THE ROLE OF SUSTAINABLE TOURISM IN IMPROVING LOCAL COMMUNITIES' LIVELIHOODS IN THE SOUTH BEACH AREA, DURBAN

BY

XOLANI RIAN MASUKU

217026533

SUPERVISOR

PROFESSOR JORAM NDLOVU

Submitted in fulfilment of the academic requirements for the degree of

Master of Arts in Culture and Heritage Tourism, in the School of Social Sciences, College of Humanities,

University of KwaZulu-Natal,

Durban, South Africa

2022

Declaration

I **<u>Xolani Rain Masuku</u>**   Declare that:

The research reported in this thesis, except where otherwise indicated, is my original research. This thesis has not been submitted for any degree or examination at any other university and does not contain other persons' data, pictures, graphs or other information, unless specifically acknowledged as being sourced from other persons. This thesis does not contain other persons' writing, unless specifically acknowledged as being sourced from other researchers. Where other written sources have been quoted, then: Their words have been re-written, but the general information attributed to them has been referenced.

This dissertation is being submitted to the School of Social Sciences, College of Humanities, at the University of KwaZulu-Natal for the degree of Master of Arts in Cultural and Heritage Tourism.

Signed

Xolani Masuku   Date

  X.R Masuku   28 April 2023
………………….   ……………….

Professor Joram Ndlovu   Date

…………………..   ………………

Dedication

I dedicate this dissertation to my late mother (Zishintshile Masuku) and father (Sipho Mbatha)

Your love and support will forever be in my heart.

Acknowledgements

I want to start by expressing my gratitude to God for always being there for me at difficult moments. Even though completing this research was not simple, you have consistently reassured me, loved and gave me strength to continue. I am very grateful.

Table of Content

Abstract

The purpose of the study was to examine the role of sustainable tourism in improving local communities' livelihoods in the South Beach area in Durban. The study sought to analyse the complexities of interactions and relationships that exist between host communities, local government, and tourism businesses (private sector). The aim was to understand the stakeholders' capability to enhance the livelihoods of local communities. Since tourism-related businesses are predominant in the South Beach area, the study focused on the level of support given to local communities by tourism businesses. A qualitative research was employed in this study to investigate how organisations work, and understand how conversations shape these relationships, as well as the perceived context of sustainable tourism. A total of fourteen (14) people participated in the study. The results show that the South Beach tourism sector has contributed immensely towards improving the livelihoods of local communities by enhancing local community's equilibrium, fostering healthy attitudes and behaviours towards nature, and increased public environmental consciousness. Tourism has contributed towards lasting local economic development and created permanent jobs for local people. Furthermore, sustainable tourism has promoted the sustainable consumption and production of goods and services. Other contributions include the provision of socio-economic benefits for communities who live in and around the South Beach area. The study further revealed that tourism has enhanced conservation of marine heritage and created authentic experiences for both tourists and local communities. The study concludes that cooperation between the private sector and local government is essential to ensure the sustainability of coastal tourism. Additionally, NGOs need greater support financially to improve the quality of life for nearby deprived communities.

List of Acronyms

CSR - Corporate Social Responsibility

DCTO - Durban Community Tourism Organisation

DEAT - Department of Environmental Affairs and Tourism

DMO - Destination Marketing Organisation

EIA- Environmental Impact Assessment

EMS   -Environmental Management System

IDC- Industrial Development Corporation

NGOs - Non-governmental organisations

SAT - South African Tourism

SDGs- Sustainable Development Goals

SET -Social Exchange Theory

SMMEs -Small, Medium and Micro Enterprises

TBCSA -Tourism Business Council of South Africa

TKZN -Tourism KwaZulu-Natal TKZN

UNEP -United Nations Environment Programme

UNESCO -United Nations Educational, Scientific, and Cultural Organisation

UNWTO - World Tourism Organisation

List of tables and Figures

Tables

Figures

List of Appendeces

Appendix 1   Local municipality interview guide

Appendix 2   Tourism Businesses Interview Guide

Appendix 3   NGOs Interview Guide

Appendix 4   Consent Form

Appendix 5 Ethical clearance letter

Appendix 6 Gate keepers' letter from eThekwini Municipality

Chapter One

INTRODUCTION AND CONTEXT OF THE STUDY

1.1 Introduction and background of the study

Local governments have long used tourism as a tool for economic growth and community development, and Durban (eThekwini) is no exception. As Jiyane et al (2012) contend, in terms of economic output, the tourism industry is a critical sector in the eThekwini Metropolitan Municipality and contributes greatly to the improvement of local residents' lives, particularly in the informal economy sector. It is unsurprising, then, that tourism has been recognised in its ability to contribute significantly to socio-economic development, including poverty alleviation, both globally and in many African countries (Rogerson, 2007; Gupta, 2008; Ramaano, 2021). Tourism has now become one of the world's most important sources of revenue. It creates jobs, generates foreign exchange revenues for both developing and developed countries, and aids infrastructure development in a destination (Nagarjuna, 2015). The South African national development plan aims to create a self-sufficient economy that uses natural resources wisely for the benefit of local communities; therefore, it is critical that an industry such as tourism pushes for sustainability in order to meet the goals of the national development plan (Perry and Potgieter, 2013).

Of interest amongst tourism scholars, is how tourism benefits are equally shared amongst stakeholders, particularly with local communities. Thus, the purpose of this research is to examine the role of tourism enterprises in improving the lives of local communities, with a specific focus on South Beach, Durban. Numerous studies have identified a lack of local community participation in tourism development as the key cause of local communities' failure to benefit from tourism. Local community engagement is a key component of tourism development because it is essential to the industry's long-term viability (Muganda et al, 2013), and should thus be encouraged. It is crucial that local communities are recognised as equally vital stakeholders in the growth of tourism.

Sustainable Tourism calls for accountability, appropriate and immediate practice from tourism destinations (Mihalic, 2016). It encourages individualistic responsible behaviour from the tourism industry in addressing tourism development concerns, which includes contributing to the

upliftment of local communities. Of interest to this study is its socio-economic aspect, which emphasises the generation of economic benefits for local communities, and enhancement of the welfare of host populations. Therefore, this study will focus on the actions taken by local tourism businesses to uplift and improve local communities' lives. Giampiccoli and Saayman (2017) assert that sustainable tourism advocates for the inclusion of local communities in tourism development and that tourism must support local communities. Lack of community involvement in tourism development has been persistently identified as a reoccurring issue in the province of KwaZulu-Natal (Ngxongo, 2017; Nzama, 2010). A study by Nzama (2010) on the involvement of local communities in the management of protected areas in the Isimangaliso Wetland Park district; shows that local communities are not widely involved in the management of protected areas. Similar findings, where tourism businesses do not practice a participatory approach in their management strategy, are also highlighted by Puhakka and Siikamäki (2012) as major contributing factors to the hardships faced by sustainable tourism management. As a result, local communities benefit minimally from tourism.

In KwaZulu-Natal, Durban is the most popular tourist destination (Makhaola and Proches, 2017:1). Therefore, as a city, it is very important that it recognises the tourism industry's capabilities to contribute to the local community's well-being by providing jobs and involving local people in a variety of tourism industry-related activities. South Beach, as part of Durban, is an area that is alive with various possibilities and development opportunities, for example, it has annual events, beautiful beaches, and marine tourism, which is a great economic advantage to the city. It is part of the Golden Mile (a prominent beachfront stretch in the city of Durban) along with its sprawling tourist attractions. The area includes some of Durban's most notable attractions, including Funworld amusement park, which features cable car rides, swimming pools and slides, and some spectacular ocean views. The successes of tourism development, offering great tourist experiences to visitors, is thus apparent in this part of Durban and has triggered research interest in terms of what they bring back to the community (Sucheran, 2016).

This study hence aims to examine the role of tourism businesses in the South Beach area in the upliftment of local communities. The need for such a study is more important since Durban is the tourism gateway of KwaZulu-Natal, and it has hosted and will continue to host several national and international events soon, drawing many visitors. This study adds significantly to the scope of

tourism literature because the alignment between tourism development and local community upliftment is widely recognised and emphasised by both local/national governments and tourism scholars. In the South African context, the government has identified tourism as part of the local socio-economic development strategy (Butler and Rogerson, 2016; Nel and Rogerson, 2016). It is, therefore, necessary to identify and examine development efforts initiated by tourism businesses aimed at improving the lives of local communities, and their effectiveness in enhancing the general wellbeing of local communities, hence the relevance of this study.

Frey and George (2010) argue that tourism businesses should ensure better vacation experiences for visitors while also providing possibilities to improve one's quality of life through increased socio-economic advantages and better natural resource management. They argue that tourism businesses must implement sustainable tourism approaches as that will promote a sense of responsibility in terms of responsible behaviour and action, ultimately encouraging all tourism stakeholders, including customers, suppliers, and governments, to be accountable and responsible for tourism's effects (Mihalic, 2016:4-5). Goodwin and Font (2014) support this behaviour-based perspective, stating that sustainable tourism is defined as all tourism stakeholders' desire to accept responsibility for improving tourism by reducing its disadvantages and boosting its social and economic benefits. Nonetheless, its strategies include placing a strong emphasis on assessing, monitoring, and disclosing the impacts of tourism development, enabling local community participation and the building of relevant economic linkages, and promoting the sustainable use of local resources (Frey and George, 2010:2).

Sustainable tourism strategies, where they are practised, have been accused of being a "hoax" or used solely as a marketing tool to help tourism businesses improve their brand (Self et al, 2010). Keese (2011) describes greenwashing as promoting responsible tourism while effectively doing the opposite; this essentially means that tourism businesses tend to care more about how they are perceived, rather than their actual developmental impact on the environment and surrounding or adjacent communities. They do this by stating that their businesses are accountable for the environment and the communities in which they operate, while in fact, they are not. Thus, this study aims to discover and investigate the activities that tourism businesses at South Beach, Durban, undertake to improve the lives of the local people. Rasoolimanesh and Jaafar (2016) assert that a successful tourism development initiative is one where local people's needs are not ignored

nor disregarded but attended to, through tourism development. To achieve that, the study will employ a qualitative research design, as it tries to interpret experiences and grasp issues in a specific context. As a result, the research aims to adopt the interview strategy, in which the sample of participants to be interviewed will include Tourism business Managers/Owners and the eThekwini Municipality, officials. This research investigation is built upon and anchored by three theoretical frameworks, which are the Magic Pentagon, Social Exchange Theory (SET) and the Stakeholders Theory. These theories provide a clear link between the problem or phenomenon being examined, and the methodological approach used in this study.

1.2 Problem Statement

Many governments around the world, including South Africa's, use tourism as a strategy to develop and provide opportunities (such as employment) to bring economic benefits to local communities, eventually contributing to poverty alleviation. However, tourism development in many areas around the world has fallen short of expectations. As Al Haija, (2011) contends, when the economic benefits obtained from tourism are not evenly spread throughout the community, local dissatisfaction with tourism development initiatives arises. Thus, local tourism development initiatives, including those of tourism businesses do not benefit or cater to the needs of local communities (Ghasemi and Nejati, 2013). Therefore, a critical examination of how each sector, such as tourism enterprises, contributes to the improvement of local people's lives is required to uncover flaws and make proactive recommendations. Understanding the complexities of the interactions and relationships that exist between host communities, local governments, and tourism businesses (private sector) can enhance the understanding of each stakeholder's role in the attempts to enhance the lives of local communities through sustainable tourism.

1.3 Objectives of the study

- To examine the strategies put in place by the Tourism businesses in the South Beach area, Durban, to uplift the livelihoods of the local people.

- To identify communication strategies or networks used by tourism businesses to reach out to residents.

- To examine the extent to which local tourism businesses recognise local communities as stakeholders in tourism growth and development initiatives.

- To document the level of support that tourism businesses give to local communities.

- To identify community outreach programs that have been initiated by tourism businesses to improve local communities lives.

1.4 Research Questions

The study will address the following important questions to achieve the research objectives outlined above:

- How do tourism businesses in the South Beach area in Durban benefit local community members?

- What community outreach projects are in place, aimed at improving the lives, or fulfil the needs, of the local residents?

- What socio-economic management strategies do local tourism business owners employ in their operations in the area?

- What tools or networks, if any, do these businesses use to communicate with community members about any form of development that could influence their (local residents) lives?

- Do local tourism business owners see local residents as significant stakeholders in the development or growth of tourism?

1.5 Significance of the study

For a long time, the inclusion of local communities in tourism development has been a recurring concern. Many studies in the tourism spectrum have designated host communities as the least likely to gain from tourism (Al Haija, 2011). By examining the contribution of tourism enterprises, this research will yield new insights into what tourism businesses contribute, and if it is sufficient or aligned with the needs of the communities in which they operate. Furthermore, it will investigate

how tourism enterprises respond to the needs of local communities, thus tracking the incorporation of sustainable tourism strategies into their management strategies. This is significant since sustainable tourism practices are heavily reliant on tourism businesses themselves. By examining the interactions between tourism businesses and municipality officials, the study will reveal how these tourism bodies collaborate to ensure local communities' needs are attended to through sustainable tourism. Moreover, it will uncover possible breaches in their relationships and will eventually offer some recommendations on how to go forward collaboratively. As a result, this study greatly expands the scope of tourism literature by contributing fresh knowledge in a hitherto unexplored area.

1.6 Research Limitations

There are certain limitations to the study that may have an impact on the findings. The research focus is in the South Beach area and given that South Beach is a Metropolitan area, there are few to no residential areas in the area. Instead, the area includes office buildings, health facilities and businesses such as tourism attractions, hotels, restaurants, supermarkets, shopping malls and some flats that are used for university residences. Since the focus of this study is on tourism businesses operating in South Beach, most tourism businesses operating in the South Beach area, contribute to communities that live outside of South Beach as it is not a communal area. Due to that, residents' perspectives were not included in the study, nonetheless, where possible, some of the community outreach programs that the businesses claim to be working with are interviewed and included in the study. Therefore, the outcomes of the study may not reflect community improvements restricted to the area of South Beach, but rather in other Durban neighbourhoods where the tourism businesses run their community outreach initiatives.

Another limitation of the study is that the total number of participants was a small sample, which may have excluded other perspectives and perceptions of tourism businesses, municipal officials, and non-governmental organizations (NGOs). The study relied on the participants willingness to participate; thus, it was only limited to 14 (fourteen) participants. However, the sample provided insightful data that was able to address the major study questions and give a thorough explanation of how sustainable tourism improves the lives of local populations. Furthermore, because South Beach is a very small area of the city of Durban, the study's findings might not be generalisable to

North Beach and Point and other well-known Durban tourist destinations. Nonetheless, given the push for a more sustainable tourism development in travel areas, the research findings may still be useful to tourism officials.

1.7 Ethical Considerations

The researcher will inform the participants of their rights, including the fact that their participation is entirely voluntary and that they can withdraw at any time. Participants who wish to participate will sign the informed consent form voluntarily after being given all the pertinent details about the research (Burns and Grove, 1993). The researcher will inform the participants that there will be no financial or immediate benefits to participating in the study and that their comments and personal information will not be shared with a third party without their permission, ensuring confidentiality. Anonymity will be maintained by refraining from using real names when referring to their replies. Instead, mock-names and codes that are known only to the researcher, and have been explained to the supervisor, will be used (Cohen, Manion and Morrison, 2007). Any information about the individual participants (e.g., name, home locations, email address, etc.) will not be collected. The researcher will follow up with the participants to confirm the results. Permission to interact with the participants was requested from eThekwini Municipality for the purposes of applying for the Ethical Clearance Certificate. To comply with ethical codes of conducting research, the researcher will present a university-issued ethical certificate. The Corvid-19 protocols will be followed, including hand sanitization before and after interactions with participants, social distancing, and the wearing of masks at all times.

