For instance, the partner outlined thus; *“there is no knowledge of how to link with tourism because tourism in the area is not organized. There are no organized structures and databases that businesses can select service providers from”*. Even though there are trips that bring tourists to De Hoop and local businesses are supported, if this were to be organised more benefits to businesses could be accrued.

The four (4) SMMEs in Bredasdorp that have fully linked their businesses include:

1. Packtown – this business delivers food, fruits and meat to De Hoop PPP.
2. Builders from Bredasdorp, construction sub-contractors – these get opportunity when refurbishments are happening on the site.
3. Waxa’s mini bus – a taxi driver contracted to send staff to De Hoop who in turn gives more business to the local mechanics.
4. Towels, candles and flowers that are used are bought from Bredasdorp.

Rogerson (2006) cites an international study by Mafisa (2002), which found that outsourcing services to local SMMEs had a great impact on how local people gained benefits. Benefit flows to local communities are enhanced by programmes for skills development and training (p. 54). The author further mentioned that many of the tourism enterprises encounter difficulties with rural SMMEs in South Africa when it comes to the required quality and quantity need for a specific service that needs to be delivered (p.54). For example, in the case of Bredasdorp, there are different types of accommodation. There are self-catering cottages in and near Bredasdorp, five-star guest houses and lodges and also bed and breakfast (B&Bs outfits).

A substantial portion, 18 (45%) of the sample disagreed that PPP boosted local enterprise/business opportunities. The respondents gave reasons such as; *“we have not heard of the De Hoop PPP or any development that has occurred where the community has been involved (1 of 40 respondents).”*.

Therefore, if communities do not see any development, such as the upgrades in infrastructure of the De Hoop PPP, this means that the perception and attitudes towards the PPP will be predominantly negative. For example, some of respondents’ comments include:

- ...I have never been there (4 of 40 respondents).
- ...nothing is being developed (1 of 40 respondents).
- ...like people with grade 7 can be exposed to opportunities (1 of 40 respondents).
- ...no development that is linked to the PPP is taking place in the poor areas (1 of 40 respondents).
- .... there is no local visibility of the PPP business and its representatives (1 of 40 respondents).
- .... there is very minimum opportunity that is being created (1 of 40 respondents).
- ...I have not heard of any local person contracted by De Hoop (1 of 40 respondents).
- it [the PPP business representatives] does not come to people (1 of 40 respondents).
- ...I've never heard of PPP (1 of 40 respondents).
- ...in this area there is lack of skills development (1 of 40 respondents).
- ... it does not boost especially the small scale businesses (1 of 40 respondents).

The traffic officer interviewed said; *“there are trips that bring tourists here at Bredasdorp but they attend the local event and do not organise local businesses to respond to that traffic”*.

The above comments raise a few questions on inclusion of the poor and sharing of information. According to the World Bank Group (2016), “the goal of tourism planning and management is to help ensure that tourism contributes to development goals by providing jobs and natural resource protection through a vision of improved competitiveness, sustainability, and inclusion”. From the respondents who said no and gave their reasons, it is evident that there is a feeling of exclusion of the poor in creation of business opportunities and improving development in the community.

#### **4.3.1.3 Creating collective income sources in terms of fees, revenue sharing and access to credit for communities**

When asked if the De Hoop PPP creates income sources in terms of fees, revenue sharing and access to credit for communities, 29 (72%) of the respondents said “No” 7 (18%) said “Yes” and 4 (10%) said “Don’t know” (Figure 4.6). An important observation made by the World Group Bank is that tourism can be a catalyst for community development. From the responses provided, it can be noted that revenue, which is an element for economic development, is not shared by the De Hoop PPP and the community.

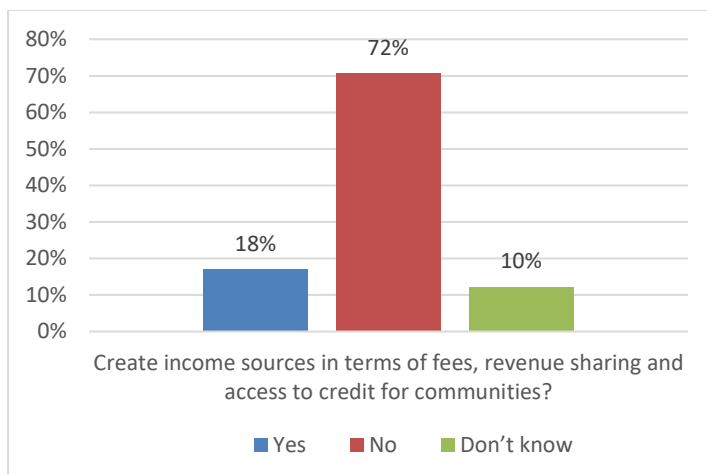


Figure 4.6: Perceived benefits of De Hoop PPP to creating income sources in terms of fees and revenue and access to credit

The 7(18%) who agreed that De Hoop PPP creates collective income sources in terms of fees, revenue sharing and access to credit for communities said that this was done through donations; for example, to Ouplaas primary school. Some positive response statements stated that the PPP contributed as follows:

- ...Donations to schools during bike runs where local guest houses benefit in terms of room occupancy (1 of 40 respondents).
- De Hoop makes donations e.g. Ouplass primary school (1 of 40 respondents).

Generally, the revenue that is shared with the community is in the form of donations and sponsorships. Some responses from the respondents said:

*...there is an entrance fee that is too high that prevents us from going to the Reserve (5 of 40 respondents).*

*CapeNature reserve is hugely benefiting but the Bredasdorp area is not benefiting, there is no support from their benefits(1 of 40 respondents).*

Suggestions from respondents to address this issue include:

- ...They [De Hoop PP]) could support sports like soccer and rugby. There is an entrance fee, there is catering and bike hire (1 of 40 respondents).



- ...*There has never been any report from the community or any community organised structures (1 of 40 respondents).*
- *they do not know they give bursaries and assist with burials to staff relatives and there is no fund (1 of 40 respondents).*

Four 4(10%) of respondents had no knowledge of what happens at De Hoop. Respondents said they had no knowledge of any campaigns carried out by the PPP. Even tourism services offered on site, such as bird watching, were unaffordable. One said; “*During the mountain cycling competition that takes place annually they could provide free accommodation especially to locals to allow local participation*”. Other respondents declared that they had no information to sufficiently answer the questions. It is noteworthy that not everyone in the community is able to access and enjoy the revenue, as it should be in terms of the pro-poor tourism (PPT) indicators mentioned by Ashley et al. (2001).

#### **4.3.2 Enhanced non-financial livelihoods by PPPs**

In this section, a few categories are discussed pertaining to the non-financial enhancement of livelihoods by the activities of De Hoop PPP. Tourism offers benefits that go beyond the economic, and also provide the following; bring about pride, enhanced community cohesion, communities value cultural assets, can lead to increase in confidence, and strengthens political identity (Cole & Eriksson 2010). Figure 4.7 provides an overview of the perception of the impact of De Hoop PPP on the non-financial livelihood/benefit to the local people. The categories of these benefits include:

- a. Capacity building of locals
- b. Training
- c. Mitigation of environmental impacts
- d. Positive contribution towards social and cultural matters
- e. Increased local access to locals.

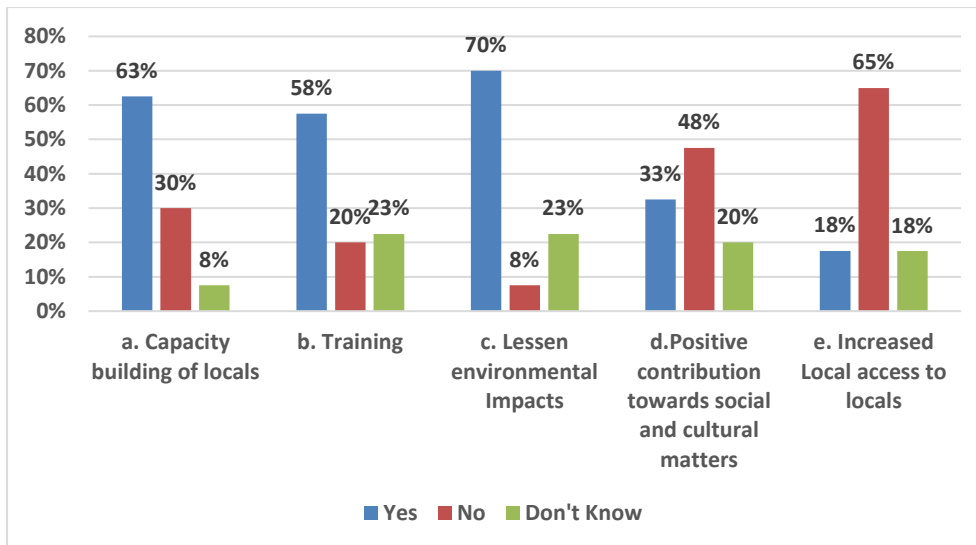


Figure 4.7: Perceived benefit of De Hoop PPP in enhancing non -financial livelihoods of local communities

#### 4.3.2.1 Public Private Partnerships build capacity of local people

In terms of capacity building, 25(63%) of the respondents agreed that the De Hoop PPP built the capacity of local people, 12(30%) disagreed and 3(8%) were uncertain (Figure 4.8).

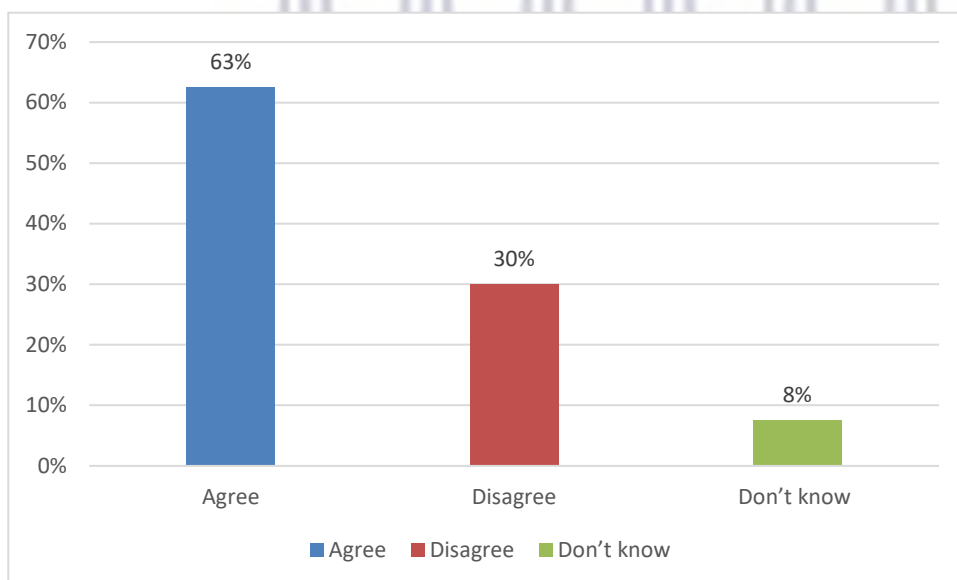


Figure 4.8: Capacity building of local people by De Hoop PPP

Those that agreed that De Hoop PPP created capacity recognised the employment and training that takes place. Below, some of the respondents explain why they agreed that De Hoop PPP contributes to capacity building of locals;

- ...A cook was promoted to executive, a cleaner to supervisor and a male cleaner to general manager (1 of 40 respondents).
- ...employed people benefit (1 of 40 respondents).
- ...they [De Hoop PPP] train their guides(1 of 40 respondents).
- ...Through job training, they improved the gate structure, including internet (1 of 40 respondents).