1.8 Structure of the dissertation

There are six chapters in this research paper and the organisation of each chapter is outlined below:

<u>Chapter 1</u>

The first chapter introduces the reader to the research problem and gives an overview of the study's overall purpose by highlighting the study's goals and the main questions to be answered. The chapter also glances at the study's limitations and considers the study's contribution to the scope of tourism literature. Lastly, the chapter looks at the ethical considerations that were observed during the study's duration.

Chapter 2

The second chapter will provide a discussion of the literature review, highlighting different literature developments surrounding the study topic, drawing from regional and international case studies. It will also present the three theoretical frameworks adopted in the study, explaining in detail the perspectives of each theory and why they were chosen to anchor the study.

Chapter 3

The third chapter is a discussion of the research methodology and methods used in this study, providing further insight into the methodological research approach taken prior to data analysis.

Chapter 4

The fourth chapter will be sustainable tourism practices in the South Beach area, Durban. This chapter will analyse and discuss the different conceptions of sustainable tourism and the integration of its principles in the South Beach area, Durban.

Chapter 5

The fifth chapter will present the challenges of sustainable tourism in the South Beach area, Durban. It is an analysis of the interactions that exist between the key sustainable tourism stakeholders in South Beach and the obstacles preventing the growth of sustainable tourism development.

Chapter 6

The sixth and last chapter is a summary, recommendations and conclusion, a reflection on the study's potential contributions and recommendations for future research.

1.7 Conclusion

This study's overall intent was displayed in this chapter. The introduction lays out the contextual drive of the study, which highlighted the study's purpose. It also provided the research objectives along with the research questions. The chapter glanced at the statement problem of this study, which explained the key point of concern. Furthermore, the significance of the study presented

the study's overall contribution to tourism literature including the study's limitations. Lastly, the structure of the dissertation was presented.

<center>**Chapter Two**</center>

<center># LITERATURE REVIEW AND THEORETICAL FRAMEWORK</center>

2.1 Introduction

Sustainable tourism integration has been a difficult process worldwide, particularly for tourism businesses. One of its core principles encourages tourism businesses to address host community's needs by contributing to the development of stronger local economies and a higher quality of life for local residents (Van Zyl, 2015). Tourism is one of the most significant economic sectors in the world, yet literature suggests that most local communities where tourism enterprises operate do not receive their fair share of tourism benefits (Al Haija. 2011). This chapter provides a literature review on this subject, drawing from local and international case studies. The discussion includes an analysis of the twelve (12) sustainable tourism principles, as guidelines aimed at increasing the involvement of local communities in tourism development (Giampiccoli and Saayman, 2014). Moreover, the chapter will also look at the corporate social responsibility of tourism establishments and social, economic and environmental responsibility in tourism development. Additionally, the chapter will also look at the roles of the different stakeholders that are involved in sustainable tourism.

2.2 Sustainable Tourism Principles

Over the years, sustainable tourism has received increased attention from tourism professionals and governments. Despite this, there is no agreement on a single definition, policy, or measure that constitutes what sustainable tourism is. Instead, a variety of definitions exist (Berno and Bricker, 2001). Nonetheless, Swarbrooke (1999) describes sustainable tourism as a management tool that is at most, influenced by sustainable development, as it aims to develop tourism that is economically viable, addresses its social responsibilities of improving the host community and protects the natural environment whilst satisfying the needs of tourists. This is to ensure that tourism development achieves equitable and long-term growth. According to Merwe and Wocke, (2007) sustainable tourism supports environmental responsibility by encouraging the industry actors to use resources sustainably; integrate local communities in their tourism development and ensure the safety and security of visitors.

<center>10</center>

Sustainable tourism encourages tourism industry players to create better holiday experiences for guests while also providing good business opportunities for host communities. As a result, local communities are able to enjoy a higher quality of life through increased socio-economic advantages and improved natural resource management (Frey and George, 2010:2).

Sustainable tourism strategies are aimed at, creating a competitive advantage, addressing the environmental, social, and economic impacts of tourism development, sharing benefits with local people, and enabling their participation in decision making. Moreover, it is aimed at developing meaningful economic links, and prevention of over-utilisation of local resources (Spenceley, 2002). Some of the United Nations Sustainable Development Goals (SDGs) are addressed through sustainable tourism. These include lessening of destitution, securing the planet, and guaranteeing that everyone prospers (Burrai, 2019). Hence globally, sustainable tourism has gained traction in governments. Environmental protection, globally, is critical, there is a need to implement sustainable tourism practices to address the negative effects of tourism development (Hanafiah et al., 2016). Sustainable tourism has three main dimensions namely, economic, environmental and social. Specifics about each dimension are explained below:

2.2.1 Economic Responsibility

Tourism is a major source of revenue for many countries and a key tool for regional economic development (Fossati and Panella, 2000). While tourism should ensure that environmental and social aspects are addressed, it must also generate a profit. Creating that balance has sparked debates among tourism experts. Some scholars argue that to develop tourism, some level of environmental deterioration should be expected. Prioritising the environment, on the other hand, means reduced tourism revenue (Fossati and Panella, 2000:8). Moeller et al. (2011) view the implementation of sustainable tourism strategies, such as responsible tourism as a sacrificial journey; it requires investment in tourism products that are environmentally friendly. Some tourists would pay more for such services, compensating for the drive away from mass tourism (Moeller et al., 2011).

While implementing sustainable tourism is desirable, it has financial implications for some tourism establishments. In their study, Frey and George (2010) identify some of the expenses and challenges, incurred when modifying operational systems. For example, responsible tourism

development imposes investment in machinery to minimise environmental effects. This can be costly, for, specifically small tourism businesses that want to maintain their pre-existing profit margins (Thett, 2012). These financial implications for sustainable tourism, create "tensions between tourism development and sustainable tourism". They affect tourism businesses profit margins and counter mass tourism as they impose, fewer visitors on destinations, which results in revenue loss (Moeller et al., 2011). Such regions as Togean Islands, are defined as not fully implementing sustainable tourism principles. This is because given revenue loss accompanying substantial environmental limitations imposed on tourism enterprises in the area, they do not apply standard responsible tourism due to local governments' concern of driving foreign investment away (Thahir et al., 2021). Nevertheless, implementing sustainable tourism has positive impacts on society, the environment, and the economy if implemented properly (Thahir et al., 2021). Environmental conservation and income maximisation may not be mutually exclusive business goals but complement each other. For example, the tourism industry that is environmentally sustainable achieves better business goals (Moeller et al., 2011). In their policy context, governments should design policies that align conservation needs with economic maximisation interests (Fossati and Panella, 2000). Overall, the tourism industry, regardless of its commitment to sustainable tourism, should remain profitable in the short and long term, and manage growth levels (Brokaj, 2014:5). Sustainable tourism urges tourism destinations to ensure economic viability, by encouraging destinations to continue to retain their economic benefits and growth in the long term. Most crucially, when tourism enterprises engage in sustainable tourism, they gain a competitive advantage, guaranteeing that their economic development is maintained (UNWTO and UNEP, 2005).

2.2.2 Environmental Responsibility

The environment as a key source of tourist products must be conserved for tourism and economic development to continue sustainably (Fossati and Panella, 2000). Tourism is a nature-based economic activity that incorporates the environment into its diverse range of tourist products (Fossati and Panella, 2000; Buckley, 2011; Wong, 1993; McCool, 1995; Holden, 2008; Stefănica, and Butnaru, 2015). Thus, environmental protection is critical in the tourism industry to increase industry's longevity (McCool, 1995). Tourism damages the environment but also contributes to

its protection (Buckley, 2011). Tourism accounted for more than 60% of all air trips made globally in 2015, causing gas emissions (Stefănica, and Butnaru, 2015:2).

The devastating negative impacts of tourism on the environment include erosion due to increased tourist activity on the ground creating water pathways, increased volume of tourists in an area can cause environmental degradation, poor tourism planning can result to vegetation damage and the disturbance of animal life. Tourist-accommodating facilities' garbage disposal and over-utilisation of local natural resources are due to tourist's demands (Tisdell, 1987). Mass tourism has caused multiple environmental concerns, such as degrading beautiful beaches, ruining previously untouched pristine environments and potentially disturbing natural inhabitants (Croall, 1995:3). Thus, an increasing number of individuals have been become aware of the critical need to make tourism more sustainable and ecologically friendly (Briassoulis and Van Der Straaten, 2013; Butler, 1991; Croall, 1995).

At present, the transition to sustainable tourism stresses environmental protection and presents it as a key component in tourism growth. Thus, these environmentally friendly practices are essential in sustainable tourism implementation: using transportation systems that have less environmental impact in tourist journeys, adopting responsible behaviour when engaging in travel (tourists) such as not disposing garbage indiscriminately, lowering power consumption levels by using sustainable alternatives like solar energy, saving water, paying taxes for environmentally based activities to contribute to conservation of natural resources and increasing awareness on environmental issues with relevant stakeholders (Briassoulis and Van Der Straaten, 2013:4).

Sustainable tourism proclaims that all stakeholders carry a responsibility to ensure that environmentally based tourist activities impacts are decreased, and tourism enterprises be transparent about their developmental impacts on the environment (Spenceley, 2012). When environmentally based policies are incorporated in tourism development, it may have a wide range of effects on people's quality of life by causing destination sustainability (Mathew and Sreejesh, 2017). In other words, destination sustainability can ensure that host communities are untroubled in their natural environments. Needless to say, for sustainable tourism to flourish among tourism industry actors, the following will have to be adhered to: posing a preservation levy to tourists who visit national parks or nature based attractions around the country, spending a proportion of all

profits to efforts of conservation, using a portion of the attraction area for conserving natural habitats, educating staff members about conservation, monitoring the environmental impacts of tourist based activities, lastly for big corporations, it is suggested that they use the Environmental Management System ,(EMS) (ISO14001) to monitor their environmental impacts, thus helping them to improve current operations (Spenceley, 2002:3-6). "Locally based items should be purchased by tourism enterprises and in doing so, the following guidelines must be adhered to: avoid buying products that are from endangered species, evade utilising genetically modified products, instead, use organic fresh produce that is likely to come from local communities, avoid buying carvings that are made from rare wood, use indigenous trees instead of planting exotic plants that may potentially damage the local soil" (Spenceley, 2002:5).

To fully enjoy the benefits of sustainable tourism involvement, especially for local communities, these principles should be rigorously followed. Sustainable tourism urges destinations to ensure biological diversity by contributing to the conservation of species and environments (UNWTO and UNEP, 2005). Since ecological systems and biodiversity are critical for tourism, it makes complete sense for destinations and the tourism sector to safeguard them as precious commodities that contribute to the overall success of tourism; additionally, the tourism industry can provide a stimulant for ecological and endangered species (Tapper, 2010:8). Moreover, sustainable tourism encourages destinations to maintain Environmental Purity to minimise pollution and negative environmental impacts caused by tourism businesses and tourists (UNWTO and UNEP, 2005). Tourism depends on the quality of the environment, both natural and man-made. As a result, tourism planning and management should guarantee that the negative environmental repercussions of visitor activities are minimised (Tapper, 2010:8).

2.2.3 Social Responsibility

Both globally and in the South African context, tourism is "renting out" other people's environments to utilise them for travel-related services (Goodwin et al, 2002:2). Thus, it is critical that any form of tourism development be mindful of its impacts on local communities (Paskova, and Zelenka, 2019; Spenceley, 2002; Font and Lynes, 2018; Martínez, Pérez, and Rodriguez del Bosque, 2013; Hughes and Scheyvens, 2016; Tamajón and Font, 2013; Hatipoglu et al, 2019; Thahir, et al., 2021; Williams et al., 2007). One of the most important aspects of sustainable

development and responsible tourism is that any tourism development, particularly in the third world, should focus on empowering and prioritising local communities in order to increase their participation in tourism development, as a result, their local cultures and natural resources will help to ensure the destination's long-term viability (Sutawa, 2012).

Local communities are an important stakeholder in tourism development; any type of tourism development should have the complete support of local communities to prevent disputes and achieve a successful and collaborative tourism development (Dabphet, 2012). The fundamental goal of inclusiveness in sustainable tourism development is to enable local communities to take control of tourism development, as destinations' long-term viability is highly reliant on local engagement (Simpson, 2001). Consequently, global organisations such as the World Tourism Organisation (WTO) and the United Nations Educational, Scientific, and Cultural Organisation (UNESCO) encourage tourism development of nations to prioritise local community participation in tourism development to achieve sustainable development goals (Dabphet, 2012).

Simpson (2001) states that despite such encouragement from international organisations, in many tourism destinations around the world, tourism is found to be: not prioritising local economic growth, disregarding conservation efforts by exceeding carrying capacity (the number of tourists a destination can handle) and avoiding addressing the needs of local communities. As a result, numerous tourism destinations throughout the world remain largely unsustainable. Counteractively, to contribute to the well-being of local communities, sustainable tourism calls for: "tourism that does not deplete non-renewable resources in any way, tourism that must provide remote communities with new economic prospects, tourism that contributes to poverty alleviation by providing real opportunities for advancement, tourism that helps rejuvenate local cultures and customs, and tourism that promotes better inter-personal understanding and a greater sense of awareness globally", subsequently, local communities' lives will be improved (Muhanna, 2007:41). For this to be realised, these principles should be followed, ensuring local control by involving local communities in decision-making, particularly in management decisions that may have an impact on their livelihoods as main inhabitants of the environment. (UNWTO and UNEP, 2005). This is to guarantee that local communities are treated as equal partners in the tourism development of destinations. Consequently, local communities will be able to have an authoritative

voice in terms of how their natural resources are used, ultimately encouraging them to maintain their local community structures and practices (Pongponrat, 2011).

Destinations should also ensure community wellbeing by improving the quality of life in communities by making a major contribution to their well-being. They may do so by ensuring that their social structures are respected and that they have access to local resources, even though they are being utilised for tourism development, to prevent social marginalisation and exploitation (UNWTO and UNEP, 2005). Furthermore, improving the well-being of local communities will decrease the dissatisfaction of local communities with tourism development, therefore avoiding potential disputes (Harris et al., 2012). Sustainable tourism attempts to ensure social equity by encouraging tourism establishments to ensure that tourism's social and economic advantages are disseminated across the areas where the tourism destination is located, eventually providing impoverished populations with prospects, revenue, and services (UNWTO and UNEP, 2005). Lastly, destinations should ensure cultural richness by encouraging respect for local cultures and contribute to the enhancement of historic heritage and traditions (UNWTO and UNEP, 2005).

2.3 Tourism Stakeholder's roles in Sustainable tourism

Both tourism researchers and practitioners realise and accept the need of including all stakeholders in the efforts of developing local community's lives (Dabphet, 2012; Waligo et al, 2015). This is critical since the growth of tourism in tourism destinations across the world is dependent on a variety of industry players and other sectors, therefore it is critical to value partnerships in sustainable tourism development (Ellis and Sheridan, 2014). Stakeholder participation in sustainable tourism strategies allows industry actors to express their interests, resulting in the establishment of an industry that caters to diverse industry participants, most importantly local communities (Dabphet, 2012:2). It is a voluntary procedure for stakeholders to engage in, or to disregard, sustainable tourism strategies, particularly those that aim at supporting local communities, such as responsible tourism (Dabphet, 2012).

Camilleri (2016) maintains that sustainable tourism will indeed give a competitive advantage when there is constructive contact and continuing communication between all stakeholder groups (including employees, customers, the marketplace, and social organisations that represent local communities. This highlights the value of healthy connections among stakeholders, especially

those who facilitate the process of uplifting local communities' lives. According to Waligo et al. (2015) a purposeful choice to recognize and include stakeholders in responsible tourism activities from the beginning creates a virtual cycle between stakeholder interest in engaging in communities and the convenience with which impactful decisions may be implemented. However, including all stakeholders in these efforts is not an easy step since equitable involvement in decision-making is not guaranteed. This is because certain stakeholders may be more influential than others (Hatipoglu, 2016).

2.3.1 The role of Government

The government is one of the most significant industry players in implementing sustainable tourism practices such as improving local communities' lives, primarily because it monitors the private sector by enacting rules and regulations that attempt to guide it on how to conduct sustainable tourism strategies such as community-based tourism, ecotourism, pro-poor tourism, and responsible tourism (Begum, 2014). Institutions of government play a crucial role in the development of local communities (Dabphet, 2012). The regulatory role of government is critical for conservation initiatives such as wildlife protection and cultural heritage preservation, particularly because it is responsible for permitting both foreign and local visitors to view pristine protected habitats (Hall, 2012;109). Hall contends that it is the government's obligation to create responsible tourism organisations that regulate the private sector in order to achieve economic, social, and environmental sustainability.

Most countries, on the other hand, have a plethora of policies for implementing community upliftment initiatives, but most governments have failed to put them into action (Chili and Xulu, 2015). Some tourism businesses may opt to disregard government rules, particularly those relating to the environment, necessitating the government's "command and control" approach, which might result in legal repercussions for those who do not comply (Bramwell and Lane, 2010). Bramwell and Lane (2010) continue to assert that this does not reflect the reality that governments, particularly in developing countries, have a reputation for failing to lead in the development of local communities' lives through tourism development. Brokaj (2014) indicates that while the central government continues to regulate sustainable tourism development, local governments are overseeing putting such policies into action within the national framework, thus it is essential to

employ qualified personnel to spearhead sustainable tourism development so as to ensure that local communities benefit from tourism development.

As a tourism regulator, governments should create collaborative environments for all stakeholders involved in sustainable tourism development to avoid conflicts; however, if conflicts do arise, it is the government's responsibility to provide conflict resolution and problem-solving methods to successfully implement a collaborative sustainable development effort, that caters for needs of the local community (Pforr, 2004). As a result, a fruitful partnership between local and central government is required to enable local governments to approach and engage tourism businesses for a possible collaboration, that strives for development that is relevant to local communities (Brokaj, 2014).

South African local governments (municipalities) should oversee that responsible land use and planning clearances are issued, as well as ensure that infrastructural development is environmentally sustainable (Chili and Xulu, 2015). In fact, the local government's provision and maintenance of infrastructure has a huge influence on a destination's image by making it more desirable to tourists, thereby boosting tourist experiences (Ruhanen, 2013). In the tourism sector, resource management typically involves multiple organisations, and the line between whose responsibility it is to spearhead responsible tourism practices is blurred. As a result, mandates that are offered turn out to be ineffective in terms of waste management, coastline management, and historical monument management (Pforr, 2004). Most governments are aware of the importance of including local communities in tourism, but they are having difficulty putting their policies into action. This can be attributed to the fact that not all stakeholders have a clear understanding of what needs to be done in order to successfully incorporate local residents in tourism development, resulting in ineffective policies (Brokaj, 2014). Therefore, national governments should guarantee efficient teamwork and continual communication among stakeholders to ensure that all parties are well-informed on the topic and that the voices of local people are heard (Chili and Xulu, 2015).

According to Brokaj (2014:9-11) in order to execute a successful contribution to local communities' lives the government, has the following roles and responsibilities: "formulation of a sustainable tourism policy and framework, regulations and standards governing environment and resource management, provision of infrastructure planning, developing policies that cater for the

lives of local communities, ensuring continual dialogue between stakeholders, promoting sustainable tourism strategies and marketing, encouraging socio-economic development through tourism and workforce development, education, and training" (Brokaj (2014:9-11).

Moreover, the government should encourage destinations to ensure resource efficiency by aiming to minimise the use of non-renewable resources and scarce resources in tourism development (UNWTO and UNEP, 2005). Tourism has influence on the provision and quality of natural resources for local users, therefore, it is important that its activities do not deplete scarce natural resources. Secondly, the government should encourage physical integrity by creating policies that preserve and improve the quality of urban and rural environments while avoiding physical and aesthetic damage to the environment (UNWTO and UNEP, 2005). The optimum success of tourism activities in rural regions necessitates the implementation of sustainable related policies. Lastly, Local Prosperity should be encouraged by the government, by ensuring that the economic advantages generated by tourism in local communities are returned to the communities; hence, policies aimed at maximising economic returns and minimising economic leakages should be developed (Harris et al, 2012). Furthermore, such measures should impact tourist spending on locally produced goods and encourage the growth of local businesses (UNWTO and UNEP, 2005).

2.3.2 The Role of Tourists

According to Eichelberger et al (2021) responsible tourism mandates that all stakeholders involved in tourism development take responsibility for their actions; nevertheless, little emphasis has been devoted to how tourists contribute to the betterment of local communities. Tourists, as incomprehensible as they may be, contribute considerably to local communities since they have a direct impact over tourism businesses operations as the target consumer (Byrd, 2007). Tourists' responsibilities include giving revenue to the tourism sector, acting sustainably and ethically towards the environment, local inhabitants, and in their travel choices, and conveying accurate information and opinions about destinations' sustainability concerns (Becken, 2005). There is a growing number of travellers that are committed to supporting responsible tourism initiatives that are tailored at improving local people's lives (Morrison-Saunders, 2019). Furthermore, environmental concerns have a greater influence on tourist behaviour when it comes to destination selection (Bamberg, 2003). As a result, promoting societal tourism contributions is critical.

To maintain the demands and satisfaction level among the environmentally friendly tourist segment, tourism businesses must embrace more environmentally friendly practices (Caruana et al., 2014). However, notoriously, other travellers have a reputation for ignoring their sustainable responsibilities while on vacation (Eichelberger et al., 2021). Dolnicar et al. (2008) contend that tourists may, however, contribute to mitigating the negative effects of tourism development by following sustainable principles, the majority of which are self-generated, such as choosing sustainable destinations and avoiding polluting the environment while visiting attractions. This will lessen the negative impacts caused by tourism in local communities. Overall, visitors' judgments in their decision-making process, which include selecting a destination regarding services and products, measures their consumption and outlines their contribution to sustainable tourism, most importantly to the betterment of local communities (Budeanu, 2007).

2.3.3 The role of the Private Sector/Tourism Businesses

The private sector plays a significant role in the development of sustainable tourism by providing fundamental tourism products and services such as accommodation, transportation, restaurants, attractions, retail shops, and experiences; local and multinational enterprises that sell their products and services to visitors including airlines, lodges, hotel chains, and tour operators (De Lacy et al., 2002:13). For successful implementation of a socio-economic initiative, the private sector must form partnerships with local communities and the government, which can result in robust institutional structures with collaborative decision-making, resulting in equitable benefit sharing and transparency (Snyman, 2017). As a result, local community improvements promotions and encouragement must encompass the private sector at the regional, national, and local levels (De Lacy et al., 2002). Tourism enterprises must engage in public-private partnerships to improve destination management and satisfaction levels in terms of destination marketing and tourism planning (Candrea et al., 2017). Through public-private partnerships (PPP), sustainable tourism business management actions can lead to: establishment of a sustainable tourism strategy, measurement of the economic, social, and environmental effects of tourism on the local economy, communities, and environment, documenting and evaluating complaints from tourists and local communities, securing revenue for infrastructure projects and attracting investments, encouraging local stakeholder consultation and networking (Candrea et al., 2017:17-18).

Notwithstanding the fact that the private sector's input in sustainable tourism is valuable, most responsibility lies on the government to approve major infrastructural projects, permit approvals, and assume a regulator role in guiding tourism businesses on how to support local communities (Smith, 2017). Nonetheless, in adopting responsible tourism, businesses should ensure that they:

use technology that is friendly to the environment, promote projects that are socially and culturally compatible and beneficial to local communities, publish a statement expressing the company's commitment to sustainability goals and be transparent in their assessment of the business's impact on the environment and the community define action priorities which should be focused on the sustainable priority areas and align with the interests of local communities, collaboration with local communities and use local products and skills (De Lacy et al., 2002:16-19).

However, true community support can only be achieved when tourism businesses interact with local communities, particularly on decision-making; the bottom-up approach will ensure that local people are employed and trained, resulting in community benefits (De Lacy et al., 2002). To avoid making a mockery of local cultures, tourism businesses must respect local cultures and be aware of local customary regulations and traditions (Smith, 2017). Moreover, tourism businesses should ensure visitor fulfilment and opportunities should be available to both visitors and host communities without prejudice. Furthermore, all tourists, regardless of their background, should be satisfied, as tourism locations should assure visitors' well-being (UNWTO and UNEP, 2005). Tourism development should ensure that policies that monitor the improvement of services to visitors are in place while improving access to their services (Harris et al., 2012). Lastly, tourism establishments should ensure employment quality as the welfare of local communities can be enhanced by providing employment opportunities for local populations. Therefore, tourism destinations should provide improved working conditions which can ultimately lead to high productivity and better performance (Harris et al., 2012). Creating full-time, decent-paying jobs with benefits should be a priority of tourism destinations (UNWTO and UNEP, 2005).

Corporate Social Responsibility (CSR) is a self-regulated business model that can help companies assume social responsibility for themselves, their stakeholders, and listed companies, to make them mindful of their impact on all aspects of society (including the economy), communities and the environment (Tai and Chuang, 2014). It refers to a philanthropic responsibility or welfare duties

and is derived from the broader theme of corporate philanthropy, which is well-known in North America and Western Europe (Baxi and Ray, 2012:1). According to Burke and Logsdon (1996) when strategically positioned, CSR can yield many crucial benefits for businesses that engage in CSR initiatives, by assisting inventory management and therefore enhancing the firm's performance in achieving its objective. The benefits include customer retention, community support, smooth regulation adherence, employee loyalty, improved public perception and increased productivity.

It is via sustainable tourism that the tourism industry answers to the global call for sustainable development (Idahosa, 2019:6). Thus, "responsible tourism actions such as improving local people's lives can be categorised into the broad theme of Corporate Social Responsibility" (Frey and George, 2010:3). In the spirit of CSR, tourism businesses have a responsibility to initiate projects in which they reach out to local communities and offer CSR programs that are specifically customised for addressing the needs of the local populations (Manente, 2012). Because the tourism industry uses the environment that most local communities occupy, and since most tourism industry actors, such as tourism businesses, are from the private sector, incorporating CSR into management approaches helps to ensure the long-term sustainability of tourism destinations and improves the well-being of local communities (Idahosa, 2019).

Responsibility is embedded in CSR; thus, stakeholder value is encouraged through the obligation of tourism industry actors to value communication networks with local communities, the government, and the tourists as this will ensure the collective wellbeing of the environment, economy, and society (Font and Lynes, 2018). CSR application in the tourism industry is based on three major pillars or triple bottom line: People, which emphasises societal well-being; profit, which assures economic progress, and planet, which advocates for environmental issues to be addressed (Klimková et al., 2016). Under these conceptions, the goals of sustainable tourism are highlighted, which partly correlates with those of Corporate Social Responsibility. In the tourism industry, the CSR measurement scale is needed to counteract the industry's total disregard of the societal issues faced by host communities and environmental impacts (Klimková et al., 2016). The indicators of sustainable tourism provided by The World Tourism Organisation (UNWTO) are utilised when measuring and reporting CSR and sustainable tourism performance in the tourism industry (Klimková et al., 2016). According to Tamajón and Font (2013:5) CSR practices

implemented in the tourism industry can be classified in accordance with these three pillars of the triple bottom line.

2.4 Issues and Challenges of Sustainable tourism in local communities

2.4.1 Global issues with sustainable tourism

Community support for tourism development is important for enhancing sustainable tourism globally, however various communities may have different perspectives on tourism development (Wang, 2021). At present, the absence of the community's tourism expertise, time and financial resources, and power imbalances within communities and amongst stakeholders are the primary hurdles to implementing a successful inclusion of communities in sustainable tourism development (Kim et al., 2014:3). According to Kaiwa (2017), rural populations in most Asian protected areas are frequently excluded from tourism development, resulting in missed opportunities for residents. Similarly, Butler and Hinch (2007) contend that in indigenous communities where tourism is frequently fostered, tourism development is commonly driven by outsiders who generally benefit from all tourism advantages, leaving host communities to bear the negative effects of tourism. Consequently, more research is needed to examine the power dynamics that exist inside communities and with external stakeholders, as this determines the degree to which local communities benefit from tourism (Hamedi, 2016).

In the Tuva villages in Xinjiang, China, local communities seemed to have no knowledge about how to get involved in tourism development, and lacked fundamental customer service skills, which are commonly required by the various tourism enterprises in the region. This is due to the local government's inability to teach and equip local residents prior to the onset of tourism development (Wang et al., 2010). Wang et al (2010) continue to maintain that individuals who participated in tourism development did so on a modest scale, selling souvenirs and local cuisine to visitors, but regarding decision-making, community members were mostly excluded. Similarly, in Jerash, Jordan, communities were found to be clueless regarding the establishment of any tourism development initiatives, and most decisions that would typically have an impact on the local community were made without consultation (Alshboul, 2016). Furthermore, because community involvement was minimal, the benefits were not spread evenly among the local populations, as those who lived close to the world heritage sites benefited more than those who

lived further away, as they received jobs. Despite this, the tourism development initiatives were nevertheless supported by local people (Alshboul, 2016). Hamedi (2016) notes that the absence of community participation in Shiraz, Iran, is a case in point. The level of community empowerment is related to the notion of community involvement, as a result, there is lack of community participation in tourism-related services.

Lo and Janta (2020) looked at community involvement in Thailand and concluded that any kind of tourism that is closely linked to rural local communities is considered community-based tourism; nevertheless, many tourist destinations in the country did not completely support local communities nor create opportunities for them. In the case of the Eastern Black Sea Region, the government promotes tourism as a panacea for local economic development; however, local residents claim to be excluded from tourism development activities in the region, as government officials are distant and difficult to contact when seeking more information about local tourism opportunities. Nonetheless, sustainable tourism advocates that local communities should be permitted to partake in the tourism strategic planning in tourism development, by local governments and decision-makers (Kim and Phandanouvong, 2014; Giampiccoli and Saayman, 2017; Hamedi, 2016; Okazaki, 2008).

2.4.2 African issues in sustainable tourism

Stone and Stone (2011,6-14) investigated the Khama Rhino Sanctuary Trust (KRST) that was established in Botswana, "a community-based wildlife project, established, among other things, to generate revenue for the local community from tourism and other uses of the Sanctuary's renewable resources" and found that there is a lack of a communal aspect of ownership, insufficient job creation, reliance on outside financing, an unbalanced representation board of officials and a diminution in benefits. Moreover, tourism businesses' inability to recognize the value of commercial activities, which allows local communities to sell products to tourists and a lack of communication with these businesses, particularly hotels and tour operators prevented local communities from reaping tourism benefits. There is a scarcity of infrastructure to attract tourists, and local communities are battling with conservation initiatives for the profits generated (Stone and Stone, 2011:5).

In Bulawayo, as one of Zimbabwe's cultural hubs, most residents suggest they have no influence over the city's tourism development, therefore minimally gain from the opportunities created by tourism businesses. There is also a lack of stakeholder collaboration between the involved industry actors, as well as a lack of tourism awareness, particularly about tourism-created opportunities in the city (Moyo and Tichaawa, 2017). Similarly, In Kenya's rural protected areas, there is lack of communication between local community members and staff members representing the region's tourism businesses, particularly attractions, thus the advantages expected to be created by tourism businesses in the area have been inconsistent, leaving the community with an empty promise of endless benefits (Bruyere and Lelengula, 2009:7).