It is clear from the above statements that the respondents referred to the employment that De Hoop PPP provides to the local community, and only mentioned capacity building of the people that were already employed by De Hoop.

The other 12(30%) of the respondents that disagreed provided reasons such as; “no access for locals due to non-affordability”; “Boland trained people, not De Hoop”. One of the respondents raised issues of racial inequality; “Community needs workshops, to stop only white people from benefiting from opportunities”. The respondents that indicated “Don’t know” did not provide any reasons as to why they did not know. One suggestion from a respondent was that there needs to be an assessment according to different age groups and classes and focus on skills development.

The lack of accessibility and non-affordability were perceived as the reasons hindering the locals from benefiting. One respondent simply said: “We are left in the dark. There is no knowledge brought to the locals about tourism. Most locals had never even been in the premises of De Hoop”. Another respondent said: “During job, training for staff not promoted”. “They do not support disabled schools, the learners that are slow are not assisted, they end up doing drugs. Most companies bring people from outside”. A local said:

*“If community based tourism was happening there would be results. Skills and jobs, through work. Local people can’t afford this place if you look at places like Swellendam there are only two people employed at De Hoop (1 of 40 respondents).*

It is believed that the locals participate in the working for coast and other EPWP, which are projects of CapeNature and not the PPP. Rogerson (2006) states that tourism contributes to skills development within a community. Aynalem et al. (2016) add that tourism can nurture the social cultural amplification of the people by empowering women and disabled communities through creating job opportunities (p.4).

#### 4.3.2.1.1 De Hoop tourism provides training

Figure 4.9 below shows the responses of the respondents when asked if De Hoop tourism provided training. The Majority of the respondents (58%) agreed that the PPP provided training, 8(20%) disagreed, and 9(23%) indicated that they did not know.

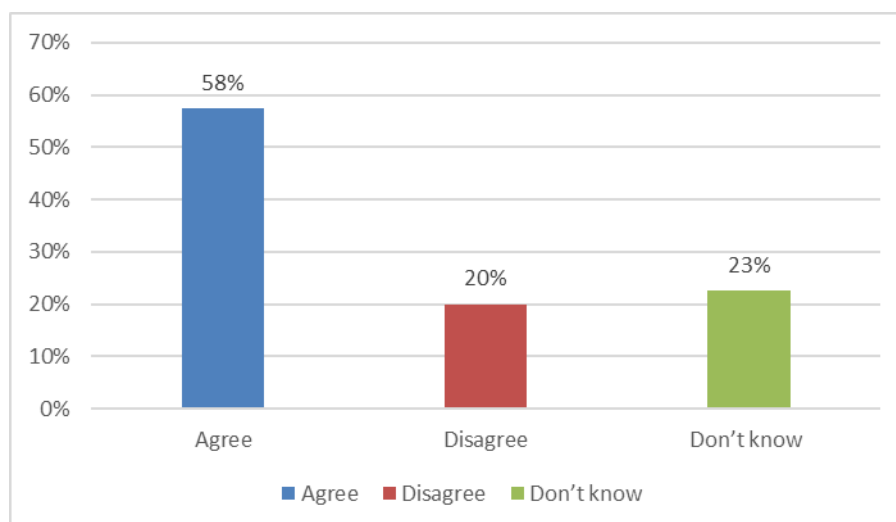


Figure 4.9: Skills transfer and training of local people by De Hoop PPP

Even though the respondents had mixed feelings on the extent to which the De Hoop PPP enables capacity building, 23(58%) agreed that the De Hoop PPP provided training (Figure 4.9). The respondents that agreed that De Hoop PPP provided training stated that the training was in the form of housekeeping, chef training, and tour guide training. One of the respondents mentioned that guides were trained to work at the De Hoop Nature Reserve. For example, there was a garage worker who was trained to be a tour guide.

On the other hand, several reasons were given for why locals did not know about the trainings. One respondent emphasized that the “*De Hoop PPP do not consult with the people*”. Another stated that; “*There is training in conservation in some schools and some non-governmental organizations training on how to start your business, field guiding, chain saw and environmental education*”.

Even though the respondent above thought that this work was done by the De Hoop PPP, the training was in fact provided by the community conservation of the reserve. Thus, there was confusion of the actual role of the De Hoop PPP. One of the reasons could be poor communication and poor advertising of training opportunities. In about seven instances respondents said they had no knowledge of the trainings that took place. A respondent stated

that; “*there is no transparency to the people*”. It seems that only the on-job training is provided and, therefore, one has to be employed by De Hoop, which considerably limits the wider community from benefiting.

Some respondents mentioned the following concerns relating to the training:

- ...*most black women are not developed; they work as cleaners (1 of 40 respondents).*
- ...*there are no developments, no job shadowing (1 of 40 respondents).*
- ...*they could support flower harvesters (1 of 40 respondents).*
- ...*different training is needed to unlock tourism in the area (1 of 40 respondents).*
- ...*De Hoop PPP train people to do things they need and there is no focus on the larger community skills development and training (1 of 40 respondents).*

Five respondents alluded to the fact that De Hoop, as a big development, could assist by providing job-shadowing opportunities. One said:

*De Hoop train people to do things they need and there is no focus on the larger community skills development and training...(1 of 40 respondents).*

The quote above by one of the respondents suggests that De Hoop PPP only provided training in the sector that they need to provide the service to the tourists. This raises the idea that many of the people of Bredasdorp are excluded from the training opportunities that the De Hoop PPP can provide. In the case studies of Cattarinich (2001), it was found that through the PPTs in communities training has been promoted, and that it occurred in formal training, informal training and external assistance (p.50). This was not the case for De Hoop PPP. Communities said that the training that would be relevant to them include training chainsaw, skipper license, tour guiding and supervisor skills / managerial skills.

#### **4.3.2.2 Mitigating environmental impacts**

With regards to environmental impacts, 28 (70%) of the respondents agreed that De Hoop PPP mitigates environmental impact, 3 (8%) disagreed, while 9 (23%) did not know (Figure 4.10).



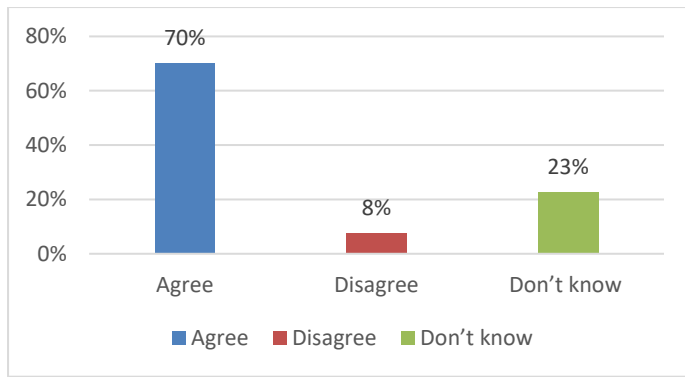


Figure 4.10: Mitigation of environmental impacts by De Hoop PPP

De Hoop PPP tourism mitigates environmental impact by conducting business in an environmental friendly manner. The 70% respondents who agreed with this statement supported their answer with various reasons, such as:

- ...Rules and regulations are governed by CapeNature, the provincial government (1 of 40 respondents).
- ...There are field guides to care for nature, they have environmental awareness programs, marine walks, star gazing and have paths that are created only for walking (1 of 40 respondents).
- They train staff on conservation, forbid animal killing not even a spider, they have snake handlers (1 of 40 respondents).
- They have sign boards with information like 'do not feed the baboons (1 of 40 respondents).

The environmental impact that is lessened by the De Hoop PPP tourism is mainly because of the training that the employees receive. The educational programs conducted at schools in the area by the designated employees of the De Hoop tourism contribute to the lessening of environmental impacts. The respondents that said 'no' (disagreed) did not provide a defined answer, but one respondent noted that there was littering. Those who said that they did not know had either not been to De Hoop or did not stipulate a reason. Therefore, raising the locals' knowledge of the environmental benefits can increase local support for conservation.

### Positive contribution on social and cultural matters

Figure 4.11 illustrates the perception on the positive contribution of De Hoop PPP towards social and cultural matters. Out of the 40 respondents, 13(33%) agreed that De Hoop PPP had a positive contribution, 9(48%) disagreed, and 8(20%) indicated that they did not know.

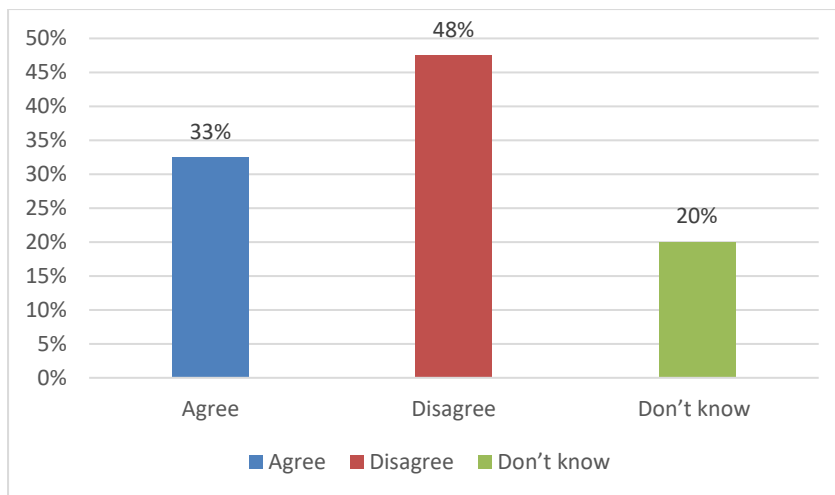


Figure 4.11: Positive contribution of De Hoop PPP towards social and cultural matters

The respondents who disagreed stipulated the following reasons to support their response:

- *...there is a need for platform, there is a site for hawkers but no one does it (1 of 40 respondents).*
- *...only a few times, blacks are not in municipality (1 of 40 respondents).*
- *...there is no culture but a division between blacks and whites (1 of 40 respondents).*

By the comments stipulated above, the issue of inclusion of all races is a problem. The respondents felt excluded based on their race. According to Cobbinah's (2015) case study, tourism should provide an opportunity for people to showcase their cultural knowledge and heritage. In the case of Bredasdorp, people felt culturally excluded. Contrary, the 33% that agreed stipulated the following reasons for their response;

- *You get to know about other people's cultures(1 of 40 respondents).*
- *Educates the local people about the heritage of De Hoop site (1 of 40 respondents).*

Education on social and cultural origins plays a positive role in how people perceive the inclusion of cultures through the De Hoop tourism. According to Meimand et al. (2007,p.29), "tourism helps to preserve and improve the village culture and tradition, tourism has created many job opportunities, tourism encourages a variety of cultural activities in the village and that cultural exchange programs help the local people to learn about new cultures and introduce cultures to foreign tourists". It is evident that there is a positive impact on social and cultural matters. Despite the positive impact of De Hoop tourism on social and cultural issues, the majority of the respondents disagreed mainly because of racial issues. This indicates that more

work needs to be done by the PPP with regards to cultural and racial inclusion for the local people to feel included and also benefit from the De Hoop tourism.