Interestingly, the gap between tourism anticipated benefits and real attainable benefits by local communities' is also observed by Saarinen (2010) in the Katutura and King Nehale Conservancy, Namibia, due to a lack of employment opportunities for large local populations and power dynamics in the community, which result in some community members receiving more benefits than others. As a result, there are conflicts inside the community (Thompson-Carr, 2016). Adebayo (2018) asserts that in the Nigerian tourism industry, decisions are frequently made without consulting relevant local community representatives, resulting in extremely minimal dialogue between local community representatives, tourism businesses and the government. As a result, local populations do not feel empowered to participate as active participants in the tourism industry. In addition, there are also concerns about accountability and transparency pertaining to tourism development in the country. Even while tourism generates advantages in some Namibian conservancies, the benefits between local communities and tourism operators/enterprises are unequally dispersed (Saarinen, 2011).

The relationship between perceptions and expectations of tourism benefits in Ghana was studied by Akyeampong (2011), who found that residents' expectations of tourism benefits vary. While some who have a good understanding of tourism are usually aware of the potential benefits that tourism development may bring, others tend to expect too much. Empowering local people to lead tourism development is associated with considerable obstacles or problems. For example, in Kenyan conservancies, elected committees representing communities have failed to meet on a regular basis, while others have left for better employment prospects, abandoning their roles and responsibilities (Southgate, 2006).

Lekaota (2017) investigated Lesotho's tourism development zones of Katse and Mohale and revealed that community members and leaders acknowledged that they are educated about tourism to some extent, which makes it difficult for tourism businesses to include them in opportunities such as employment. Nevertheless, growing levels of corruption connected with tourism growth in the areas have caused some local community members to have a negative attitude toward tourism businesses. There appears to be little community engagement in the area's tourism development, resulting in confrontations between local people, tourism businesses and the government over the use of developed land for animal grazing, which the government denies because it is designed for tourism, favouring tourism businesses interests than those of local communities (Lekaota, 2017).

2.4.3 South African issues in sustainable tourism

One of South Africa's key pillars in its sustainable tourism development initiatives is its dedication to the tourism sector as a source of local economic growth in local communities (Rogerson, 2006). On the other hand, fully benefiting local communities are one of the most significant obstacles to sustainable tourism growth in the country (Tosun, 2000). This can be ascribed to South Africa's gloomy past. Because the apartheid administration did not have an inclusion strategy regarding tourism development, most people, particularly black people, were excluded, thus to this day, benefit less from tourism businesses (Apleni, 2013). Nonetheless, the government has made attempts since then to include local communities in tourism development to ensure equitable benefit sharing (Viljoen and Tlabela, 2007). At present, lack of coordination between local communities (as a stakeholder), the private sector, and the government is one of the primary challenges impeding local communities from fully realising tourism benefits (Apleni, 2013). When stakeholder engagement is low, it is difficult to demonstrate a participatory approach to tourism development. In fact, inadequate data and poor information transmission between the government and local communities are among the most common obstacles that prevent local communities from participating in tourism activities and as a result, they are unable to benefit (Apleni, 2013).

A lack of community mechanisms aimed at creating awareness about tourism generated opportunities is hindering local people in Mpumalanga's Menyeleti game reserve from benefiting directly from tourism growth (Mametja, 2006:93-94). Local communities have not been equipped

with the required skills and training, as well as financial resources, to participate in the decision-making and development process of tourism development (Gumede and Nzama, 2020).

In KwaZulu-Natal's world heritage sites, several issues were presented as barriers, preventing local communities from benefiting from tourism development. Communities believed that the advantages of tourism development were insufficient, stakeholders, including the private sector and the government, agreed that community involvement is adequate, contradicting community members' claims that they are not involved in decision-making and are unable to strike a reasonable balance between environmental protection and local community needs and interests. Not all community members actively participate in tourism development efforts, and the lack of financial incentives to incentivize tourism businesses that contribute to the local economy and provide jobs for residents, because visitors are generally restricted within the grounds of establishments, local residents who have markets outside of these establishments seldom benefit directly from tourists. (Magi and Nzama, 2009:4-5).

Similarly, in Bergville's Didima Resort, Chilin and Ngxongo (2017) discovered that the two main obstacles preventing local communities from benefiting from tourism businesses were a dearth of information and a lack of education. Locals' perspectives and opinions have not been properly integrated into the management of protected areas in KwaZulu-Natal, which frequently leads to disputes between protected area managers and local communities, who may be restricted in their access to natural resources (Adeleke and Nzama, 2013).

2.5 Theoretical Frameworks adopted in the study.

A theory is a set of concepts that is used to drive a research study and provides the conceptual context within which to construct and locate the study (Simon and Goes, 2011). It is a collection of interconnected ideas (or variables) and descriptions organised as assertions or hypotheses that describe the link between the components (Connelly, 2014:1). It is a technique for better comprehension or understanding (Wolf, 2015). Furthermore, A theoretical framework, is the basis upon which all knowledge (literally and metaphorically) for a research investigation is built (Osanloo and Grant, 2016). Osanloo and Grant (2016) continue to assert that it cannot be stressed enough how important it is to use a theoretical framework in dissertation research. It is critical to highlight, however, that a theory should not be introduced into a study simply because the

researcher was taught in school that a theory was essential for a research endeavour (Connelly, 2014). Instead, there should be a clear link between the theory, the problem or phenomena being examined, and the methodological approach (Adom et al., 2018). The organisation and vision of a study are incomprehensible without a theoretical foundation (Osanloo and Grant, 2016). Therefore, the theoretical frameworks that serve as a foundation for this research are described in-depth in this chapter are as follows: Magic Pentagon, which refers to the application of sustainable development strategies in the tourism industry (Bramwell and Lane, 2011:4), the Social Exchange Theory which proclaims that in the tourism industry local populations' support for tourism expansion is impacted by their opinions of its (tourism growth) effects thus values the sharing of tourism benefits with local communities (Khalid et al., 2019) and the Stakeholder's Theory Hypothesis holds an organisation accountable and thoughtful of those who are directly or indirectly impacted by the organisation's goals. In this chapter, the latter is explored in-depth, and the decision to use them in the study is justified.

2.5.1 The Magic Pentagon

For many years, researchers have debated the term sustainability; even so, there is no specific definition or set of standards by which to measure acts in accordance with the sustainability framework (Kane, 1999:15). Nonetheless, in the tourism spectrum, different interpretations that include all variables that are accepted and regarded as driver of the terminology exist (Hughes, 2004). The ideologies behind sustainable tourism developed earlier, emerge from sustainable development (Bramwell and Lane, 2011). The most widely accepted description of sustainable development was provided by the Brundtland Report; "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Du Pisani, 2006). The sustainable development's ultimate purpose was to foster a new worldview (Assembly, 2015). In a nutshell, the sustainable development aims are to eliminate poverty and hunger, provide a healthy life, and provide universal access to essential amenities such as water, sanitation, and renewable energy, contribute to the creation of development possibilities through promoting blended learning and meaningful work, promote innovation and resiliency in infrastructure, resulting in communities and cities that can create and consume in a sustainable manner (Blewitt, 2012:23-25). It is within this context that sustainable tourism was constructed.

Sustainable tourism can be defined as the application of the concept of sustainable development to the tourism industry (Bramwell and Lane, 2011). The World Tourism Organisation (UNWTO) and the United Nations Environment Programme (UNEP) are two of the greatest contributors to sustainable tourism policies. These policies concentrated on three dimensions: social, economic, and environmental, and sustainable tourism is often seen as an endeavour to strike a balance between these dimensions (Bramwell and Lane, 2011). As a result, the sustainability theory in tourism, was propounded. In the context of this study, this theory calls for tourism development that is mindful of economic, environmental, and social factors. The social dimension of sustainability highlights sustainable tourism development as part of the tourism industry's contribution to the local communities in terms of value systems, individual behaviour, family relationships, collective lifestyles, safety levels, moral conduct, creative expressions, traditional ceremonies, local economies, community wellbeing and community organisations (Deery et al., 2005: 71). This responsible tourism approach provides a platform for various tourism companies collectively or individually to be aware of local community needs, and their responsiveness thereto. As discussed earlier, in the tourism discipline, the theory of sustainability refers to the timely implementation of sustainable development plans in the tourism industry, resulting in sustainable tourism (Bramwell and Lane, 2011:4).

The success of sustainable tourism depends on being more responsive and intelligent in the management of all tourism-related entities, therefore, can be expressed in the sense of the Magic Pentagon adapted from (Miller, 1994). Expressed by (Adillón, 2019).

Figure 2.1

Source: Adillón (2019)

Because each of these five factors has equal importance and should be addressed adequately for sustainable tourism development to prosper, the Magic Pentagon declares that there is a mutual interaction between them (Adillón, 2019). As a result, interaction between all these five factors should be prioritised.

This study is driven by the objectives of the Magic Pentagon of sustainable tourism, which argues for a holistic approach to tourism development and equity, proposing fair and equitable tourism development that provides opportunities and access to resources to all parts of society (Sharpley, 2000:9). The theory argues that apart from its economic development role, tourism is widely proven as an efficient way of accomplishing a more equal and fairer social global scenario, emphasising the importance of community-based tourism and collaborative tourism planning with the goal of achieving more equitable benefit sharing from tourism development (Sharpley, 2000). As a result, tourism development requires the adoption of a new social paradigm that is conducive to sustainable living (Dibra, 2015). This would entail implementing numerous sustainable tourism

strategies such as pro-poor tourism, community-based tourism, alternative to ethical tourism, and responsible tourism (Chok et al., 2007). Overall, this theory promotes international and national political and economic institutions that are committed to fair development and resource usage, encompassing the sustainable use of renewable resources, and the enhancement of the quality of life for all people (Sharpley, 2000). It is important to investigate the extent to which sustainability goals, such as social responsibility, can be accomplished through tourism development (Casagrandi and Rinaldi, 2002). As a result, the Magic Pentagon framework will be employed to underpin the study, which will aid in the analysis of the tourism businesses' strategies for improving the lives of local residents.

2.5.2 The Social Exchange Theory

The second theory to drive this study is Social Exchange Theory (SET). The foundations of Social Exchange Theory can be found in sociology and anthropology (Cook et al., 2013; Coulson et al., 2014). The premise at its theoretical foundation is that all social life may be viewed as an exchange of tangible and intangible benefits and resources among individuals (Zafirovski, 2005). Even though numerous perspectives on SET have arisen, the approach mainly entails a series of exchanges that generate social obligations predicated on the assumption that "all relationships have give or take" (Coulson et al., 2014:2). In tourism research, SET has a significant presence (Chuang, 2010). While various theories have been proposed to describe communities' impressions of tourism, the Social Exchange Theory has been the most frequently used (Nunkoo, 2016). This is because it seeks to comprehend the exchange of resources among groups and individuals in an interaction environment (Zafirovski, 2005). As a result, it is appropriate for understanding exchange scenarios in tourism development. According to SET, local residents' support for tourism growth is determined by their perceptions of its (tourism growth) impacts (Khalid et al., 2019). It is vital that tourism-related companies work to advance their growth while maximising community benefits. Nunkoo (2016:2) asserts that this is a broad sociological approach to tourism, concerned with how individuals and groups share resources in interactive situations and as per responsible tourism directives. SET thus advances the position that the important exchange is that of tourism development activities happening while, on the other hand, tourism businesses benefit local communities.

Nunkoo (2016:3) asserts that in tourism development, "Actors in an exchange process rely on one another for the outcomes they value". As a result, this study identifies tourism development actors, which are tourism businesses, and examines if they value the impact they have (if any), on local communities, as well as whether local community representatives (NGOs) recall any tourism businesses contribution to their greater community needs. SET has been widely used to examine attitudes and opinions of tourism development in various communities including determining the impacts of tourism development on local tourism support (Khalid et al., 2019). This is crucial to the study's purpose, which is to determine whether community members through their representatives (NGOs) gain from tourism business. In a nutshell, this study aims to examine the efforts made by tourism businesses to improve the lives of residents. SET serves as the study's basis since it demonstrates the value of exchange between tourism development and community well-being. The perceptions of tourism businesses about initiating community outreach initiatives to promote community wellbeing will be explored, driven by the social exchange principles. Hence Social Exchange Theory is relevant to the study. In conclusion, both Sustainability and Social Exchange theories are relevant to the study.

2.5.3 The Stakeholders Theory

According to the Stakeholder's Theory, an organisation can be defined as a set of interactions between groups that have a stake in or are directly or indirectly influenced by the activities that constitute the organisation (Parmar et al., 2010:5). Therefore, the combination of stakeholders can be divided into two, firstly the primary stakeholders that ensure the organisation's survival by their continued participation and support. Secondly, the secondary stakeholders are those who have an impact on or are influenced and impacted by the organisation but are not involved in a business with it and are not necessary for its survival (Queiroz, 2009). Nonetheless, both stakeholders must be perceived to be a part of the organisations' activities and therefore must be acknowledged as they are worthy of consideration (Parmar et al, 2010).

As a result of a global need for more sustainable tourism, the latter attempts to improve the quality of life of individuals who live around a tourism destination, and it is dependent on the involvement of all stakeholders involved in tourism development (Queiroz, 2009). Stakeholders in tourism include the government, the private sector (tourism businesses), tourism organisations, local

communities, NGOs and tourists (Byrd, 2007). The theory advocates that all stakeholders be given equal attention to strike a balance between their divergent interests and how they might collaborate to establish a holistic management plan that benefits the ecological, social, and economic sectors (Gumede, 2018). Since tourism in South Africa is used as a strategy for local economic development, it is imperative that local communities as an important stakeholder, are included in tourism development and planning.

Because stakeholders' activities and opinions are external to the strategic, control and management processes, each stakeholder is a vital component of the tourism destination in terms of sustainable tourism development (Duarte Alonso and Nyanjom, 2017). As a result, for sustainable tourism to be completely manifested in a tourism destination, each stakeholder's roles and responsibilities must be clearly defined to assure the success of a sustainable tourism destination. From this perspective the study reviews tourism establishment's ability to recognise local communities as an important stakeholder in tourism development, particularly because tourism businesses mostly operate in the public space and on local communities' environments and should thus support or contribute to them in any way possible. Duarte Alonso and Nyanjom (2017) argue that one way to accomplish this is to maximise tourism benefits to local communities by employing locals, sourcing local products when seeking suppliers to ensure contribution to local economies, donating to local charities, and providing skills to local communities through training.

The stakeholder's hypothesis provides the notion that a business organisation's responsibilities extend beyond its owners or operators to a larger group which includes all those who gain or are impacted by the corporation's activities. In this situation, the local population, as one of the essential actors influencing a company's success, also plays an important role therefore, local communities should be recognised as essential stakeholders by tourism enterprises (Queiroz, 2009). This is significant because local governments view tourism as a positive force that, when properly developed, aims to maximise benefits to communities. Overall, the relevance of this theory in this study is that local communities are a key stakeholder in sustainable tourism development, and because they should benefit from tourism, tourism businesses should aim to interact with them and contribute to their betterment**.**

2.5 Conclusion

This chapter presented an overview of the literature that influenced the research. As discussed, local community participation in tourism development is critical in the effort to make tourism more sustainable. As a result, tourism industry actors such as tourism enterprises, have a responsibility to address the well-being of local communities, ensuring that the advantages of tourism are distributed evenly. The chapter emphasised the importance of sustainable tourism and stressed the centrality of tourism destination's fully adopting its principles, as doing so will benefit not only the environment but also the local community and the destination's long-term viability in terms of creating a competitive advantage. Stakeholders need to employ a collaborative strategy in sustainable tourism integration to ensure that local communities are included. Moreover, this chapter provided three theoretical frameworks that are adopted in the study. They are the Magic Pentagon Framework, the Social Exchange Theory and the Stakeholders' theory. These theories reflect the study's goals and will thus aid in anchoring the investigation. The chapter also went into depth on why the theories used in this study were employed.

<center>**Chapter three**</center>

<center>**RESEARCH METHODOLOGY**</center>

3.1 Introduction

This chapter describes the study's methodological approach including the research design. It describes the tools used to collect data in detail, as well as the reasons for using them, elaborating on the benefits and drawbacks of using such strategies. Moreover, it provides a detailed explanation of the method chosen for data analysis and the process of locating and selecting important and appropriate study participants.

3.2 Research Methodology

Research methodology is the theoretical and systematic analysis of the methods employed to a subject of research, including theoretically assessing the body of procedures and concepts linked with a branch of knowledge (Boru, 2018:2). However, research methodology does not seek to supply solutions; rather, it provides the theoretical foundation for determining which method or set of methods can be employed in a specific case (Bickman et al, 2009). Additionally, Boru (2018) states that it provides research tools while also enriching the research process and providing opportunities for in-depth investigation. The research methodology adopted in the study is outlined below.

3.3 Research design

A research design is described as a structural system of numerous research methodologies and procedures used by the researcher to gain answers to research questions, including strategies for increasing the research's validity (McDaniel, 2006). It fundamentally establishes the basis for how the researcher plans to conduct research (Bickman et al, 2009). Geoffrey (2019) describes it as an approach that aims to minimise the researcher's influence on the results while maintaining the maximum possible standards of accuracy and objectivity of the phenomena under examination. Nevertheless, a research design is necessary because it allows the numerous research methods to flow efficiently, resulting in research that is as precise as possible, giving maximum knowledge with the least amount of work, time and costs (Akhtar, 2016:71). As a result, before beginning research activities, an efficient and suitable research design must be prepared.

There are two types of research design, Quantitative research design and Qualitative research design. Quantitative research design focuses on acquiring numerical data, using test questions to gauge attitudes and behaviours, and giving statistical corroboration (Geoffrey, 2019). As a result, it draws data from a large sample of users to gather accurate and impartial information about users in particular contexts. Comparatively, qualitative research entails gathering and analysing non-numerical data, such as audio, to understand viewpoints and experiences and, in turn, acquire insight into an issue and develop fresh study ideas (Akhtar, 2016). Only the qualitative research approach was used in this study to thoroughly comprehend how the South Beach tourism industry improved communities in the scope of sustainable tourism.

3.3.1 Qualitative research approach

Qualitative research was employed in this study because it was considered to be a better tool for researching significant social and economic issues in the South Beach area, Durban. Qualitative research is a systematic investigation of social phenomena in natural settings, such as how people experience different aspects of their lives, how organisations work, how conversations shape relationships, as well as the context where certain things appear or the perspectives from which they can be perceived (Busetto et al, 2020:2).

The qualitative method was chosen because it allows the researcher to conduct a study with a specific goal (to understand social elements) and procedures (that rely on and create words as research information) rather than relying on numerical data (Geoffrey, 2019). Moreover, DiCiccoBloom (2006) argues that qualitative research is a study that collects and evaluates nonnumerical data. According to Jackson et al. (2007) qualitative research is essentially focused mostly on interpreting human experiences from a humanistic, interpretive perspective and is recommended when the researcher or investigator wishes to obtain a greater understanding of a particular area of study or to identify and conceptualise significant problems.

The justification for using the qualitative method in this study is because the study focuses on understanding the roles of tourism businesses in aiding communities, therefore in-depth perspectives from tourism businesses, the local government and NGOs will be gathered using qualitative methods. Furthermore, the qualitative method was presumed most appropriate because it allowed the researcher to explore issues related to the topic while addressing the research questions, which was especially important given that this is an under-researched area of study, particularly in terms of the contributions of tourism businesses to uplifting local people's lives in South Beach, Durban. This enabled the researcher to investigate tourism businesses managers' significant roles in the improvements of the lives of local communities, as well as the municipality's involvement in enabling, or lack thereof, such initiatives. This was crucial since the connection between the local municipality and the tourism business would most likely determine how they both impact the local community and how they collaborate on such matters.

The qualitative technique has several advantages in research since it generates a detailed description of participants' feelings, perspectives, and observations, and then interprets the meanings of their actions (Rahman, 2020). Additionally, it can interpret unique people's voices, meanings, and events, eventually sourcing knowledge in certain contexts and their significance in distinct situations (Jackson et al. 2007; Rahman, 2020). This is critical since this is a case study, as Adams (2007) defines a case study as the investigation of current social or political phenomena within a context, particularly when the threshold between both the phenomenon and the setting is not well established. As a result, this study situates its case in the region of South Beach in the city of Durban and studies tourism businesses in the area on their roles in improving the lives of neighbouring communities located in Durban. Overall, a case study approach was used as a data-

gathering methodology in this study because it favours qualitative ways of investigation, allowing for the utilisation of many various sources of evidence (Jackson et al. 2007).

Because qualitative approaches involve interviews and participant observations, the data acquired when the researcher engages with the participants is frequently subjective and comprehensive, resulting in extensive and appropriate data analysis (Rahman, 2020). Furthermore, Rahman (2020) asserts that in scenarios in which nothing or little is known (as is the case with the contribution of tourism businesses located in South Beach to the betterment of local communities), it is always preferable for the researcher to use the qualitative method, because strong and useful results related to the topic of the study are likely to be discovered through conducting interviews with relevant people and organisations. As a result, the researcher decided to use the qualitative interview approach to collect extensive, detailed data from participants.

It is often asserted that using a qualitative method would take more time since data interpretation and analysis will be more difficult/complex (Jackson et al. 2007). Furthermore, Rahman (2020) notes that multiple additional sessions (interviews) with participants may be required to prevent making research errors, which is time-consuming. Nonetheless, it produces richer data and provides a deeper understanding, which increases the study's relevance (DiCicco Bloom, 2006). Moreover, DiCicco Bloom (2006) asserts that a qualitative method is more efficient than a quantitative one, owing to its ability to develop knowledge from rich data since it concentrates on interpretations, individuals, relationships, settings/cultures, and experiences (DiCicco Bloom, 2006).

3.4 Sampling technique

3.4.1 Target Population

The study targeted the area of South Beach, Durban and participants were drawn from, The eThekwini Local Municipality, Tourism Businesses (operating in the South Beach area, Durban) such as hotels and local community projects or NGOs. The selection of participants from the above categories was guided by their relevance to the study's goal (outlined below) and in the quest of answering the study's questions.

3.4.1.1 Tourism businesses Owners, Managers or representatives

The decision to include managers, owners, or representatives of tourism businesses as study participants arises from the fact that they make decisions for their businesses and are directly involved in their implementation. Because they hold strategic and critical positions in their companies, their input and opinions are valuable. They are familiar with corporate policies, business operations, and community relationships, which makes them useful in the research. Categories from the following sectors were included in the study: Accommodation and Attraction, as well as tour operators located in the area of South Beach, Durban.

3.4.1.2 Municipality Officials

Since this research is about the role of sustainable tourism development on local communities, the eThekwini local municipality's, (Durban Tourism and Tourism KwaZulu-Natal) input is needed as they oversee tourism development and issues pertaining to sustainable tourism. Because they are directly concerned with community development concerns, the municipality's involvement is required. As a result, the second group of interviewees will be municipal officials active in tourism development. These were drawn from two main tourism sectors within the eThekwini Municipality, mainly Durban tourism and Tourism KwaZulu-Natal. These organisations serve as a pillar of the municipality and oversee promoting sustainable tourism in Durban and KwaZulu-Natal.

3.4.1.3 Community Based Projects/ NGOs

The third group of participants in this study will be community-based initiatives or non-governmental organisations (NGOs) that are located/operate in South Beach area. The NGOs were chosen because they are specially designed to meet the needs of local communities in Durban. Because this study is focused on the contribution of sustainable tourism to the betterment of communities' lives, NGOs will be aware of the degree of assistance they get from either the tourism businesses or the municipality in their efforts of uplifting the lives of local residents. Furthermore, they were included since the study is centered on South Beach Durban, and because it is a metropolitan region, there are few to no communities living in the area, thus the researcher opted to include the NGOs because they work as change agents for communities in and around Durban.

3.4.2 Sample size

In total, the number of study participants is fourteen (14) which included 9 (nine) tourism businesses located in the South Beach area, 3 (three) NGOs/Community projects and 2 (two) government officials from Durban tourism and Tourism KwaZulu-Natal. The reason for choosing 14 participants is because South Beach is generally a small area, covering only 248 ha, therefore data saturation was reached since there was enough information to replicate the study. Other major tourism businesses are located outside of the South Beach area, into areas such as North Beach and Point. However, the researcher originally aimed to include a total of 20 participants, divided into, 10 tourism businesses, 5 NGO's and 5 municipality officials. Upon requests for the interviews, only 9 out of 10 businesses responded and participated in the study, 3 out of five NGOs and 2 out of three municipality officials. The researcher was directed by the municipality to only interview one participant from Durban tourism and one from Tourism KwaZulu-Natal. Since participation in the study was entirely optional, the researcher respected those who chose not to participate, and as a result, there were a total of 14 participants in the study.

3.4.3   Sampling technique

In qualitative research, sampling refers to the process of locating and choosing participants from a certain demographic for prospective participation in a study (Nigam et al., 2013). According to Mack (2005) even if it were feasible, it is not required in qualitative research to gather data from every member of the community to provide reliable results. However, the size and diversity of the population being studied should always be taken into consideration when choosing a sample of that particular community (Mack, 2005).

The study used a non-probability sampling method known as purposive sampling. According to Mack (2005) purposive sampling involves selecting participants specifically for their personal attributes or knowledge about the topic under study. The researcher purposefully chose to interact with managers and representatives of tourism businesses because they are familiar with how their businesses operate and are aware of their policy development regarding sustainable tourism development. Moreover, using a purposive sampling method allows the researcher to reach participants who are knowledgeable and skilled about the area of research, considering their availability, communicative prowess, and desire to engage. Overall, the researcher approached the

Durban tourism office and Tourism KZN management to gather the senior representatives because they oversee the development of tourism activities in the area of South Beach, Durban. Purposive sampling is designed to focus on people who have certain traits and who will be more able to provide the necessary information because they will be capable of sharing their opinions and experiences about the sustainable tourism development of South Beach, Durban.

3.5 Measuring instrument

Interviews will be used to collect data from participants in this qualitative study. An interview, according to Zhang and Wildemuth (2009), is a procedure in which the interviewer coordinates the dialogue and offers questions, and the interviewee replies to those questions. In most cases, interviews are used as a research approach to collect information about participants' experiences, opinions, and beliefs (Cronin et al, 2009). Gill et al (2008) distinguish three primary types of interviews. First, structured interviews, in which the interviewer asks questions that are verbally delivered and predefined with little or no change and little room for follow-up questions. Second, unstructured interviews are those in which the questions are asked with little to no organisation and do not reflect any predetermined ideas or beliefs, resulting in hours of time-consuming and difficult-to-manage interviewing. Lastly, semi-structured interviews are made up of several critical questions that are typically left open-ended, enabling the interviewee to diverge to offer extensive and detailed responses (Gill et al, 2008).

3.5.1   In-depth interview guide

In this study, the researcher used in-depth interviews as a method of gathering relevant data from the study participants. In-depth interviews are more exploratory in nature and were chosen for this study because they focus on answering the questions at hand while allowing participants to voice their opinions and provide remarks that they believe are pertinent to the questions being asked (Cronin et al., 2009). Gill et al. (2008) describe semi-structured in-depth interviews as one-on-one conversations between the interviewer and the interviewee that are primarily conducted for the purpose of acquiring information on a certain topic. The collection of questions generally posed has less structure and can assist the researcher in identifying trends while still enabling comparability among respondents (Cronin et al., 2009). The researcher and respondents can address further issues that are pertinent to the topic by using a semi-structured in-depth interview

guide which is the most suitable method of data collection as it allows for the examination of respondents' thoughts on the study's topic which contributes to the richness of data gathered (Zhang and Wildemuth, 2009).

The in-depth interviews were significant in this study because, by not restricting respondents in answering questions (as is in a structured interview), the researcher permitted participants to express their understanding and knowledge on specific issues related to the subject under investigation, allowing for the discovery of new information. Similarly, Gill et al. (2008) believe that using this method allows all respondents to communicate their unique experiences and ideas, which is impossible in a focus group or structured interview environment because they are restrictive. The main issues for this study were oriented towards, how local tourism businesses reach out to help surrounding communities and how the eThekwini local municipality facilitates the development of sustainable tourism in the area of South Beach.

Semi-structured in-depth interviews are frequently seen as the best (incorporating features of both structured and unstructured interviews), while they serve to ensure the validity and reliability of the data by offering different opinions and ultimately standardising the interviews and allowing for simple comparison amongst respondents' answers (Rahman, 2020). The interview guide contains three categories: tourism businesses, municipal authorities, and community initiatives or non-governmental organisations (NGOs). All of them were chosen based on each participant's contribution to tourism development/activities in the South Beach Durban region. The purpose of the personalised questions was to learn about each participant's different perspectives and understanding of the issue, allowing the researcher to collect detailed data. The research objectives, problem statement, and significance of the study were all considered when developing the questions. The researcher made sure that the questions were open-ended to prevent yes or no replies, which resulted in detailed responses from respondents. Participants were given the chance to express any concluding thoughts or suggestions they had on the subject at the end of the interviews. This allowed respondents to contribute ideas that the asked questions may not have covered. Overall, the study used semi-structured interview questions.

3.6 Respondents recruitment

All participants in the study were recruited based on their involvement in the tourism industry of the area of South Beach. The researcher emailed the business support unit and the Durban tourism office which oversees issues of research collaboration in the eThekwini municipality. After presentation of a detailed research proposal to the municipal institute of learning, the researcher was granted a gatekeeper's letter, as permission to recruit participants in the area of South Beach, including local municipality officials.

The researcher personally recruited participants from the area of South Beach, Durban. The researcher approached a variety of tourism businesses within the area of South Beach, asking if they would be willing to participate in the study. Upon arrival, the researcher presented the university offered letter (ethical clearance certificate) and the gatekeeper's letter from the municipality, granting the researcher to use eThekwini, South Beach area as a study site. Additionally, the consent form containing the rights and consent of research participants was also issued. Participants then had the option of participating in the study or not. Those who consented underwent interviews on various dates; some were conducted immediately. All participants in the study allowed the researcher to conduct the interviews in English. Nonetheless, some responses were in isiZulu, and the researcher had to translate them to the English language appropriately and honestly.

Through purposive research method, all fourteen (14) study participants agreed to partake in the study. Overall, the researcher ensured all participants that participation was completely voluntary. The researcher interviewed research participants in efforts to understand the overall contribution of sustainable tourism in bettering the lives of local communities around Durban.

3.7 Data collection methods

After receiving the consent form from the research participants, the researcher began interviewing individual participants. Before the one-on-one interview process began, the researcher used a cell phone device as a recording platform to capture the conversation between the researcher and the interviewee. According to Thunberg and Arnell (2021), digital recording is preferred because it frees the interviewer to focus on the conversation instead of taking notes, which may be distracting

for both the respondent and the person or people posing the questions. Moreover, according to studies, recorded interviews help the respondent and investigator build and maintain a better connection during the conversation, encouraging the respondent to reveal more specific and in-depth information (Thunberg and Arnell, 2021). All recorded interviews were transcribed appropriately.

At the time of getting the ethical clearance from the University of KwaZulu-Natal and the eThekwini local municipality, because of the coronavirus pandemic (Covid-19), it was vital to limit human meetings; therefore, where feasible, interviews were conducted on the Zoom platform following the university standards that the researcher gained from the ethical clearance letter. Therefore, participants were given a choice of either having a Zoom or Google meet online interview. The researcher chose these two online platforms because it is where recorded meetings can be accessed later. Therefore, out of the 14 interviews, five of them were conducted and recorded on the Zoom platform. These included the 2 municipality officials and 3 tourism businesses. These were later downloaded and turned into audio for the transcription process. The other interviews were conducted in person and recorded in a cell phone device.