#### 4.3.2.3 Increase of local access to infrastructure and services

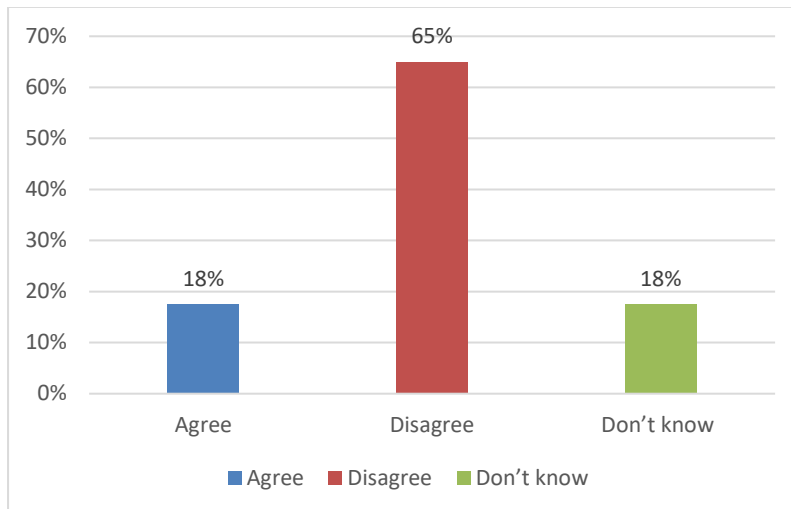


Figure 4.12: Increase of local access to infrastructure and services by De Hoop PPP

The graph above (Figure 4.112) shows the respondents' answers when they were asked if tourism at De Hoop increased local access to infrastructure and services. About 26 (65%) of the respondents disagreed and stated the following for their answers;

- ...Transport is the issue. It is too expensive
- ...There is gravel road that needs to be fixed
- ...Limiting factor is distance and transport. Fees are unaffordable

Some responses included: *"Most locals never been to the premises of De Hoop to a certain extent through employment"*; *"Local people can't afford this place"*; *"Grow and educate more local people about the environment. Make it affordable for locals' experience"*.

From the responses above it is evident that transport is one of the major challenges for the locals. People cannot afford it and, therefore, they do not visit De Hoop. As indicated before, the World Bank Group (2016, p.3) notes that tourism contributes *"to the economy through the following factors; job creation, revenue generation and infrastructure development"*. Gathered from the responses on the question, this is not the case in Bredasdorp. One participant said; *"One of the initiatives that De Hoop tourism can undertake is organizing affordable transport measures to local people"*. Those who agreed stated the following as reasons why they agreed:

*“Its open to the public”*; and *“Local people are hired to work at De Hoop, like building work”*. Inclusion and job creation play a big part in how the locals would perceive the extent to which they have access to the De Hoop. Chaichi (2016, p.12) notes that pro-poor tourism includes the aims and benefits of sustainable and community-based tourism, but, additionally, accentuates the maximization of local employment and services, the expansion of local linkages and the development of infrastructure that benefits the poor.

### **4.3.3 Enhanced participation and partnerships**

The second objective of the study sought to explore the relationships between private partners, government and communities, as well as uncover ways to enhance these relationships. To that effect, the following section discusses the findings on how De Hoop benefits the communities through the pro-poor indicator of enhancing participation and partnerships, and also explores the relationships between the private partners, government and communities. The section then uncovers ways to enhance these relationships.

Forrer et al. (2010) define public-private partnerships as ongoing agreements between government and private sector organizations in which the private organization participates in the decision-making and production of a public good or service that has traditionally been provided by the public sector and in which the private sector shares the risk of that production. The quote above serves as a guide in the following section, where the relationship between the private partners, government and communities is examined in the case of Bredasdorp and the De Hoop PPP. The focus is to look at the findings and see whether there is a relationship and gather what the nature of the relationship is, if any.

To determine how De Hoop PPP enhances participation and partnerships and to explore the relationship between the private partners, government and communities in the context of Bredasdorp, the following categories were considered:

- a. Contribute to policy and planning frameworks
- b. Increased participation of the poor in decision making
- c. Help to build pro-poor partnerships with private sector.
- d. Increase tourism flows of information and communication

Figure 4.13 below illustrates a summary of the local communities' perceptions on whether De Hoop PPP increases participation and partnerships.

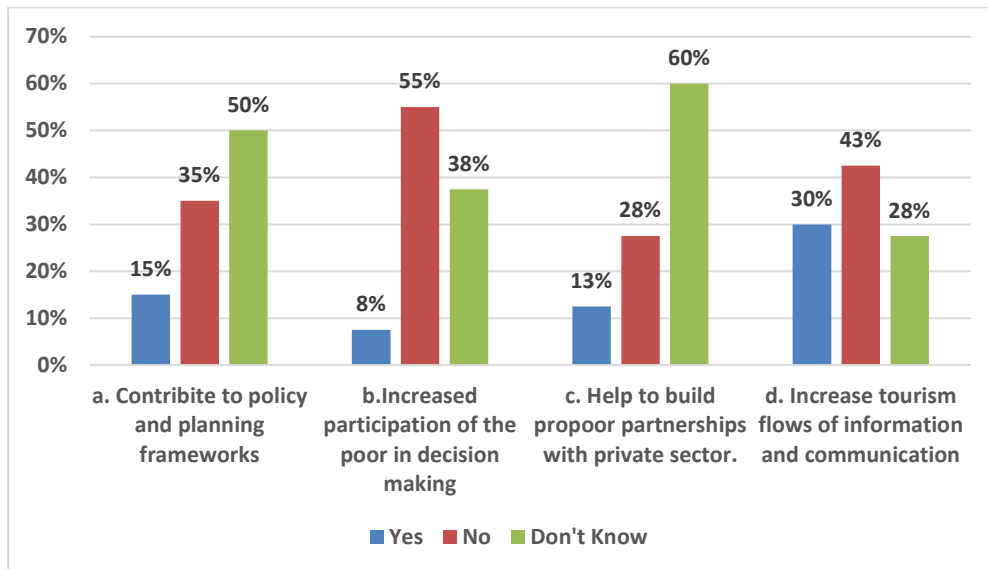


Figure 4.13: Enhanced participation and partnerships by De Hoop PPP

#### 4.3.3.1 Contribution to policy and planning framework

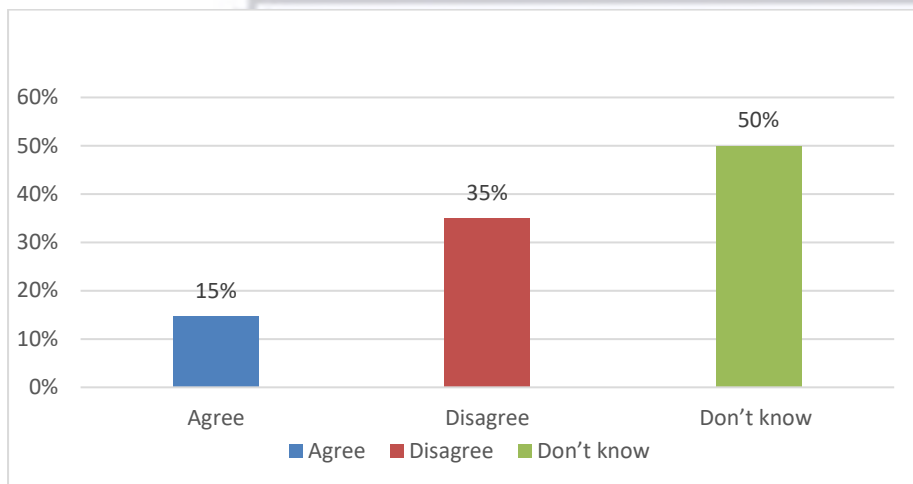


Figure 4.14: De Hoop contribution to policy and planning framework

It is shown in Figure 4.14 above that only 6(15%) respondents agreed that De Hoop contributes to policy/planning framework, 14(35%) disagreed, and 20(50%) stated that they did not know. The 35% that disagreed had the following reasons:

- ...it's been raised on the wish list, [but] not yet done (1 of 40 respondents).



- ...they operate in isolation hence there is no policy that has improved (1 of 40 respondents).
- ...we would not be where we are now, it is not bringing people together (1 of 40 respondents).
- ...there is no access for community there only white people (1 of 40 respondents).

From the responses above, a few issues can be noted. Firstly, there have been discussions around policies and frameworks, but they have not been implemented. There is the idea that the De Hoop tourism works in isolation and does not involve the community. The notion of racial exclusion is also prevalent. The people feel that only white people have input in the framing of policies around the workings of De Hoop tourism. Rogerson (2006) outlines three significant guidelines for partners participating in PPPs to abide by to engage in responsible tourism (p.47). The first step is to “develop partnerships and joint ventures in which communities have a significant stake and, with appropriate capacity building, a substantial role in management” (Rogerson 2006, p.47). The statement by Rogers (2006) puts emphasis on the role of the community in the management of tourism endeavours regarding PPPs. However, as noted by the respondents’ responses in Figure 4.15 below, this is not the case for the community members in Bredasdorp. Community members are not involved in decision making or framing of policies. One of the respondents that agreed that tourism in De Hoop does contribute to the developing of policies and frameworks stipulated her reason as; “*They have a policy and future planning*”. There is knowledge about policies and plans for the future but the question remains whether the community has more input in these decisions. Scheyvens (2009:194) found that the main involvement of the poorer classes has been ignored in tourism policy, except in cases where it is asserted they will benefit from job creation. The community is not involved in the developments relating to the PPP in Bredasdorp. Jamieson *et al.* (2004) state that tourism might have a positive impact through policy processes in the following ways:

- Empowerment of the poor through effective engagement in the policy and planning process in their locality.
- Increased participation in decision making, which benefits poor people in specific and definable ways.
- Partnerships with the private sector, which benefit poor people in specific and definable ways.

From the findings in this study it is noted that the community members feel that the De Hoop PPP does not include them and acknowledge their contributions to the partnership. According to Roe and Khanya (2001, p.2), in order for pro-poor tourism to be sustainable, there is need for "policy process reforms by creating a policy and planning framework that removes some of the barriers to the poor, by promoting participation of the poor in planning and decision-making processes surrounding tourism and by encouraging partnerships between the private sector and poor people in developing new tourism products". In the case of Overberg, the community members do not know much about the De Hoop PPP, which gives the idea that the community is being excluded from partaking in decision-making, yet alone creating policies and planning frameworks.

#### 4.3.3.2 Increased participation of the poor in decision making

The responses of the respondents when asked whether De Hoop PPP increased participation of the poor in decision-making are depicted in Figure 4.15 below. Out of the 40 respondents, 22 (55%) disagreed, 3(8%) agreed, while 15 (38%) stated that they did not know (Figure 4.15).

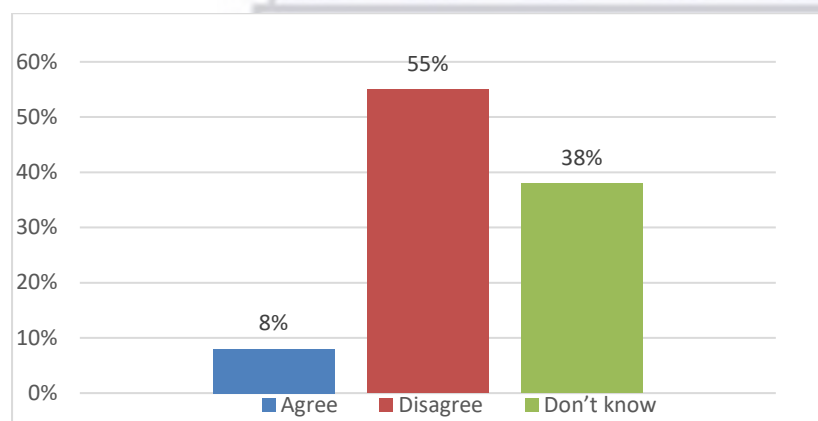


Figure 4.15: Increased participation of the poor in the decision making of De Hoop PPP

The respondents that disagreed on whether De Hoop PPP tourism does not increase participation of the poor in decision-making where the majority and they stated the following reasons as to why they felt that way:

- ...based on their pricing, the locals are automatically excluded (4 of 40 respondents)
- ...previously disadvantaged communities are not consulted (5 of 40 respondents)
- ...no facilities for poor people...(1 of 40 respondents)

- ...there is access for only white people (1 of 40 respondents)
- ...there is only one person making the decisions (1 of 40 respondents)

The answers of the respondents above confirm that the poor community members feel excluded from decision-making regarding the tourism at De Hoop. They felt that white people were the only ones with access to tourism at De Hoop. Rogerson (2006) highlights five central challenges confronting South Africa's sustainable development prospects. *"It is the eradication of poverty and of extreme wealth and income inequalities; secondly, the provision of access to quality and affordable services to all South Africans; the promotion of environmental sustainability; a sustained reduction in levels of unemployment; and the attainment of sustainable high economic growth rates"* (Rogerson 2006, p.38). The responses of the respondents that disagreed reflect that Overberg faces challenges with eradication of poverty and the inequalities regarding wealth and income. Rogerson (2006) also notes that: *"to realize potential gains from tourism for local communities, it is contended that tourism development needs to be reoriented according to the interests of local stakeholders, in particular poor people"* (p.44). The findings indicate that this is not happening in Bredasdorp. One of the respondents that agreed stated that there was *"consultation with CapeNature and municipality"*. However, the other respondents who agreed did not give a reason for their answer.

#### 4.3.3.3 Building pro-poor partnerships with the private sector

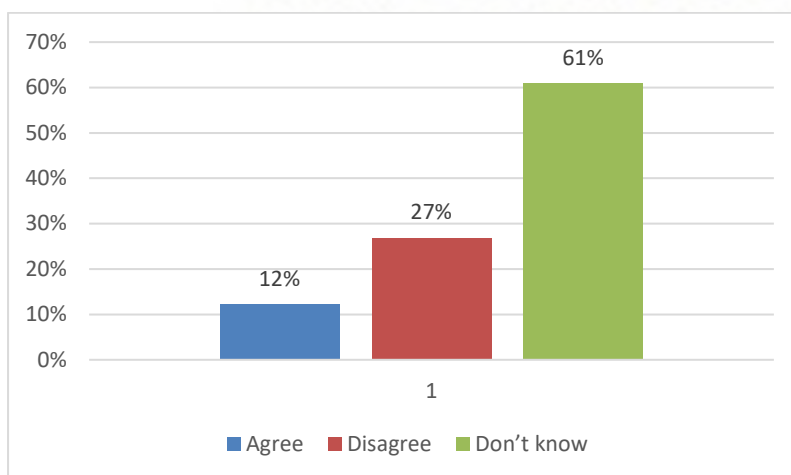


Figure 4.16: De Hoop PPP builds pro poor partnerships with private sector

Figure 4.16 above shows the response to the question: "Does tourism at De Hoop help to build pro-poor partnerships with the private sector?" The majority of the respondents 24(61%) said

that they do not know, 11(27%) stated that they disagree and only 5(12%) said yes. The respondents that said no stated the following reasons for their answers:

- *...they closed the office in town and thus there is no visibility (1 of 40 respondents).*
- *...only big players really benefit (1 of 40 respondents).*
- *...no contracts that create economic growth to public, through buying local, access to market (1 of 40 respondents).*

According to Rogerson (2016), since 1994, the watershed shifts in the policy frameworks shaping the South African tourism industry have precipitated changed roles for government, the private sector and local people or communities in tourism development. The author cites Ashley and Ntshona (2002), who identify the following five critical changes in the policy assumptions regarding tourism development, economic growth and poverty alleviation:

- Coastal areas and protected or conservation zones are viewed increasingly as commercial areas to be exploited within an overall development framework.
- Investment and operation of tourism facilities is the defined role of the private sector rather than government.
- The role of the private sector enterprise goes beyond that of commercial profit making to include even the development of arrangements with local communities for equity shares, benefit flows and/or contributions to local economic development. Large firms are under pressure to enhance their commitments to transformation and to 'black economic empowerment' in the tourism economy (Rogerson & Visser 2004).
- The essential role of government is to forge the physical and policy environment to make investment attractive to the private sector and to provide incentives for local tourism development.
- Expectations vary over community roles which could range from that of emerging entrepreneur, landowner or mere beneficiary of economic opportunities (Ashley & Ntshona, 2002, p.48).

From the literature noted above, it is evident that the private sector should build partnerships with the poor in order to have sustainable growth, and implementation of regulations such as black economic empowerment policies can assist the poor in their process of being included in the partnerships with the private sector.

#### 4.3.3.4 Increased flows of information and communication

Figure 4.17 illustrates the responses when respondents were asked if De Hoop helped to increase flows of information and communication. As shown, 17 (42%) of the respondents said no and disagreed, 12 (29%) said yes they agreed, and 11 (29%) said they did not know.

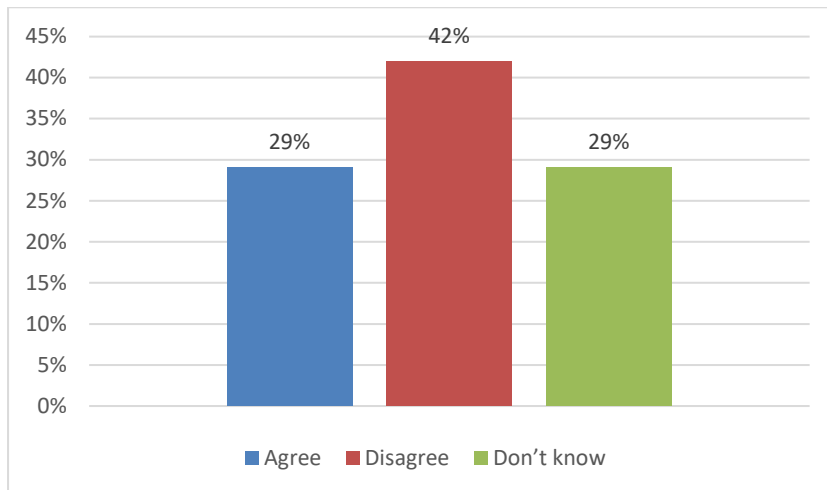


Figure 4.17: Increased tourism flows of information and communication by De Hoop

The respondents who said yes noted that different communication mediums were used by De Hoop PPP tourism to communicate to the public. They use newspapers, such as the *Suidernuus* and radio adverts on the local radio station. The De Hoop partner mentioned that they give updates online, and that guide programs on how they communicated with the broader community were provided. It can be noted in Figure 4.18 above that the majority of the respondents disagreed and stated the following as reasons for their opinion;

- ...communication is very poor, most of the information is found on the internet. Yet most of the people are not educated (1 of 40 respondent).
- ...they do not use local newspapers, radio, pamphlets and meeting with local people need to inform community about events so that they can sell in the events and attract tourism (1 of 40 respondents).
- ...no development to existing staff, no communication with business chain committee
- ...radio station is in afrikaans totally excluding the black listenership (1 of 40 respondents).

The platforms that De Hoop uses to communicate are not accessible to everyone and the language they use excludes those who do not speak indigenous languages. One respondent



stated, *“In my 18 years here I have not seen this development. They do not communicate; they do not make use of newspapers or announce with speakers. Instead when advertised the language is a barrier, with little to no translation on posts”*. A study by Soliman (2015, p. 66) on Favoum’s protected areas similarly found that there was a lack of awareness programmes such as selling skills and that there was a lack of skills needed to deal with tourists, natural reserves and participating in tourism management. Stoll-Kleemann and O’Riordan (2002), in a case study, note that the *Ukuvuka* (fire management program) in the Cape Peninsula partnership had a goal of co-ordinating all relevant public and private actors into a single fire management collective linked by improved communication, education, training, and contracting enterprises (p.171). The authors found that local media and a gasoline company were two of the sponsors who had already initiated a process of raising awareness in broadcasts, newspapers, and in gasoline stations. This, according to Stoll-Kleemann and O’Riordan (2002), contributes to effective participation, increasing the sensitivity to spotting and reducing danger which is a vital aspect of biodiversity protection (p. 171). Therefore, it is important for the De Hoop tourism to investigate more effective ways of including the educated as well as those with no education in the community.

One of the respondents noted that most of the people were not educated. According to the 2011 Census results done by Stats SA, 3.2% of the people in Bredasdorp had no schooling, 14.2% have some primary education but only 7.8% of the people in Bredasdorp completed primary school and 37.8% have some secondary education whereas 25.4% finished matric. The same statistics indicate that only 11.8% have obtained higher education. Such education levels are low however; they are a reality for the people of Bredasdorp. Meimand et al. (2017, p. 24) found that educating the host community residents and training them with the required knowledge, skills and information will prepare the local people to be actively involved in tourism and support the industry spontaneously. Snyman (2014) notes that formal education is important and has been shown to influence attitudes, improve educational infrastructure and improve access to education (e.g. scholarship programmes) and should, therefore, be a priority in rural areas.

This idea of non-awareness by community members could correspond with the notion that there is a lack of communication between the De Hoop PPP and the local community members. Stoll-Kleemann & O’Riordan state that “since knowledge and understanding are socially constructed, what each actor knows and believes is a function of unique contexts and experiences. There is, therefore, no single ‘correct’ understanding. What is taken to be ‘true’

depends on the framework of knowledge and assumptions brought in by individuals and their social and occupational settings” (2012, p. 163). This applies to the understanding that De Hoop PPP and the community has. Although the community does not see that the De Hoop PPP is giving back, the perspective of the De Hoop PPP partners is that they are actually active in social responsibility. This could lead to the misunderstanding between the De Hoop PPP and the community.

Improving communication and increasing the flow of information enhances relationships between the private partners in this case the De Hoop PPP, and government as well as communities. Since most information about De Hoop PPP is found on the Internet despite the majority of the local people being uneducated, the respondents suggested the adoption of user friendly communication platforms to increase flow of information and communication. These are local newspapers, radio, pamphlets ensuring the use of English as a medium of communication, social media, communication with business chain committees, book school halls for meetings with local people and use word of mouth. These communication platforms will enhance relationships between the various stakeholders (private partners, government and communities).