Secondary data in the form of textbooks, scholarly articles including published and unpublished research was mostly collected during the literature development stage. More secondary data was collected during the writing process. Secondary data was mostly found on Google scholar and the University of KwaZulu-Natal library.

3.8 Limitations

The study has certain limitations that may impact the study's findings, given that the study focuses in the South Beach area, Durban, a metropolitan area, with office buildings, university residencies, shopping malls and entertainment areas such as night clubs. There are few to no residential areas in the area therefore the study could not incorporate the viewpoints of local communities. This is mostly because the businesses interviewed create tourism benefits not restricted to South Beach, for example most people who work in the hotels reside in the nearby communities of Umlazi, KwaMashu and Inanda. As a result, the study did not include residents' perspectives. Nonetheless, NGOs that are located in the South Beach area are included. As a result, the study's findings may

not represent community improvements limited to the South Beach area, but rather in other Durban neighbourhoods.

3.9 Delimitations

The area of South Beach, Durban is located in the Durban metropolitan area in the province of KwaZulu-Natal. The study sought to explore how the prominent tourism destination contributed to the upliftment of surrounding local communities; this was done to unearth opportunities produced and the overall contribution of the industry in the region to sustaining local populations' lives. South Beach is a very popular tourist destination in Durban and is amongst the most visited areas in Durban by domestic travellers. This is due to its golden beaches and beautiful attractions along the Golden Mile. The area has many hotels ranging from 1 to 5 star (TGCSA rated) ready to accommodate international and domestic tourists. Therefore, the boundaries to which this study was done are within the area of South Beach, because of its popularity as a tourism destination, especially amongst domestic tourists. South Beach is an area of local economic significance due to its contribution to tourism revenue in the eThekwini region. Because of its importance, the eThekwini municipality, through Durban tourism, has prioritised its economic growth as a substantial contributor to the city's and the province's economies in general. Overall, the study focused on determining the sector's precise contribution to local communities and conceptualizing it in terms of the development of sustainable tourism.

3.10 Validity and Reliability

In qualitative research, evaluating the validity and reliability is significant since it aims to make decisions about the study's robustness regarding to the application and suitability of the methodologies used, as well as the integrity of the overall findings (Boru, 2018). In a conventional way, validity is the degree to which data gathered by researchers, or an empirical measure accurately captures the essence of the concept being studied. On the other hand, reliability is the extent to which a measuring method can be trusted to yield consistent findings when used repeatedly (Bickman, 2009). Therefore, the interview instrument used in the study was checked and deemed appropriate. Through a pilot study, the research questions that are a part of the interview process were evaluated to see if participants understood the questions and any errors

were fixed to guarantee a perfect flow. Therefore the researcher continued with the data collection process.

3.11 Ethical considerations

The researcher applied for an ethical clearance certificate at the University of KwaZulu-Natal before beginning the study. The university reviewed the study's proposal, including the research methodology and research instruments. This was necessary as the university needed to ensure the protection of participants and that their participation was completely voluntary. After a review of the ethics from the University, the researcher was granted permission to continue with the study. The permission to interact with the participants/formal traders within the municipality was requested from eThekwini Municipality and a gatekeeper's letter was issued. This granted the researcher with permission to conduct research in the eThekwini municipality and approach and recruit any participants conducting businesses within the area of South Beach, Durban.

The researcher displayed an ethical certificate given by the institution as proof of compliance with research ethics regulations. The Corvid-19 guidelines were adhered to during the data collecting process, including hand hygiene before and after encounters with individuals, maintaining a social distance, and always using masks. To minimise in-person encounters, participants were asked if they would prefer to conduct Zoom online interviews where possible. Throughout the data collection process, the researcher was responsible for obtaining the consent of each willing individual to be interviewed; ensuring that all individuals were treated decently and with respect; guaranteeing that all participants' rights and confidentiality were fully respected at all times.

3.12 Informed consent

The researcher explained the participants' rights to them, including the freedom to withdraw at any moment and the fact that participation was entirely voluntary. Participants in the study willingly signed an informed consent form after receiving all necessary information about the study. Participants were informed by the researcher that they will not receive any immediate benefits or financial rewards from participating in the study and that their views and personal information will remain anonymous. The subjects in the study's photographs were carefully selected with their

complete consent, and the study's objectives were explained to them so that they were aware of the study's overall goal.

3.13 Harm and Risk

It was the researcher's responsibility to ensure that participants in the study are not subjected to any harm, psychologically and physically. All interviews were conducted at a location chosen by the participants to reduce the risk of participants feeling unsafe. This excludes the five interviews that were conducted through the Zoom platform. The institution has examined all research techniques to make sure that the participant is not harmed in any way throughout the interviewing procedure. Participants were made aware that all information will be used solely for academic purposes and that no personal information would be made public.

3.14 Confidentiality and Anonymity

Participants' personal information was not collected by the researcher because doing so would not have added importance to the study. To preserve the privacy of study participants, the names of the participants and their organisations/businesses was not collected. Instead, the respondents' numbers from 1 to 14 have been used in the following order. Tourism businesses from Respondent 1 to 9, Municipality officials from Respondents 10 to 11, NGO/ Community Projects from Respondents 12 to 14. This was done to safeguard their views about the organisations with which they are affiliated. The profile of participants is below.

Table: 3.1	Tourism Businesses	
Respondent Number	**Type of business/Sector**	**Position in the business**
1. (One)	Tour Operator	General Manager

2. (Two)		Hotel	Manager
3. (Three)		Hotel	Manager
4. (Four)		Hotel	Supervisor
5. (Five)		Hotel	Manager
6. (Six)		Hotel	General Manager
7. (Seven)		Amusement Park	Manager
8. (Eight)		Hotel	General Manager
9. (Nine)		Tourist Attraction	Owner

Table: 3.2	Municipality officials
Respondent Number	**Organisation within the municipality**
10. (Ten)	Tourism KwaZulu-Natal
11. (Eleven)	Durban Tourism

Table: 3.3	Community Projects/ Non-governmental Organisations
Respondent Number	**Organisation type**
12. (Twelve)	Nongovernmental organisation
13. (Thirteen)	Nongovernmental organisation
14. (Fourteen)	Community project

3.15 Honesty and Trust

The researcher adhered to all research protocols during the duration of the study. This was to ensure the research trustworthiness. Therefore, the researcher ensured the study's reliability and validity by following all ethical procedures in the formation leading up to the finalisation of the study.

3.16 Data Analysis

Qualitative data analysis is the act of collecting and categorising data in different forms to understand what it represents, and a range of analysis approaches are accessible, and the choice is based on the researcher's research objectives and the type of data he/she requires (Boru, 2018). Therefore, in the efforts of analysing data, the researcher utilised the thematic analysis method. Thematic analysis is more intricate and complex and refers to the process of organising data into words, concepts, and topics to find patterns in text and to determine the connection between all the grouped data (Nagarjuna, 2015). Moreover, Elo and Kyngäs (2008) describe thematic analysis as

a technique for examining textual, auditory, or visual communication messages. Its goal is to arrange the data collected, elicit meaning from it, and come to reasonable conclusions (Bengtsson, 2016). Given that is a qualitative study, the researcher saw fit to use thematic analysis as it is the most suitable method for analysing the audio derived from interviewing the study participants. When analysing the data, thematic analysis aided the researcher in developing pertinent recommendations and findings. Theme development is an integral part of thematic analysis (Vaismoradi et al., 2016). The authors continue asserting that the formation of themes involves the organisation of a collection of recurring concepts, which includes codes with a shared frame of reference and allows researchers to respond to the research topic.

After the transcription period, the researcher used the data reduction procedure. Mack (2005) defines data reduction as the collection, encoding, and categorization of data. Through this approach, the researcher was able to use the massive amounts of data and organise it in a significant manner that is either reduced or redesigned. According to DiCiccoBloom (2006) data reduction frequently necessitates decisions regarding which elements of the compiled data should be highlighted, minimised, or even disregarded for the requirements of the project at hand. Considering the study's aims and selectivity criteria, the researcher decided which data should be chosen for presentation. Additionally, inductive analysis was used to analyse the data, which produces research conclusions from the recurrent, noteworthy, or important themes that are found in the raw data. To understand the effects of sustainable tourism development in the South Beach Durban area, the researcher consolidated the opinions of the 14 study participants in a descriptive summary form where they were integrated in accordance with the current theories, the Stakeholder's Theory, the Magic Pentagon and the Social Exchange Theory, which were chosen to anchor the study.

3.17 Conclusion

This chapter focused on presenting the study's methodological techniques. The approaches for reaching participants and gathering data were laid forth. This chapter provided justification for each research instrument/approach employed, as well as the selection of study participants. Furthermore, the instruments utilised to gather data and the data analysis procedure, as well as the ethical considerations, were discussed.

Chapter four

SUSTAINABLE TOURISM PRACTICES IN THE SOUTH BEACH AREA, DURBAN.

4.1 Introduction

Concerning the findings gathered during the interviews, this chapter provides the analysis and discussion of the interpretations and perceptions of sustainable tourism development in the area of South Beach, Durban. It also carefully examines the sustainability of South Beach as a tourism destination in accordance with the twelve (12) sustainable tourism principles, informed by the Magic Pentagon of Sustainable tourism. This is crucial because the contribution of sustainable tourism to local communities is typically assessed in accordance with the twelve (12) principles of sustainable tourism since they ensure full embracement of sustainability in host destinations. Using the Social Exchange Theory, the chapter also looks at the recognition of local NGOs, as representatives of local community's needs. Moreover, the presentation of the data is done thematically, guided by the key questions and theoretical frameworks presented earlier in the text.

4.2 Interpretations of sustainable tourism in the South Beach area, Durban.

All stakeholders must fully comprehend what sustainable tourism is and address each of its pillars to ensure that sustainable tourism is realized. This is crucial in the attempts to adopt sustainable tourism principles in company operations and government institutions. Therefore, stakeholder's sustainable tourism policies must equally address the environmental, social and economic aspect of sustainable tourism in order to realise its benefits (Dabphet, 2012).

Tapper (2010) defines sustainable tourism as a method of addressing the needs of visitors and local populations while safeguarding and managing available economic, social, and environmental resources and generating new opportunities. Furthermore, sustainable tourism assures that the industry develops in a way that is socially just, environmentally responsible, economically feasible, and meets the needs of the local communities while also providing possibilities for fair advancement (UNWTO and UNEP, 2005). In other words, sustainable tourism encourages

tourism stakeholders involved in the industry's development to assure that its growth improves the lives of locals by being considerate of and respectful of their cultures and contributing to their well-being, optimizing the needs of the tourists to ensure sustained industry growth, and ensuring a contribution to the conservation of the environment.

4.2.1 Sustainable tourism as an environmentally based policy

The researcher set out to discover if institutions such as tourism businesses that operate within the area of South Beach do take responsibility for implementing/incorporating sustainable tourism principles in their daily operations. Most of the respondents agreed that they do incorporate sustainable tourism methods in their businesses. This is noted from Respondent 2 (R2) when he/she stated that:

> *"Yes, we include sustainable tourism guidelines into our management approach; we have regulations in place to ensure that we as a hotel are environmentally sustainable, and we also ensure that our visitors are responsible".*

When asked whether they apply the principles of sustainable tourism in their business, most responses specifically mention being environmentally sustainable, more than anything. Given that most respondents highlighted protecting the environmental resources already available within their operations, suggests that South Beach's notion of sustainable tourism is more grounded in environment protection as supported by Respondent 4 (R4) when he/she claimed that:

> *"The issues of the environment affect all sectors, so we as a business really try to respect the environment and ensure that we do not produce as much waste, also that we do not waste water".*

This confirms earlier findings that the notion of sustainability was based on environmental stewardship and ensuring that the tourism industry enhanced the environment as Stefănica and Butnaru (2015) note that in tourism businesses, sustainability is still viewed as an environmentally oriented policy that assures that all behaviours are respectful of the natural environments. Moreover, Maftuhah and Wirjodirdjo (2018) mention that the concept of sustainable tourism is commonly thought of as an environmental strategy that focuses on mitigating the effects of tourism development on the environment; however, this does not mean that other aspects of sustainable

tourism are completely ignored; rather, sustainable tourism understandings have recognised the social and economic significance as part of the growth of sustainable tourism development. Overall, environmental protection should continue being prioritised in tourist areas such as South Beach since it may considerably contribute to the healthiness of the local natural environment and ensure that local communities are not disadvantaged by environmental dangers caused by tourism development.

4.2.2 Promoting responsible behaviours among tourists/visitors.

According to the study's findings, some tourism businesses in the South Beach region do take on the responsibility of educating visitors about environmentally sustainable practices, such as assuring they respect the environment by avoiding littering. As a tourism business, they do this to ensure that their operations are sustainable since they are aware that if their customers in any way contribute to environmental deterioration, this would reflect poorly on them. This is supported by Respondent 1 (R1) who mentioned that:

> *"We encourage our clients to take trips in places that recognize the importance of responsible tourism".*

And Respondent 7 (R7) added that:

> *"We have also tried to educate our visitors with posters on how to behave appropriately and to avoid damaging the nearby vegetation".*

Tourists/visitors of South Beach, Durban, as stakeholders with a substantial impact on the success of sustainable tourism implementation, should assist by adopting sustainable practices in the destination. Educating visitors about sustainable behaviours is crucial since they are the primary consumers of tourism products and services; hence, awareness will ensure that they behave responsibly towards local people and the environment. As a result, tourism destinations throughout the world have been made to examine sustainable practices, because most tourists/visitors want to visit places that are ecologically responsible and sensitive to local populations. Such visitors are referred to as green tourists (Morrison-Saunders, 2019).

By maintaining a favorable attitude toward and integrating sustainable practices, the South Beach tourism destination has positioned itself as a potential gainer in the market of green tourists who are searching for destinations that adhere to sustainability norms. This is further reinforced by (Caruana et al., 2014) as they assert tourism destinations that welcome sustainable tourism have a competitive advantage in the now rising market of so-called greentourists, making it increasingly crucial for tourism destinations to adopt sustainable tourism. Overall, supporting and promoting sustainable tourism measures is an important part of growing and maintaining sustainable tourism in the South Beach area.

4.3 Sustainable tourism in the South Beach area, Durban.

4.3.1   Economic Viability

Future destination development should prioritise competent management that focuses on preserving tourism's economic contribution and creating a profitable tourist system with endless possibilities of economic development (UNWTO and UNEP, 2005). Therefore, the management and administration of destinations like South Beach, Durban, should focus on ensuring that the economic contribution of tourism remains profitable for the industry.

4.3.1.1 Maintaining destination competitiveness and profitability.

This study discovered that the local municipality, through Durban tourism, does help to maintain the competitiveness of the South Beach area, as that will ensure that the destination prospers and sustains its economic outlook. As supported by Respondent 10 (R10):

> *"What we do is promote say, KZN or Durban as a destination of choice in the global competitive market, we have marketing managers that are focused on promoting our destination in different parts of the world for example in Asia, Europe and even America, our work is to lure customers around the world to come see the great tourism products and services that they offer as tourism businesses".*

To ensure that the South Beach area remains competitive with other coastal destinations, Tourism KwaZulu- Natal and Durban Tourism have marketing managers dedicated to each market, in different geographies to ensure that the South Beach area, along with other parts of Durban are

promoted to a wide spectrum of markets. This corresponds to Hassan's (2000) findings that for a tourism destination to remain competitive in the global market, it is important to focus on studying the different needs of visitors from a variety of places, this will ensure that tourism products and services are diverse and market oriented.