When asked about ways to encourage communication regarding tourism at De-Hoop Nature Reserve, a number of suggestions were provided by the community members who took part in this study. Below are the suggestions;

- a. Encourage locals to visit De Hoop
- b. Public education
- c. Hold meetings at least twice a year
- d. Community tours
- e. Advertise De Hoop
- f. Pamphlets to update the local residents regarding developments

The recommendations that the community members stated above are an indication that they have the knowledge and are willing to take part in the tourism initiatives at De Hoop. Consequently, it is necessary for the De Hoop management to communicate with the locals as this will enhance the relationships between the different stakeholders as alluded to earlier in the discussion.

#### **4.4 Measuring the processes of participation**

Section three (3) of the questionnaire (question 3a) sought to determine the participation of respondents in community development groups. When the respondents were asked if they belong to any community development group in their area, 21(53%) of respondents said no, 14(35%) replied yes, and 5(15%) said that they did not respond to the question (Figure 4.19).

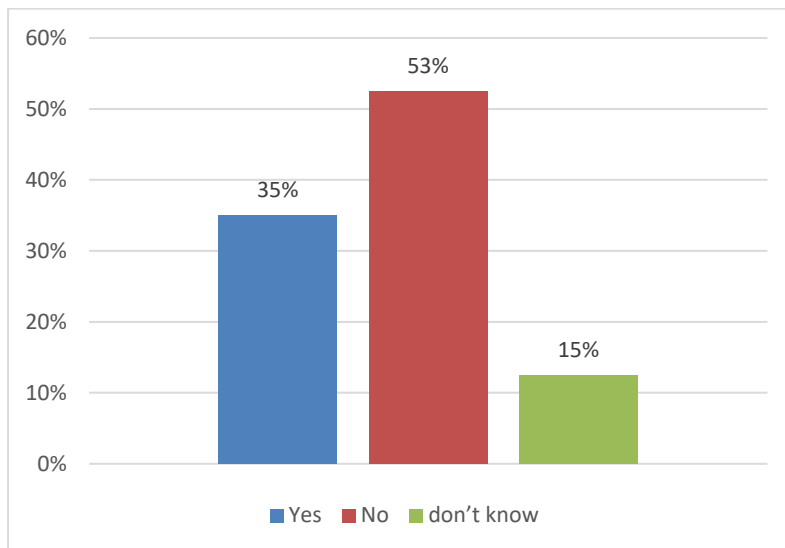


Figure 4.18: Members affiliated to community development groups

Developments such as the PPP can use community development platforms that are available for sharing new opportunities as they emerge in this area. Community development platforms are credible community consultation platforms. Although the municipality lacks the LED forum, there are other available structures within the municipality that interface with various developmental groups within the locality. Respondents that belonged to a community development group stated the availability of the following development forums:

- Development Association
- Boys II men community group
- The Disabled Community
- Ward Councillor meetings
- Municipality Forum
- Rainbow Covenant Ministries
- Siyakhathala NGO
- Youth, Sport and Soccer
- Rugby club

On the other hand, even though these structures exist, the absence of the LED coordination leads to various fragmentation in the developmental discourses thus there is a need for an

integrated approach in the way the municipality (as local sphere of government) coordinates and consults with people. Rogerson (2006) notes that in a national survey of South African local authorities, tourism promotion was ranked as one of the most popular LED strategies across large cities, secondary centres and small towns (p. 49). Amongst the respondents that said ‘No’, one respondent noted that they belonged to a soccer team but due to health and safety reasons, the soccer club was dissolved. Rogerson (2006) argues that the “*the growth of pro-poor tourism initiatives in South Africa suggests that the country is currently a laboratory for the testing and evolution of new approaches towards the planning of LED that potentially will have relevance for other countries in the developing world*” (p.37). Evidently, there is still a significant amount of work that needs to be done regarding the LED in Bredasdorp.

#### 4.4.1 Attendance at community meetings

Figure 4.19 below depicts the responses of the respondents to the question, “Do you often attend community meetings to discuss development issues of the community?” Out of the 40 respondents, 18(45%) said ‘Yes’, 15(38%) said “No”, and 7 (18%) did not respond.

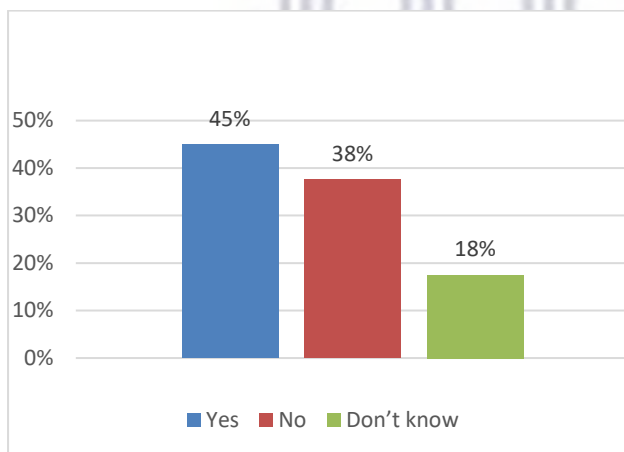


Figure 4.19: Members’ interests and reasons for participating in community meetings

Stoll-Kleemann and O’Riordan (2006) note in their paper that (Brendon 2002) poses the following question; “What the project defines as a problem (which may be the entire reason for the project’s existence), e.g. decline in a species, may not be a concern of local communities. Community participation may lead the community to define a set of needs which are not linked to the conservation objectives...what would happen if local people decided, through participatory mechanisms, that they wanted to use the resources in an unsustainable

way?” (p. 165). This is a very important idea to consider when taking into consideration some of the challenges that the community members of Bredasdorp have. For example, the community members that answered ‘yes’ to the question responded by giving information on what type of meeting it was or in which capacity they attended the specific meeting. They responded as follows;

- *I used to be a chair person (1 of 40 respondents)*
- *As the municipality we convene meetings and attend other meetings (1 of 40 respondents)*
- *Invited by different stakeholders to discuss various agendas affecting the community (1 of 40 respondents)*
- *The issues of interest tabled by communities (5 of 40 respondents)*
- *Housing meeting (6 of 40 respondents)*
- *Deputy chair of ward 3 (1 of 40 respondents)*
- *Meetings about housing and church (5 of 40 respondents).*

Respondents said that many of the meetings that the community members would attend would be fundamentally focusing on a need that affects them directly such as meetings pertaining to housing and their spiritual wellbeing such as matters to do with the church. Many of the respondents that responded with ‘yes’ indicated that they attended meetings if they held a special position such as being a ward councillor or being the Chairperson. Holding a position of responsibility made it necessary for them to be at these meetings. Only one respondent replied that the stakeholders invited the community to meetings to discuss certain aspects on the agenda that affected the community. Evidence from the respondents indicates that tourism development is promoted fully. This could be a concern for the prospective partnerships between the community and the De Hoop tourism in Bredasdorp.

#### **4.4.2 Factors motivating participation in community development meetings**

The respondents gave various reasons for participating in discussions regarding development issues in the community. Some of the reasons that the respondents gave regarding this issue include: *driving development, helping people and the environment, transport to the beach, employment equity, drugs solutions, woman abuse, training and assistance, and racial issues.*



The answers above suggest that the concerns of the community are of social and economic nature. Employment and housing were the most prevalent reasons why people would attend meetings. Only one respondent noted that they attended meetings to help people and the environment. This raises a concern regarding the conservational education, which is very important and should be driven by the tourism industry. According to Rogerson (2006), there is new bias toward pro-poor programming and this is evidenced and reflected in national sectoral planning in which there is growing acceptance that poverty reduction requires more than simply macro-economic benefits, such as increased employment, economic growth or investment. Rather, what is recognized is the need for a form of growth that specifically benefits poor people and the author suggests that tourism is the answer (p.42). The community of Bredasdorp should be made aware of the positive social and economic impacts that tourism and conservation could have on their lives.

#### 4.5 Expectations and attitudes of the communities

The third objective of the study sought to assess the expectations and attitudes of communities towards tourism. To that effect, the respondents were asked about their attitude and expectation towards De Hoop PPP tourism.

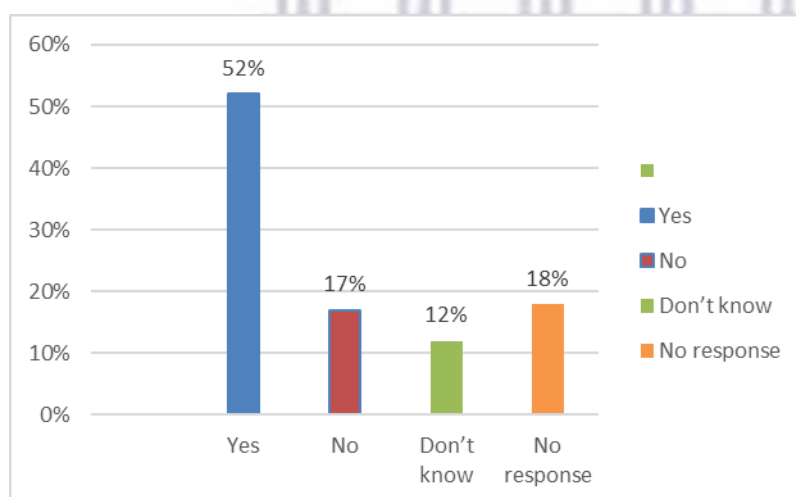


Figure 4: 2: Attitudes and expectations towards tourism in De Hoop PPP

In Figure 4.20 above, the respondents' answers are depicted as 'yes' (which is positive), 'no' (which is negative), 'don't know' and 'no response'. From the 40 respondents, 21(52%) indicated that they had a positive attitude towards the tourism at De Hoop, 7(17%) had a negative attitude, 5(12%) did not know and 7(18%) offered no response. The respondents that had a positive attitude stipulated the following reasons:

- *Grow and educate more local people about the environment. Make it affordable for locals experience (1 of 40 respondents).*
- *Tourism can be a big role player in the area, following agriculture, which is best kept secret. Love the area, because there is a lot to see (1 of 40 respondents).*
- *I am positive and hopeful that black people can benefit (1 of 40 respondents).*

The respondents that were positive stated their prospective vision for the De Hoop tourism. They believe that they can benefit and that education is an important part of creating awareness on tourism aiding community development. Mariki (2013) argues that participation can be used as a means (method) to promote more efficient (effective, cheap) management or as an end to enhance equity and empowerment (p.1). Therefore, it would be beneficial to include the community and make them feel that they are part of the tourism discussions as this might have a positive influence on their views about tourism at De Hoop. Snyman (2014) notes that in order for conservation and ecotourism to be successful it will depend on the attitudes and behaviour of the communities living in or adjacent to the protected areas (p.1). The respondents who answered 'no' and had a more negative view regarding De Hoop tourism stated the following as reasons for their responses;

- *Communities should practically benefit, there should be implementation of what is on paper. Active participation needs to be visible (1 of 40 respondents).*
- *Grow and educate more local people, and make it affordable for local people to come (1 of 40 respondents).*

It is evident that the community would like to be part of the tourism at De Hoop but opportunities are lacking from the De Hoop management side. They (the respondents) believe that more should be done to include the local community. Some respondents were not sure or responded that they did not know. Cobbinah's (2015) study in Ghana, Africa, revealed that locals' positive attitudes towards conservation are influenced by growing socio-economic benefits in terms of employment, income and involvement in natural resource management and suggests that raising their knowledge of the environmental benefits can increase local support for conservation. Snyman (2014) similarly notes that by managing and understanding the expectations and attitudes of the community under different socio-economic circumstances will lead to more efficient, equitable and sustainable community-based conservation and ecotourism models. Therefore, if the community members do not see any development such as

the change in infrastructure pertaining to the De Hoop PPP, their attitudes would predominantly be negative.

According to the Protected Area Management Plan 2017- 2022 of De Hoop Nature Reserve Complex prepared by Hoekstra, Waller and Olds (2016),

*"The purpose of the De Hoop PPP is to construct, maintain and operate a high value nature-based tourism product, which is capable of generating sustainable income to CapeNature, whilst providing access, jobs and local economic development in an ecologically responsible manner. This purpose is aligned to objective (i), (j), (k) and (l) of the National Environmental Management: Protected Areas Act, 2003 (Act No. 57 of 2003) (NEM: PAA), as indicated above." (p.10).*

The quote above stipulates the mission and mandate of the De Hoop PPP. What is significant about this particular quote is that it mentions that the De Hoop PPP would provide access, jobs and local economic development in an ecological manner. It was established that some of the residents of Bredasdorp benefit from the De Hoop PPP but others are excluded. There are some community members that do not see any benefits because they are not included in the activities at the De Hoop PPP.

#### **4.6 Summary**

Themes that are based on the objectives of the study were explored. Through thematic explanation, the study found that the PPP as De Hoop is to a large extent pro-poor tourism as it has scored more than 50% in the majority of the PPT indicators. This means that communities derive significant benefits. It is clear that the majority community members' attitudes are positive and optimistic towards tourism and conservation. While that is the case, it was established that lack of information, inaccessibility and limited knowledge of the tourism facility influenced the negative attitudes expressed. Positive attitudes are due to the benefits derived. The pro-poor tourism framework was the best tool to ascertain the extent of benefits to local people. The relationship between the PPP and communities needs to be improved through better communication as well as involvement of the PPP to the communities' developmental platforms. The local economic development department at the district municipality should provide the enabling environment where communities as well as the PPP

can explore a symbiotic relationship. This means the PPP could get a database of the unemployed in an attempt to address unemployment intentionally. The database could be used as jobs are created and positions filled. Improvement in the language and the use of traditional methods of communication was recommended to enhance the relationships between the private partners, government and communities.

Research findings were presented and discussed according to the different thematic research sections developed and according to the responses of the respondents to the different questions. Chapter five will present conclusions and recommendations based on the findings presented in chapter four.



## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Introduction

The last chapter provides conclusions and recommendations based on the findings from the data. The chapter presents five themes, based on the objectives and research questions that formed part of the study. The aim of the study was to ascertain the extent to which the De Hoop ecotourism PPP benefits local rural communities.

The specific objectives of the study were:

1. To evaluate the extent of benefits of the PPPs to local communities measuring it against the requirements/indicators of pro-poor tourism.
2. To explore the relationships between the private partners, government and communities, and to uncover ways to enhancing these relationships.
3. To assess community members' expectations and attitudes towards tourism and conservation, and the factors that impact these attitudes.

The chapter is presented according to the following themes: ecotourism PPP, pro-poor in terms of beneficiation for local rural communities, PPP and increased economic benefits; enhanced non-financial livelihood impacts through the PPP; enhanced participation and partnerships; community member's expectations and attitudes towards tourism and conservation; and factors that impact community attitudes.



The table below presents a summary of the pro-poor tourism indicators.

Table 5.1: Summary of the results on the pro-poor tourism Indicators.

Pro-Poor Tourism indicators					
Increase economic benefits	Perceived benefit	Enhance non-financial livelihood impacts	Perceived benefit	Enhance participation and partnership	Perceived benefit
1. Boost local employment, wages	85%	1a. Capacity building	63%	1. Does not create/contribute to more supportive policy/planning framework	15%
		1b. Training	58%		
2. Boost local enterprise opportunities	53%	2. Mitigate environmental impacts	70%	2. Does not increase participation of the poor in decision-making	8%
3. Create collective income sources – fees, revenue shares	73%	3. Does not address competing use of natural resources	33%	3. Does not build pro-poor partnerships with private sector	13%
		4. Does not improve social, cultural impacts	33%	4. Does not increase flows of information, communication	30%
		5. Does not increase local access to infrastructure and services	18%		

Note: Indicators shaded green had a perceived benefits score of more than 50%, which means it meets the requirements. The indicators shaded pink scored less than 50% for perceived benefits, which means it does not meet the requirements. This is a summary of all the results from the responses evaluated using the documented pro-poor tourism indicators in response to the research objectives and questions.

## 5.2 Key findings of the study

### 5.2.1 Benefit of Public Private Partnerships to local rural communities

From the findings in chapter 4, it is evident that there are different ways that the people of Bredasdorp benefit from the De Hoop PPP. As mentioned in the previous chapter, the De Hoop PPP benefits can be summarised as follows;

1. Internships for students,
2. Internal staff training,
3. Tourism and conservation skill training,
4. Product development, 5. Financial benefits,
6. SMME (Small, Medium and Micro-Enterprise) support and
7. Job opportunities.

Regarding pro-poor tourism, the De Hoop PPP also benefits the local communities in numerous ways. To evaluate the extent to which De Hoop PPP benefits communities, the current study used the pro-poor tourism indicators stated by (Ashley, 2005). These included; increasing economic benefit, enhancing non-financial livelihood, and enhancing participation and partnerships.

#### **5.2.1.1 Increased economic benefits through the De Hoop PPP**

##### ***Boosting local employment and wages***

- In terms of boosting local employment and wages, the study found that out of the 40 respondents, 83% agreed that De Hoop PPP boosts local employment and wages.
- There were conflicting views on the number of people employed by De Hoop PPP, and locals who do not gain any financial benefits directly or indirectly would note that they did not benefit. The respondents that disagreed cited issues of job equity and racial preference (the coloureds were advantaged when it came to employment at the De Hoop PPP).
- The present study found that De Hoop PPP employed only one disabled person and thus concluded that De Hoop may not be doing enough to empower the disabled workforce. Smit (2012) posits that the legislation that governs the employment of persons with disabilities was poorly implemented in the hotels. In the case of De Hoop PPP, this could be one of the reasons there was a low statistic around the employment of disabled people at the De Hoop PPP. According to Smit (2012), employment equity quotas for persons with disabilities have not been met in the public or the private sector. More than 5 years after the study, the situation regarding employment of disabled people at

the De Hoop PPP is still not at par with the regulations stipulated in several legislative documents. Therefore, it is imperative for the De Hoop tourism and PPPs in general to put more emphasis on the employment of minorities such as blacks and disabled people if changes are to be realised.

### ***Boosting local enterprise/business opportunities***

- On boosting local enterprise/business opportunities, the majority of the respondents responded that De Hoop PPP boosts local businesses. It was found that the local municipality works with development groups including SMME's. De Hoop supports local enterprises for example the four SMMEs with linked businesses mentioned in chapter 4. However, because not everyone is directly involved in business, some respondents' perception was that De Hoop did not boost local enterprises. It is noteworthy that there was lack of an integrated tourism strategy and inadequate interactive platforms and this exacerbates the silo operation of De Hoop PPP. Rogerson (2006) notes that outsourcing services to local SMMEs impacts the perception of the local people on the benefits obtained from tourism PPPs.

### ***Creating collective income sources in terms of fees, revenues sharing and access to credit***

- The perception of the study respondents on the benefits of De Hoop PPP on creating collective income sources in terms of fees, revenues sharing and access to credit was poor. Respondents disagreed that De Hoop creates collective income sources.
- From the results, it can be concluded that De Hoop PPP does not share revenue collected with the community. Thus, De Hoop PPP can facilitate benefits that are more direct for the community for example sponsoring sports, providing bursaries and obtaining reports from the community.

#### **5.2.1.2 Enhanced non-financial livelihood impacts of De Hoop PPP**

As highlighted in the previous chapter, tourism offers benefits that go beyond economic benefits. The non-financial livelihood indicators of pro-poor tourism included capacity

building, training, mitigating environmental impacts, improving social and cultural impacts, and increasing local access to infrastructure and services.

### ***Capacity building***

- De Hoop PPP enhances capacity building for the local people. According to the responses, De Hoop Nature Reserve trains their employees and offers opportunities to develop their skills by different means of promotions, for example, some of the employees had been promoted.
- De Hoop mainly provides capacity building for its employees and not the community at large. De Hoop should explore more community inclusive capacity building platforms so that the tourism PPP does not benefit only the employees in this regard.

### ***Training***

- De Hoop PPP provides training, for example, one of the respondents mentioned that environmental guides were trained to work at the De Hoop Nature Reserve. However, the findings from the respondents suggests that the De Hoop PPP only provides training in the sector that they need to provide the service to the tourists.
- This gives the idea that many of the people of Bredasdorp are excluded from the training opportunities that the De Hoop PPP can provide. In addition to the current trainings, De Hoop should also provide respondents indicated trainings that are relevant to the communities for example training chainsaw, supervisor /managerial skills, tour guiding and skipper license as areas in need of capacity building.

### ***Mitigating environmental impacts***

- The majority of the respondents agreed that De Hoop PPP mitigates environmental impacts and several examples were given by the respondents on how the De Hoop PPP is doing their part by conducting business in an environmentally friendly manner. There are guides that provide environmental awareness programmes, information boards that make visitors aware of what they should and should not do while visiting the De Hoop Nature Reserve and staff receive training on nature conservation periodically. These efforts by De Hoop PPP are commended.
- However, the awareness programmes by De Hoop PPP are conducted at schools and, therefore, do not reach the whole of the community and this might create the

impression, for the respondents who said no or that they do not know, that the De Hoop PPP does not help in mitigating environmental impacts. Therefore, environmental impact awareness programmes should be conducted in venues open and accessible to the general community. Netto (2003) notes that one of the key components of the pro-poor approach is that "it measures to deal with the social and environmental impact of tourism development, particularly the forms of social exploitation mentioned earlier, as well as excessive pressure on natural resources; the generation of pollution; and causing of damage to ecosystems" (p. 220).

### ***Improved social and cultural impacts***

- The perceived benefit of De Hoop PPP on improving social cultural impacts was low; respondents disagreed and indicated that De Hoop does not enhance the social and cultural impacts on the communities. Some respondents mentioned that they learn about other cultures and the heritage of De Hoop PPP. On the other hand, the majority that disagreed mentioned racial issues. The study found that the local people of Bredasdorp are not included in the tourism sector to the extent where they feel that they have an understanding with the tourists that come to their town. In essence they feel excluded. Therefore, more work needs to be done by the De Hoop PPP with regard to cultural and racial inclusion for the local community to benefit from tourism in the area.

### ***Increased local access to infrastructure and services***

- Respondents disagreed that the De Hoop PPP increases local access to infrastructure and service. Respondents disagreed and stated that the De Hoop PPP does not increase local access to infrastructure services.
- Transport was a major challenge for most of the locals. Respondents mentioned that transport was too expensive, the gravel road needed fixing and fees were unaffordable. However, others agreed that it was 'open to the public' and 'local people are hired'. The local community mainly perceives benefit in terms of inclusion and job creation.

#### **5.2.1.3 Enhanced participation and partnerships by De Hoop PPP**

To explore the idea of the relationship between the private partners, government and communities in the context of Bredasdorp, the pro-poor indicators considered as shown in



chapter 4 included; contributing to policy and planning frameworks, increased participation of the poor in decision making, help to build pro-poor partnerships with private sector, and increase in tourism flows of information and communication.