Surprisingly, some respondents did not think that Durban Tourism, the organisation in charge of marketing the South Beach area as well as the rest of Durban, is doing enough to promote the destination in the global highly competitive market. As Respondent 3 (R3) mentioned that:

> *"I also believe that Durban tourism should concentrate on enhancing South Beach as well. We have a lot to offer, but as you are probably aware, the majority of visitors are from within South Africa, so we need Durban tourism to work with us to revitalize South Beach. We also need to tap into the market for international travel, so the emphasis should really be on enhancing the Durban CBD and South Beach".*

Compared to other well-known coastal locations in Durban, such as North Beach and Point, the South Beach neighborhood typically receives most domestic tourists and foreign tourists tend to visit other areas, mostly North Beach and Point because they have more popular attractions such as the uShaka Marine World in Point (Makhaola and Proches, 2017). South Beach's increased domestic tourism is explained by the fact that more visitors from other provinces are seeking out beach experiences, and the South Beach area acts as a destination of choice due to its popularity among locals and visitors (Tourism KwaZulu-Natal Statistics Report, 2021).

Product evaluation is a crucial stage in deciding how to promote the touristic products and services provided by the South Beach tourism sector. This was emphasised by Respondent 10 (R10):

> *"We need to evaluate their services and products so that we can market them and establish our position in the market".*

This is critical because a destination's ability to maintain the quality of its products and services will decide how long it remains competitive in the market and how well it can leverage its comparative advantages (Hassan, 2000). In establishing more sustainable measures in the tourism sector, it is essential that the industry remains profitable to support the economic development of destinations (Brokaj, 2014:5). The study's findings suggest that the South Beach tourism industry

employ sustainable tourism as a strategy to aid in their continued financial viability as they enhance their competitiveness in the market.

4.3.2 Local Prosperity

Local prosperity is all about making sure the destination economic linkages are maximised, which ensures that economic gains are realized at the region where expenditures are spent (Harris et al, 2012). In other words, the created economic advantages inside a destination must be reinvested within the destination to ensure that it generates opportunities for locals therein.

4..3.2.1 Maximising local economic linkages

The study's findings reveal that economic linkages between tourism businesses in the South Beach area exist, as Respondent 6 (R6) maintains that:

"I don't know if you are aware of the homeless man who used a vacant lot to grow fresh produce. Our job was to reach out to him and ask if we could purchase some of his produce".

This is consistent with UNWTO and UNEP recommendations that tourism enterprises must choose locally produced products and services as they are most likely to benefit local people (UNWTO and UNEP, 2005). Additionally, tourism businesses should regularly audit the supplies they use, such as food producers, as using local products can significantly increase the uniqueness of a destination's offerings. This is because if all the products used are produced locally, visitors will experience the destination in its entirety, in terms of what it has to offer (UNWTO and UNEP, 2005).

However, since South Beach is primarily a metropolitan area, it would be challenging to find local products to use in hotels, such as fresh vegetables, due to the scarcity of farms that produce them. Nevertheless, these businesses can look at other communities within the area of Durban and try to use them as it will ultimately benefit the local communities of the area of Durban. According to a similar study conducted in Greece, hotels typically find it difficult to source local products due to costs and a lack of such products, as such they eventually source outside of their destinations. Local businesses have realized the value of sourcing locally, though, and are working to create

policies that will encourage multiplier effects and decrease the need for imported goods (Argyropoulou, 2019).

In strengthening the supply chain between the accommodation sector and the food suppliers, it is important that businesses collaborate and see where to help each other grow as Respondent 6 (R6) emphasises that:

> *"As local businesses, we must really work together to support one another and develop the local economy together".*

This is supported by Harris et al.'s (2012) findings, as they assert that business relations in tourism destinations can lead to network formulations, cooperation, and profit sharing amongst providers of various tourism service providers. This can also extend to other sectors of the economy, such as the agriculture sector.

Other respondents alluded to that for tourism businesses to collaborate on such issues, the local government must bring together local businesses and encourage them to collaborate and support each other as it is important for the local economic development of the South Beach area, as Respondent 6 (R6) says:

> *"Through creation of policies, I know the government is the only institution that can offer leadership and bring us all together as businesses, and I know that through that collaboration, a lot more can be done".*

Researchers have pointed to local governments to find solutions in establishing direct sourcing schemes and ensuring the achievement of local economic linkages, as Argyropoulou (2019) emphasises that to guarantee that small local businesses also profit from tourism government must create policies that encourage the sourcing of tourism products and services locally. However, initiatives to promote local linkages have already been under way in tourism destinations like the UK, where incentives like accreditation for hotel chains that buy locally, promotional materials for hotels to use in their brochures, and governmental subsidies were developed to entice hotels to buy from local farmers (Ashley, 2005).

4.3.3 Environmental Purity

Sustainable tourism promotes tourism destinations to reduce their negative environmental impacts by lowering air pollution and waste, as well as ensuring that their very existence does not contribute to environmental degradation (UNWTO and UNEP, 2005). As a result, tourism enterprises should guarantee that they monitor their environmental impact assessment and create ways of not harming the environment such as, reducing the usage of harmful chemicals to the environment, and using transportation systems that produce less pollution (Tapper, 2010).

4.3.3.1 Reducing hazardous environmental concerns.

According to the study's findings, most tourism businesses interviewed in the study have measures in place to limit environmental impact, therefore contributing to environmental conservation efforts. This is crucial since South Beach, as a tourism destination, offers a variety of ecologically related activities that take place along the beach. This is confirmed by Respondent 8 (R8):

> *"But I think we do believe in the sustainability of the environment and making sure that we contribute to its conservation. It's not just us, I think that Many industries have adopted sustainable practises to save the environment, we also don't use a lot of energy, we preserve power".*

And Respondent 8(R8):

> *"...as well as ensuring that we protect, well not only to protect but to contribute to enriching the natural environment surrounding our business".*

This finding is contrary to other findings, as Leyva and Parra (2021) mention that world-wide, the hotel sector contributes to about 21% of all environmental hazards produced by the tourism industry, leading to loss of ecological resources. This is mostly because hotels and other tourism businesses lack proper management that can integrate sustainability measures into their operations (Leyva and Parra, 2021).

4.3.3.2 Monitoring Responsible land use

The study findings indicate that the local government and provincial government through Tourism KwaZulu-Natal and the KwaZulu-Natal Department of Economic Development, Tourism and Environmental Affairs monitors land use in the area of South Beach. The Tourism KwaZulu-Natal Act regulates that local governments should be responsible for ensuring that tourism businesses in the area of South Beach manage the land they utilise efficiently by ensuring that they do not conduct any illegal, unapproved projects that can potentially harm the environment as Respondent 10 (R10) mentions that:

> *"As part of planning the development of tourism in the province, we also look at the responsible land use, so when we license tourism interties to function, we must ensure that they respect the environment and contribute to the conservation of nature overall, we also have what we call the KwaZulu tourism act, which really looks at how we regulate the tourism industry as a province because the entire industry is based around that"*

This finding is concordant with Hanafiah et al. (2016), as they found that since Langkawi Island is a popular coastal tourist destination, the Malaysian government regulates and oversees land use to ensure that the island is sustainable, through contributing to the conservation of marine ecosystem. However, it is challenging to accomplish this because the island hosts more than 2 million domestic and foreign visitors each year.

The study also found that tourism business in the area of South Beach have entered into an agreement with the eThekwini municipality to ensure the protection and maintenance of the surrounding environment. The Adopt-A-Spot promotes responsible land use in the area by ensuring that tourism businesses take responsibility for cleaning their surroundings, which ultimately leads to local communities enjoying a healthy environment. This initiative aims to guarantee that the surroundings where tourist firms operate remain clean and environmentally sound. This is indicated by Respondent 6 (R6) who stated that:

> *"Also, we have a special relationship with the municipality where we fall under the Adopt-A-Spot program, where the space across us and the pavements around our businesses,*

we've adopted them to ensure that they are always kept neat and clean, that's something that not all businesses do, but we do that as well, we do it for the betterment of our business as well as the general public"

The public and the municipality are not the only beneficiaries of this initiative; it also helps the tourism industry by keeping the areas around it clean and ensuring visitors have a positive impression of the area. This is explained by Respondent 7(R7):

"We have partnered with the municipality on a project called Adopt-A-Spot, which essentially gives us the obligation of taking care of our surrounding environments. By doing this, we benefit ourselves by making our environments more appealing to our visitors, since no one wants to visit an untidy area, so we have taken steps to ensure that we take care of our surroundings".

This finding is in line with Briassoulis and Van Der Straaten (2013) who indicated that attractions should maintain a clean environment to ensure pro-environmental behaviour among visitors. This creates a favourable image among tourists, who may then spread a positive message by word of mouth, encouraging other people to travel to the destination.

The Adopt-A-Spot project helps to restore a favourable image of the South Beach area as a tourism destination as Respondent 9 (R9) claim that:

"Because of this, I see these kinds of projects that are attempting to maintain and restore the area's appeal. That's why, we have collaborated with the department of environmental affairs to keep our surroundings clean and orderly. We really need change here, because we currently do not have something that you can call a good image".

Similarly, Stefănica and Butnaru (2015) discovered that keeping the environment clean in tourist sites may drastically transform visitors' perspectives of the destination to a favourable one, highlighting the significance of maintaining a clean environment.

4.3.3.3 Environmental monitoring systems by tourism businesses in the South Beach area.

This study has discovered that certain tourism-related enterprises have put environmental management systems in place to monitor their operations with relation to their Environmental

Impact Assessment (EIA). The ISO 14001 environmental certification is a set of guidelines for environmental management that have been accepted on a global scale. It aids businesses in keeping track of their resource use, promoting sustainable usage of natural resources, and lowering air pollution, as Respondent 5 (R5) mentions that:

> *"So basically, what it is, is some kind of certification that like, helps businesses, such as ours to be more environmentally cautious, there's a framework for it, issues such, you know our operations having to be carefully planned out, considered all the potential damage that those operations can have on the environment, looking at how we can minimise the impact and adopt a different method if possible"*

The findings indicate that Environmental Management System (EMS) adoption promotes resource conservation, reduces environmental impact, and positive attitudes toward sustainable tourism practices throughout the tourism industry. This result is consistent with Chan and Wong's (2006) findings that the system enhances hotels' environmental performance, increases management effectiveness in addressing sustainability issues, fosters stakeholder awareness, and aids in achieving a competitive advantage.

4.3.4 Cultural richness

The UNWTO and UNEP (2005) describe cultural richness as encouraging the use of tourism to gain an understanding of the various cultures that exist in various parts of the world; therefore, sustainable tourism necessitates that the industry conduct tourism activities with consideration and respect for local cultures, thereby contributing to cultural preservation and instilling cultural pride amongst local communities. Moreover, tourism management must ensure the protection of cultural and heritage resources such as historical sites and include communities on the promotion and demonstration of cultural resources leading to greater cultural sensitivity (UNWTO and UNEP, 2005).

4.3.4. 1 Cultural inclusion in the South Beach area

The outcomes of the study show that the local government, through Durban tourism, supports the incorporation of cultural resources in tourism development. This is done so that local communities

may profit from selling their traditional crafts, thereby promoting their culture, as supported by Respondent 11 (R11) who maintains that:

> *"The general area of South Beach is where we get to see a lot more local people benefiting from tourism, when you walk around the beach you find a lot of local people selling their crafts to different tourists, so I think we have been able to make provision for to include them as well, that is something that has been a boost to the local people, its also part of the Golden Mile, Durban is known for the warm weather and its nice when people come and spend their money because it actually benefits the industry"*

Indeed, the Durban Beach front, including South Beach, features a length of local merchants selling local crafts such as carvings as well as clothes such as swimwear and shorts which are sold to locals and tourists along the beach. They are in a favourable position since most vendors are positioned opposite hotels and restaurants that host many tourists, allowing visitors to observe the items and services supplied by locals. Local communities benefit more financially from this direct tourist spending because it allows them to receive payments directly from visitors, cutting out middlemen fees that might force visitors to purchase crafts from shops, which would otherwise reduce the amount of money that communities receive. Figures 4.1 and 4.2 demonstrate members of local communities selling their souvenir**s**/products directly to tourists along the coast of South Beach, Durban.

Figure 4.1 Picture of a local community member selling his products to tourists in the South Beach area (Researcher's own photograph, 2022)

Figure 4.2 Some of the local products being sold to tourists along South Beach (Researchers Own photograph, 2022)

This finding is in line with Muganda, Sirima and Ezra (2013) who found that in Tanzania, when tourists purchase local souvenirs, they directly support local craftsmen and the suppliers of their raw materials, boosting the local multiplier effect. Moreover, buying local souvenirs increases tourists' authentic experiences as it creates memories of the destination visited, increasing cultural tolerance, understanding and respect for local cultures and increasing cultural knowledge (Swanson, 2014). This results in local communities embracing tourism development and fostering a positive outlook of tourism since they can appreciate the advantages of tourism (Muganda, Sirima and Ezra, 2013).

4.3.5 Physical Integrity

Physical integrity is concerned with ensuring that tourism development contributes to the preservation and enhancement of the quality of physical landscapes; thus, any form of tourism activity should consider the degradation of physical landscapes, as they are important in preserving the authenticity of natural environments (UNWTO and UNEP, 2005). In coastal areas, erosion is generally exacerbated by the construction of tourism facilities such as hotels, which results in vegetation cover being taken away to make path for construction projects (Wong, 1993).

Therefore, to retain the integrity of physical landscapes, seaside tourism destinations should consider avoiding new construction development projects. Alternatively, local governments should develop policies that encourage the reuse and renovation of existing buildings rather than construction of brand-new structures, since this would reduce the impact of tourist development on physical landscapes (UNWTO and UNEP, 2005). Another approach can be the incorporation of new creative building designs that do not alter natural environments but rather complement them. Furthermore, physical degradation can be caused by visitors; consequently, recreational activities such as hiking should be actively regulated to ensure that the environment is not deteriorated, and coastal activities should be monitored where appropriate to maintain the preservation of coral reefs (UNWTO and UNEP, 2005).

4.3.5.1 Maintaining landscape purity in the South Beach area.

Since most tourism businesses located in the South Beach area are hotels, the researcher interviewed hotel-like businesses the most, which are located in the city's metropolitan area where

there are no physical landscapes like mountains, however, the study found that some tourism businesses are trying to maintain the natural vegetation surrounding their establishments as Respondent 7(R7) indicates that:

"You can see that we are surrounded by a lot of greenery, which we have worked hard to maintain in accordance with the municipality's mandate that we keep our spaces green".

This finding is supported by Pérez and Rodriguez del Bosque (2013) and Hughes and Scheyvens, (2016) who believe that sustainable tourism helps the preservation and maintenance of green places, consequently improving brand image and contributing to the healthiness of natural environments.

4.3.6 Resource efficiency

The concept of resource efficiency ensures that tourism establishments minimise the use of scarce and renewable resources, due to their being essential in maintaining local communities' lives (UNWTO and UNEP, 2005). These resources include fresh water, minerals, and energy derived from non-renewable sources. This has a tremendous influence on global resource management and ensure that local residents are not competing with visitors for scarce resources (Musavengane and Kloppers, 2020). Policies developed should address resource supply while managing tourism growth, reducing water use and prioritising the needs of local populations above those of the business in terms of resources (UNWTO and UNEP, 2005).

4.3.6.1 Minimising the usage of fresh water and preserving energy in the South Beach area.

The study's findings show that most of the tourism businesses interviewed do have strategies in place to safeguard precious resources like water and energy. This is mainly because the eThekwini area appears to lack resources like water, so these practices are trying to minimise consumption, ensuring that these resources are ultimately also available to local communities for use, as Respondent 7 (R7) mentions that:

"When you think about sustainability generally, it's a very big deal, especially to us as entertainment areas, as we turn to consume a lot of water and energy. But what we've tried

to do is, use less energy by investing in solar systems, which is a much cleaner alternative
than, you know, the generations of electricity".