The Protected Area Management Plan(2016) notes that one of the objectives of the De Hoop Nature Reserve Complex is to ensure integrated, cooperative and complaint management including partnerships. However, this objective has not yet been fully realised from the responses of the respondents in chapter 4.

- The majority of the respondents indicated that they did not know or disagreed that De Hoop PPP enhances participation and partnerships. Of the study respondents, the majority did not know if the De Hoop PPP contributes to policy and planning frameworks.
- It was found that the De Hoop PPP does not increase participation of the poor in decision-making. In addition, the majority of respondents said that they do not know if the De Hoop PPP helps to build pro-poor partnerships with the private sector.
- The majority of the respondents stated that the De Hoop PPP does not increase tourism flows of information and communication. Of the respondents, the majority disagreed that De Hoop PPP contributes to policy and planning framework. They disagreed that it increases participation of the poor in decision making, disagreed it helps build pro-poor partnerships, and disagreed it increases flows of information and communication. From the respondents' views, it was noted that they felt that the community is not included and that there is no interactive partnership between the community and the De Hoop PPP. They felt that the De Hoop PPP does not include them or acknowledge their contributions to the partnership.
- The findings imply that there would not be improvement in policies because the De Hoop PPP works on its own and does not allow inputs from the community that is part of the partnership.

Partnerships between the community, which in this case is Bredasdorp, and surrounding towns and the private partners (De Hoop PPP) are important. From the De Hoop Nature Reserve Complex, it was noted that the role that government plays is minimal and that all the decisions is the De Hoop PPP's responsibility. Hoekstra *et al* (2016) gave a summary on how the De Hoop Nature Reserve Complex, as they refer to the established partnership between the De Hoop Nature Reserve and the Private Partners, plan to create awareness and development

amongst the youth. It was noted that the responsible people for these actions are the conservation manager, community conservations manager and communications manager. This also implies that there are designated people for the actions to be performed but yet there are still people in the community that are not aware of what the De Hoop PPP is doing to create environmental awareness in the community. From the findings in this study it is evident that even though the team regulating the De Hoop Nature Reserve Complex (of which the Public Private Partnership forms part), mentioned that strong existing partnerships and agreements form part of the strengths of the De Hoop PPP, it has not been made a reality within the community. There is planning but the execution and implementation is yet to be realized.

In the Cape Agulhas Municipality: Local Economic Development Strategy Revision (2016, p. 32) development proposals for the Bredasdorp area are stipulated as follows; "Convert station premises into a multi-purpose business development; provide infrastructure for informal trading in CBD and Golf course development". It has been found in the Local Economic Development Strategy Revision report of the Cape Agulhas Municipality that there is local economic development planning of which two of the proposed development plans would be beneficial to the community of Bredasdorp. Rogerson (2006, p. 39) states that local economic development is one of the most important post-apartheid development options in the context of pro-poor tourism. The author notes that South African policies also put emphasis on the connection between tourism, poverty alleviation and local economic development. As a finding in this study, it should be noted that the connection between tourism, poverty alleviation and local economic development is still a work in progress and the De Hoop PPP has not made the necessary steps as shown in some indicators. This is necessary to ensure that the grey area of confusion and uncertainty about what the De Hoop PPP should be to the community and how they can assist the community is addressed. The implementation of policies and frameworks could regulate the way the community members are treated when they work for the De Hoop PPP, for example as contractors.

In order to improve communication with De Hoop and enhance the relationships with communities and government, community members of Bredasdorp, the respondents suggested the following recommendations;

- A. encourage locals to visit De Hoop PPP, public education,
- B. meetings at least twice a year, community tours,
- C. advertise De Hoop, and provide pamphlets to update locals regarding development.

Relationships and partnerships can be improved as there is will by the community to participate in tourism initiatives at De Hoop PPP.

### **5.3 Attitudes and expectations towards De Hoop PPP**

- The attitudes and expectations of the local community influence the impact of tourism and conservation initiatives on communities. The results of the study revealed that the majority of the respondents had a positive attitude towards De Hoop ('yes' response). As noted in chapter 4, Cobbinah (2015) established that the positive attitudes of the locals towards conservation are influenced by growing socio-economic benefits in terms of employment, income and involvement in natural resource management and suggests that raising their knowledge of the environmental benefits can increase local support for conservation. In the current study, the negative attitude of the community towards De Hoop PPP was evident through the responses provided. Community attitudes towards PPPs are influenced by various factors. The factors that were prevalent in the case of Bredasdorp include; lack of infrastructure, lack of skills development, sharing of information, feelings of exclusion, cost-related factors, culture, and social issues.

#### ***Lack of infrastructure***

- In the findings of this study, the majority of respondents indicated that the De Hoop PPP does not increase local access to infrastructure and services. Saayman, Rossouw and Krugell (2002, p. 463) state that the tourism sector can generate net benefits for the poor either directly or indirectly.

They suggest that direct benefits would be increase in individual wages through the employment in the formal sector and the indirect benefits would include improvements in roads, water and infrastructure. Rogerson (2002) also submits that there should be investment in soft infrastructure, which includes human resource development, institutional support and regulatory issues. In this case study of Bredasdorp, the idea of developing infrastructure to benefit the poor is not being implemented as suggested by various authors.

- As noted in the previous section, there is lack of LED and this causes the people to have a negative attitude towards tourism and what it could offer to the community. Therefore, this is an area for improvement on the part of De Hoop PPP, CapeNature and the municipality.

### ***Lack of skills development***

- The study found that the majority of respondents agreed that De Hoop PPP provides capacity building, and 56% agreed it provides training. However, from the respondents' responses, as shown in chapter 4, the indication is that there is a gap in skills development in the Bredasdorp area. One of the respondents said; "*I've never heard of PPP; in this area there is lack of skills development*". This influences the attitudes of the community towards tourism PPPs and conservation.

According to Holden, Sonne and Novelli (2011, p.330), a lack of knowledge and skills restricts opportunities within the tourism sector to earn higher wages, seek promotion and find employment with enhanced conditions of services. Black and Cobbinah (2016, p. 85) note that high-end tourism enterprises frequently claim to offer efficient, effective and sustainable options that share the opportunities from tourism with local communities, including employment, skills development and improved social welfare.

### ***Sharing of information***

- In the findings it was shown that the majority of the participants stated that the De Hoop PPP does not increase flows of information and communication. As discussed in the previous chapter, the respondents gave various reasons as to why they disagreed that De Hoop PPP increases flows of information and communication. The findings showed that there was major lack of communication.

Black and Cobbinah (2016, p.100) showed that visibility of community development initiatives, funded through tourism, is vital and should be clear to establish a direct link between local community development and conservation.

- The communication medium was also found to be a barrier in terms of communication between the locals and the De Hoop PPP. This is because not everyone in Bredasdorp has access to the internet and, therefore, advertisements on social media such Facebook and Twitter; thus, communication in those platforms would be in vain for those who do not have access to these social media platforms. One of the respondents noted that most of the local people are not educated.

The opportunities that De Hoop PPP can, and is, creating for the people of Bredasdorp and towns close by are not communicated to everyone. The focus is on schools and learners when it comes to the conservation programmes etc., but the statistics at hand show that the necessary



opportunities that De Hoop PPP can provide should include educating the community. The people would show more interest if they were included and if they knew what the tourism industry in their community could provide for them. Local residents would feel less in the dark if they were shown and taught on the basics of tourism and conservation. At the moment, the community of Bredasdorp feels excluded in terms of information sharing. Of course, De Hoop PPP informs the community about events but the platforms exclude some of the community members. For example, if you're not employed by the De Hoop Nature Reserve or a learner at one of the local schools in Bredasdorp, it would be harder for you to obtain information pertaining to events etc.

### ***Exclusion in sponsorships***

Snyman (2014, p.9) notes that it is frequently the vulnerability of poorer households and the risks they face that lead to less positive attitudes towards tourism.

- It was noted by the respondents that the De Hoop PPP gives donations and sponsorships. However, not everyone in the community benefits from these sponsorships for obvious reasons, such as that not everyone attends the schools that De Hoop PPP sponsors.

This could have a great influence on the perceptions the community members as well as their attitudes towards tourism and conservation. Snyman (2014, p.10) suggests that ecotourism could play an important role through donations towards community development projects, tourism-related and infrastructure developments.

Scheyvens (2009, p.193) reflects on Ashley and Haysoms' (2005) PPT Pilot programme study and notes that donations were asked from the guests for a community development fund. This initiative would be a great incentive for the community of Bredasdorp if managed in a responsible way. The community would be included in the tourism ventures and would gain more benefits this way. The donations and sponsorships of De Hoop PPP should not stop at schools or the development of staff that are already part of the De Hoop PPP initiatives. The community could be included in sponsorships or donation projects and programmes for it was found in this study that the respondents who participate and know about the De Hoop PPP and tourism activities are more positive about tourism and conservation.

### ***Cost relating to access to the reserve***

- The statements made by some of the respondents indicated that locals only go to De Hoop PPP because they work at the reserve, and that the local people from the



community cannot afford to go the De Hoop PPP. There were respondents that commented on the quality of the road and that transport was a problem.

Szell (2012) notes that lack of knowledge or the extent to which the local people are involved in the conservation efforts in their community influenced their perceptions towards tourism. Kariuki (2013, p.4) observes that the costs and benefits local people derive, as well as the state of the local people's economy, often leads to their antagonistic attitudes and perceptions towards tourism development. The author suggests that these attitudes and perceptions are influenced by the concern that local people are not involved in any tourism development, hence they tend to feel marginalised (Kariuki 2013, p.36). According to Jamieson, Goodwin and Edmunds (2004), the negative impact tourism would have on the community is the increased cost of living for local people. This is noticeable in the case of De Hoop PPP, as indicated by participants' responses. Nearby communities would like to make use of the available resources that the De Hoop PPP has to offer, but, unfortunately, some of the community members cannot afford it. When cost exceeds the benefit, residents tend to be more negative towards tourism development (Hanafiah, Jamaluddin & Zulkifly 2013, p.793). Therefore, De Hoop PPP should explore alternatives that are affordable for the locals to benefit from the Reserve.

### ***Racial exclusion***

- The present study found that race issues have an influence on people's attitudes and perceptions towards tourism and conservation. From the findings in chapter 4, it is evident that there was a feeling amongst the community members that the De Hoop Nature Reserve only provides services and benefits to the white people. Kepe (2009, p.872) submits that "race issues transcend many areas of everyday life, as well as generate strong emotion when they are discussed". Chifon (2010, p.114) found that there were racial disputes amongst the black and coloured staff at Spier. In the case of De Hoop PPP employee structure, some of the respondents feel that the coloured people are benefitting more because they are the majority of the staff employed at the De Hoop Nature Reserve. This racial tension could have an impact on the people of Bredasdorp's attitude towards conservation and tourism at the De Hoop Nature Reserve. Thus the De Hoop PPP needs to include extensive initiatives and platforms for racial diversity in both their employment policies and also in the general accessibility of the reserve.

## ***Culture***

- As noted in the findings section of this study, the majority (46%) of the respondents disagreed that the De Hoop PPP contributes positively to social and cultural matters.

Andriotis and Vaughan (2003) found that although employment generation through tourism is among the first priorities for local residents, the residents also saw tourism as a means of helping them learn more about their local culture and preserving traditional folklore.

- The present study of Bredasdorp found that there is a negative view towards tourism based on cultural inclusion. The locals felt that there was a division between the black and the white people of the community. They acknowledged that there is a platform for the community to take part in the cultural explorations from the tourism industry but this has not been explored fully.

Ashley, Boyd and Goodwin (2000, p.5) note that tourism could increase the value attributed to minority cultures by national policy-makers, but socio-cultural intrusion by tourists is often cited as a negative impact.

Jamieson, Goodwin and Edmunds (2004) note that; "Tourism is often welcomed for valuing local culture". It can encourage young people to take a more positive view of their heritage and to engage with it, which engagement may assist in keeping cultures alive and in ameliorating the impacts of urban-drift. However, it might create problems of commercialization, acculturation, dissatisfaction and alienation (Jamieson, Goodwin and Edmunds 2004, p.17). Despite the negative views, there were also positive responses regarding whether the De Hoop PPP contributes positively towards social and cultural matters to the community. The study found that there are community members that are hopeful towards the positive impacts that that tourism might have on culture within the community.

- From the responses in chapter 4, education and the exchange of cultural knowledge (the tourists learn of the local culture and the local people learn from the tourists' cultures and knowledge) play as substantial role on the views the local people have about tourism and conservation.

In the case of Bredasdorp, the inclusion of local people through cultural activities at the De Hoop PPP would have a great impact on the people's attitudes towards conservation and tourism. The exchange of knowledge would contribute to the value that the local people put on their heritage and culture. As mentioned in the findings chapter of this study, educating the

locals about how their cultural knowledge could have a positive impact on conservation would be an asset to their livelihoods and might change their perceptions or views of tourism and culture in their community and, in this case, the community of Bredasdorp.

### ***Social problems associated with tourism***

According to Dibra and Oelfke (2013, p.710), local people see an increase in social problems relating to tourism, such as crime, drug use, prostitution, alcoholism in their community. In this study on the community of Bredasdorp, it was found that there are many social issues that hinder the community of Bredasdorp; for example transport, drugs, abuse of women and racial issues.

- When the study respondents were asked whether they belonged to any development group in the area, the majority of the respondents said ‘no’, while a few said yes. It can be deduced that even the community does not participate and commit in the local development platforms.
- As mentioned in chapter 4, the community development programmes focused on issues that impact the daily lives of the people of Bredasdorp. The people attended meetings that they perceived as growing spiritually and having an impact on their livelihoods, such as meetings about housing development. Conservation and tourism are often the last sectors to be prioritised by the community members.

Tolkach, Pearlman and King (2012) note that despite increasing international interest in reaching measurable development goals and alleviating poverty through tourism, many PPT projects have been either economically successful or marginally successful. The failed projects often lacked market focus and had minimal involvement from the private sector.

- Nowhere in the findings did the respondents mention that the De Hoop Nature Reserve is affiliated with any of the organisation/ development projects that the community members form part. The community might have a change of perspective towards the conservation and tourist activities in the area if the De Hoop PPP takes part in the responsibility of making Bredasdorp a safer environment for all.

Many factors contribute to the attitudes that the local people of Bredasdorp have towards conservation and tourism. It is worth noting that there are positive and negative feelings expressed by communities in this study. It is worth taking into account that people of Bredasdorp and surrounding towns’ views will be influenced by the extent to which they are

included in activities and its offerings and the extent of benefits to communities from these activities, be it through donations or skills development programmes. There are programmes within the community that the De Hoop PPP could invest in.

#### **5.4 Recommendations for Public Private Partnership contracts**

- It is critical to investigate profit sharing of the PPPs; could it not be that government cautions private investors and mandate private investors to invest in community development beyond just jobs. Suggest methods/ models will ensure equal share of profits. Transaction negotiations needs to ensure that communities benefit beyond jobs.
- Upon negotiation, government needs to set win-win structures for optimisation of benefits and for PPPs to be engines for growth at regional level.
- There is need for monitoring and evaluation of the PPP contracts and ensuring room for adaptability especially if the contract is over 20 years.
- Treasury needs to allow the public domain to access information related to the PPPs, as well as allow for analysis of the PPP deals to ensure accountability and transparency to the public domain.
- Local and provincial governments need be involved to ensure local interests are represented; this relationship has to be actively geared towards optimising benefits for the poor.

#### **5.5 Recommendations for future research**

- Future research should explore community ownership and PPPs. Research on the same site as the current study should determine the impact of relocation of communities from the reserve to accommodate the PPP as well as attitudes of relocated families towards the PPP.
- Tourism destination marketing of the De Hoop PPP, ways to create awareness to all stakeholders.
- Conduct a similar research in a PPP site where communities are the land-owners and active signatories in the PPP agreement where consultation cannot be avoided.



## 5.6 Conclusion

It is found that the local people gain from the De Hoop PPP as measured against the requirement or the indicators of Pro Poor Tourism. The increased benefits that the communities experience were found to be training and expanding local enterprise opportunities. The enhancement of non-financial livelihood impacts as well as mitigating environmental impacts were found to be lacking. The main means of beneficiation were job creation and training and skills development facilitated by the De Hoop PPP. The findings showed that there is a feeling of exclusion when it comes to who benefits from the De Hoop PPP, and that not everyone in the community was aware of the non-financial benefits that could be enjoyed from the De Hoop PPP. Infrastructure was one of the major concerns that the respondents raised, which relates mostly to the maintenance of the road.

From this study, a number of underlying issues emerged; issues such as race, exclusion, economic status and infrastructure that play a big role in how the community perceive the De Hoop PPP. There are people in the community that were satisfied with what the De Hoop PPP is doing, but there are also community members that felt the De Hoop PPP could do so much more for the community. Even though the community was involved in the policy making and planning of frameworks, there were a lot of innovative ideas and suggestions from the local people who took part in this study, on how the De Hoop PPP could make a contribution and improve their livelihoods. Overberg's community has realised several economic benefits from the pro-poor tourism initiatives, but the De Hoop Private Public Partnerships can do more.

In conclusion, the benefits of De Hoop PPP to local communities was found to be boosting local employment and wages, boosting local enterprise opportunities, capacity building and training, and mitigating environmental impacts. The areas of focus for De Hoop PPP to improve are; creating collective income sources in terms of fees and revenue shares, improving social and cultural impacts, increasing local access to infrastructure and service, contributing to a more supportive policy/planning framework, increasing pro-poor partnerships with the private sector, and increasing flows of information and communication.

It is hoped that this research will contribute to PPP literature as well policy development of PPPs. Tourism PPP has a huge potential to stimulate regional development and benefit communities more. However, if the recommendations made can be implemented better community involvement and benefits can be realised.



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## **Annexure 1: Guideline Ethics Letter given to Participants**

*Dear Participant*

*My name is Siphokazi Mnyani; I am a Masters student in the Department of Geography, Environmental Studies and Tourism at the University of the Western Cape.*

*My Masters research is examining the extent of benefits from PPP ecotourism partnerships to poor communities in the vicinity of the De Hoop Nature Reserve, and to suggest ways to optimise benefits to the poor. For the purposes of this research I will be interviewing private tourism partners involved in the development and management of commercial leases at De Hoop protected-area sites, CapeNature officials responsible for the management of the PPP, staff members who have benefited from the PPP, community members who do not have jobs in the PPP, community leaders from the nearest towns*

*I am, hereby, kindly requesting your participation in this research, either by way of an interview, or by filling out a questionnaire. If you are willing and agree to voluntarily participate in this research, please be assured that your participation will be done with complete confidentiality and anonymity, without any cause for harm or embarrassment. The information gathered through this research will only be used for the intended purpose.*

*Your assistance in this research project will be greatly appreciated. Should you have any questions, reservations or concerns regarding this study or your role and rights as a participant, please feel free to contact myself at [siphokazimnyani@gmail.co.za](mailto:siphokazimnyani@gmail.co.za) or my supervisor, [mboekstein@uwc.ac.za](mailto:mboekstein@uwc.ac.za) who is based at the University of the Western Cape.*

*Thanking you in anticipation*

*Siphokazi Mnyani.*



## Annexure 2: Guideline Questionnaire administered



### UNIVERSITY of the WESTERN CAPE

Questionnaire (all correspondents)  
Thesis for M.A. Tourism.

#### DEPARTMENT OF GEOGRAPHY, ENVIRONMENTAL AND TOURISM STUDIES

Please tick the relevant Box	Title/ Role
Tourism Partner at De Hoop Tourism	
CapeNature Official	
Municipality Official	
Employee of the De Hoop PPP	
Community Member	

#### Section A

Name of the community .....

Municipality.....

District.....

1. Are you the household head or decision maker in the house? YES / NO

2. Age of respondent \_\_\_\_\_

3. Gender of respondent \_\_\_\_\_ FEMALE / MALE

4. Race of the respondent \_\_\_\_\_

5. Any Disability \_\_\_\_\_ YES / NO

6. Employed \_\_\_\_\_ YES / NO

7. Do you benefit from De Hoop tourism \_\_\_\_\_ YES/NO

How, please explain.....



## Section B

**1. Does tourism at De Hoop PPP Increase economic benefits .....YES/NO**

a. Does it boost local employment and wages? YES/NO

Please explain

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b. Does tourism at De Hoop PPP boost local enterprise / business opportunities? YES/NO.

Please explain

*[Faint background watermark of the University of Cambridge crest]*

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c. Does De Hoop PPP create collective income sources in terms of fees, revenue sharing and access to credit for communities? YES/ NO

Please explain

UNIVERSITY of the  
WESTERN CAPE

2. Does the development at De Hoop PPP enhance non-financial livelihood impacts such as the following:

a. Does tourism at De Hoop PPP build capacity of local people YES/NO

Please explain

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b. Does De Hoop PPP tourism provide training? YES/NO

Please explain.

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C. Does the De Hoop PPP lessen environmental impacts i.e. does business happen in an environmentally friendly manner? YES/NO

Please explain

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D. Does tourism at De Hoop PPP contribute positively on social and cultural matters? YES/NO

Please explain

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E. Does De Hoop PPP increase local access to infrastructure services? YES/NO

Please explain

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**3. Does De Hoop PPP enhance participation and partnerships? YES/NO**

Please explain

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a. Does tourism at De Hoop PPP assist or contribute to policy/planning framework? YES/NO

Please explain

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B. Does tourism at De Hoop PPP increase participation of the poor in decision-making? YES/NO

Please explain

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c. Does tourism at De Hoop PPP help to build pro-poor partnerships with the private sector? YES/NO

Please explain

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d. Does tourism at De Hoop PPP help to increase flows of information and communication? YES/NO

Please explain

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#### Measuring the processes of participation

4. Do you belong to any community development group in your area? YES/NO

If yes, please name the

group.....

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5. Do you often attend community meetings to discuss development issues of the  
Community? YES/ NO

If Yes, please

explain.....

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.....

6. Name three things that encourage you to participate in meetings to discuss development issues of the community

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

7. Name 3 things that can be done to encourage communication regarding tourism at De-Hoop Nature Reserve.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

8. What is your attitude towards and expectation from tourism in De Hoop PPP?

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UNIVERSITY *of the*  
WESTERN CAPE

**Thank you very much for participating in this survey.**