This finding is collaborated by Tapper (2010) who stated that while demands for addressing severe climate change are growing, tourist establishments should also do their share to respond to the worldwide call for sustainability. Tourism development should assure deployment of alternative energy sources that limit the consumption of old ways.

Additionally, the study also discovered that the eThekwini municipality has limited water supply since there are few water resources in the city. This is supported by their monitoring of water consumption in water-based businesses. This is indicated by Respondent 9 (R9):

> *"So, we have begun taking proactive measures such as maintaining the park's water supply*
> *at the same level in order to avoid using up the city's already limited water supply and by*
> *having monitors come in for checkups to make sure there are no irregularities from time*
> *to time".*

Other methods for conserving energy include turning off lights when hotel rooms are unoccupied. This ensures that the business contributes to the conservation of energy, which is critical given the country's power shortage. As Respondent 8 (R8) mentions that:

> *"It's not just us, I think that many industries have adopted sustainable practises to save the*
> *environment, we also don't use a lot of energy, we preserve power, and we turn the lights*
> *off in, or during times where they are unoccupied, that's also important".*

Since the hotel industry uses a lot of electricity, it is crucial to use strategies like purchasing energy-efficient appliances, installing automatic lighting systems and sensors to turn off the lights automatically when guests leave, and instructing staff on how to clean rooms with less water and energy (Zografakis et al, 2011). Building better customer loyalty through energy saving and tourism destination sustainability attracts new and young customers who are seeking experiences that are environmentally conscious and support environmental conservation, which in turn helps hotels become green (Zografakis et al, 2011).

4.3.6.2 Recycle, Re-use and Reduce.

The study's findings also revealed that certain South Beach tourism businesses practice the three Rs—recycle, reuse, and reduce—in order to minimise their negative effects on the environment and make better use of their resources. These aid accommodations in improving waste management. As Respondent 5 (R5) collaborates that:

> *"There are these three R's Recycle, Re-use and recycle, I think that's one of our guiding principles in terms of going green".*

Oppositely, Ioannidis et al (2021) argues that since the tourism industry uses a lot of resources, including a lot of energy and water, and is frequently prone to single-use products, it is challenging for the industry to adopt the three Rs. This makes it harder to manage waste appropriately. This results from the fact that many of hotel managers have a more generalized understanding of the 3Rs and lack the necessary tools and resources to embrace more ecologically friendly practices that consume less water and energy (Ioannidis et al, 2021). Nonetheless, since consumers tend to favour companies that practice environmental responsibility, which has a positive effect on the business's profitability, implementing methods that focus on resource reduction, reuse, and recycling is predicted to have an impact on the firm's financial performance (Zografakis et al, 2011).

4.3.7 Biological diversity

Biodiversity ensures that tourism growth has the least negative effects possible on the most fragile habitats, such as coral reefs and marine environments (Kloppers, 2020). To preserve such places, tourism must do its part not to harm the environment. It is then necessary to equitably reinvest the money made by tourism to support conservation efforts in several national parks, reserves, and other protected places (UNWTO and UNEP, 2005). Therefore, tourism development should carefully monitor its operations to reduce harm to the environment, especially in areas with valuable natural landscapes or where the biodiversity may be vulnerable. Moreover, the provision should be supported by policies and actions, and destination developers should take care to promote tourists' understanding of biodiversity so that they conduct their activities as considerately as possible, encouraging conservation (UNWTO and UNEP, 2005).

4.3.7.1 Regulating and overseeing tourism activities near areas of ecological diversity.

The study's findings show that local government closely monitors tourist activities to ensure that all rigorous regulations are adhered to and to minimise harm to marine life as Respondent 11 (R11) mentions that:

> *"South Beach is part of our most visited areas, especially by people coming from all over the country, there's many activities there extending to the point area, we have many attractions that put an emphasis on, on the protection and conservation of our marine life, Because it is part of the coast line, there is resources in place that you know are aimed at managing the coast through legal or whatever means , this is all to achieve, long-term conservation so that tourism continues to benefit the area, not only limited to the area but benefits are shared all over so it is important for the nature along with its associated ecosystem services and cultural values"*

Implementing policies that support marine life conservation is crucial for a region that is adjacent to the sea because doing so will ensure that the area remains alluring to potential marine life enthusiasts. As such, it should be safeguarded to remain appealing.

Orams (2003) stresses that it is challenging to manage coastal zones with sandy beaches that are always crowded since these regions tend to have large environmental costs due to ecological disruption and rising erosion levels caused by increased tourism and beach-related activities. Moreover, Cisneros (2016) affirms this by noting that the environment may slowly deteriorate because of excessive beach usage. Sand can blow away from the dunes because walking on them can harm the vegetation and the beach may disintegrate because of waves from nearby boats. The Durban beachfront is a crucial region for the growth of the city's tourist industry thus the local government must guarantee that its coast is managed to maintain its appeal for the benefit of marine life and the growth of the city's tourism industry.

4.3.8 Local control

Local control ensures that tourist development involves local communities in the planning and administration of tourism development in their region; as a result, they should be recognised as major stakeholders in tourism development in order to influence tourism development (UNWTO

and UNEP, 2005). Fossati and Panella (2000) note that for sustainable tourism to thrive in any tourism destination, initiatives should work with local communities to guarantee that tourism benefits are shared with communities and that residents have influence over their development. Therefore, tourism development should define local communities' positions, consult them on major developments, and address and respect traditional authority that exist in some regions.

4.3.8.1 Creating local community awareness.

The study's findings indicate that informing local communities with the initiatives or projects that tourism businesses in the South Beach area have, is critical, since this benefit them and they have to know if they can get assistance from them or not. Therefore, tourism development in the area informs community members about tourism-related benefits that they are creating. As Respondent 6(R6) mentions that:

> "*As we reach out to the community, we don't have a criteria that make us select certain people, whenever budget is available or allocated for the foundation, we use volunteers that come through, and we interview schools, we are even feeding schools, offering lunch bags, but we choose them ourselves*".

Campaigns to raise public awareness of the many organisations working to better the lives of members of the community are crucial, as Respondent R1 mentions that:

> "*We run campaigns in and around areas that we've determined need help, mostly in communities that we know, to let people know we're here to help them anytime they need such and such assistance, but I will not disclose those specific families that we deal with because of confidentiality*".

This discovery is related to a study conducted in Wanayasa, Indonesia, by Sihombing et al. (2017) who found that local tourism businesses recognize the need to involve local communities in tourism development by launching campaigns that encourage them to learn more about tourism and offer any assistance where it is possible. As a result, communities will acknowledge and accept the growth of tourism since they will now view it favorably and recognize its importance to both the public and private sectors (Muganda and Sirima (2013).

At times, employees of the tourism business can best identify and reach out to communities themselves as Respondent 5 (R5) mentions:

> *"Our staff also point us in the direction of these communities since, as you may be aware, they are also locals. As a result, they can best describe the difficulties that these particular communities face, which allows us to go and inform them and handle the situation from there".*

As a result, it may be deduced that the surrounding communities in and around Durban supply the tourism workers working in the South Beach area. This supports a study by Muhanna (2007), who noted that for tourism to be sustainable, the workforce should be made up primarily of members of the local community because they will be the ones to notice the positive effects that tourism development is having on their quality of life and neighbourhood. Working with community organisations such as NGOs is one way to ensure that the word gets out to local communities, which was asserted by Respondent 4(R4):

> *"Since we collaborate with a variety of NGOs, it is their job to get in touch with communities, ascertain their needs, and then inform us of how we can help. In other words, they are better at understanding the needs of the communities than we are".*

Additionally, some tourism enterprises may not need to personally interact with local communities; instead, NGOs can do so because they work with communities, as Respondent 2 emphasised (R2)

> *"I am not gonna lie, we do not personally reach out to communities, because where can we start, you see, so it is better we approach community programs through their representatives, since every organisation has representatives, even NGOs, so they know what they do and what they need from us".*

This finding is in line with Holden and Mason (2005) who asserted that through partnerships with the business sector, local communities can receive assistance from NGOs such as training and administration of the conservation of natural environments, which helps to raise awareness of prospects for tourism development.

Some tourism businesses believe it is essential to preserve the names of the families or individuals they help, thus when they carry out their charitable activities, they ensure that the recipients' personal information is kept private. As Respondent 7 (R7) says:

> *"Obviously, when we assist organisations like NGOs, it is their option whether to be public or not, but when it comes to individual families or people, we as a business think that we shouldn't publicize such information, so we do not utilise social media channels as it is highly public".*

Oppositely, most studies conducted on corporate social responsibility in the tourism industry, encourage tourism enterprises to disclose their CSR efforts as Martínez et al (2013) state that CSR adds to shareholder accountability by urging stakeholders of the firm to be mindful of the communities in which they operate; hence, it is critical that tourism businesses disclose their CSR activity to the public. Furthermore, Tamajón and Font (2013) mention that engagement in CSR stems from a realisation of its benefits, which include a rise in positive reputation, the ability to recruit and hire top-tier staff, and a favourable impact on a company's financial success. Therefore, most tourism businesses in the South Beach area should disclose their CSR initiatives to realise the benefits of full embracement and engagement.

4.3.8.2 Recognition of Non-Governmental Organisations

Since the South Beach area is inside the city of Durban, there are not many residential areas. However, there are NGO's and community projects run by individuals in the area, so the researcher investigated whether they receive support and are acknowledged by the tourism businesses situated in the South Beach area since most of the businesses that were interviewed claimed to work with them on issues that concern the community. In their response, they are recognised by the businesses since they receive support from them, as Respondent 12 (R12) stated that:

> *"Yes, we work with a few hotels in the area. In fact, we received help from them in the shelter we run with help from the municipality, do you know Garden Court? The one at the beachfront? Yes, they help us shame, and they give us any clothing, food parcels, or other items they are not currently using. For that, we are very grateful".*

Although, the support that this particular NGO gets is not only from tourism businesses, the NGO mentioned that businesses in the South Beach area do help them with donations as Respondent 13 (R13) states:

> *"We are supported by many businesses in Durban generally, this is not limited to South Beach since we operate everywhere, Our goal is to give back to communities and uplift their lives where we can, even though we wish we had enough resources to cater to all of them, you know that we used to serve soup on Wednesdays, but the line outside was too long and we could not serve everyone, so we stopped and decided to use a different more open location, it is really bad, people need help"*

Some tourism businesses do collaborate with projects that are aimed at improving the lives of local communities as Respondent 14 (R14) claimed that:

> *"We are partners with some tourism businesses in the area, we are supported by the Bayside hotel group, especially on our children initiatives, where you know, we provide them with what they need, suppliers such as sanitary pads, you know they are little girls, they are not supposed to go through this, but we support them where possible, we have also received help from restaurants, mostly in meals because that is what they deal with, they provide with them, so we ensure to run our project and keep them close since they are of huge benefit because when we receive this stuff, we take it to even Umlazi, there is a church there called ,African gospel church, yes we take the stuff there and we arrange for kids to collect and sometimes even adults"*

This finding indicates that some NGOs in the area of South Beach, are part of sustainable tourism. This discovery corroborates Jenkins' (2012) assertion that in the African continent, it is critical to have non-governmental organisations (NGOs) involved in sustainable tourism because they ensure that governments and tourism companies are constantly monitored and criticized for being harmful to the environment and dismissing local communities, particularly regarding involving them in decision making regarding the development of tourism in their own communities. The South Beach area is a well-known tourism destination that is brimming with tourism opportunities provided by the inflow of tourists; hence, it is vital that the NGOs operating in the region are supported in their efforts to improve the lives of local residents.

4.3.9 Social equity

Social equity in sustainable tourism ensures that tourist economic and social possibilities, including income and services, are distributed fairly among local communities. To address challenges like combating poverty through tourism development, disadvantaged populations should be at the forefront of the industry, in terms of uplifting their lives (UNWTO and UNEP, 2005). Therefore, government-led policies should target a wider audience and work to improve the conditions of those who have historically been underprivileged or who have had limited access to the political process. For instance, in the African context, traditional and indigenous communities can be categorized as historically underprivileged (Adillón, 2019; UNWTO and UNEP, 2005).

4.3.9.1 Distribution of economic opportunities to local communities

The study determined that the local government fosters economic prospects for the city's tourist industry by bringing in events that help the city's economy and, as a result, provide employment chances for the local populace. This is supported by Respondent 9 (R9) who mentions that:

> *"I think our relationship with Durban tourism and the Durban economic unit, they are kind of in charge of planning, organising tourism development in the city, to make you an example, they organise events, which are, some of them are of international significance occasionally held in Durban, those are important, very important, in the sense that they bring more people in the city, that in turn benefits tourism enterprises and others"*

This conclusion concurs with Mtshali et al. (2017), who mentioned that organisation of events for the city of Durban delivers economic advantages to the city, creates opportunities for the growth of local, black-owned small, medium, and micro firms in the accommodation tourist sector, and increases tourism's total contribution to the city's economy. Mejabi (2018) adds to this by pointing out that there are economic benefits to society in the city of Durban because of visitor spending during big events, and that events are crucial to the city's socio-economic development and the promotion of sustainable tourism. However, challenges such as unequal racial hierarchies in the Durban tourist sector impede small businesses and local communities from profiting from tourism (Mejabi, 2018).

4.3.9.2 Bringing tourism opportunities to townships.

The study findings indicate that in the efforts of distributing tourism created opportunities to previously disadvantaged communities, specifically in townships, the government fosters township tourism by encouraging visitors to the city to visit places that are located in townships as stated by Respondent 11 (R11):

> *"Our focus is not only on South Beach, but all over Durban, for example we have encouraged and developed township tourism, where we really, you know, pursue people to come closer to local communities so that they can also benefit from tourism, for example we have Max's lifestykle, magaba lounge, these places give experiences to a lot of people, so the eventing space is not only focusing on the beach as a you say, but it's also other activities around the city, tourism activities inject a lot of money into our economy"*

This finding is related to the findings of Booyens (2021), who stated that to provide tourism advantages to local communities, the South African government promotes the development of Township tourism to ensure equal distribution of tourism economic benefits. Furthermore, Township tours may help the local economy of marginalised communities, and they are frequently touted as a responsible tourist alternative by operators conducting Township tours (Booyens, 2021). In fact, most scholars advocate Township tourism as a poverty-relief strategy, as well as a tool for local economic advancement and ensuring that the advantages of urban tourism are distributed more broadly. However, the development of Township tourism has encountered significant hurdles, as Mbane and Ezeuduji (2021) state that there is insufficient indication that the poor gain from tourism, particularly from Township tourism. This is due in part to the difficulties experienced by local entrepreneurs, such as intense rivalry from previously established, primarily white-owned businesses (Booyens, 2021).

4.3.10 Visitor fulfilment

Ensuring that visitors have a satisfying and safe experience that is accessible to all without discrimination by age, race, disability, or in any other manner is another crucial component of sustainable tourism (UNWTO and UNEP, 2005:34). To demonstrate their commitment to guaranteeing guests' well-being, tourism businesses should regard visitor satisfaction as a goal in

and of itself rather than just a way to increase profits (Morrison-Saunders, 2019). The creation of policies by destination developers to maintain the quality of products and services is important. Therefore, monitoring services may be strengthened by holding feedback sessions where visitors can express what they dislike about a certain destination (UNWTO and UNEP, 2005).

4.3.10.1 Welcoming all types of guests.

According to the study's findings, certain tourism firms in the South Beach neighbourhood of Durban make it a goal not to discriminate when it comes to accepting diverse guests, since all races and genders are welcome at their establishment. This is supported by Respondent 7 (R7) who mentions that:

> *"Since apartheid, Durban Funworld has made a name for itself as an institution of change, as you are probably aware, we were the first business on the Durban beachfront to publicly welcome visitors of all races, this was done in complete defiance of the Nationalist Party-run municipality's rules at the time because we thought the segregation laws were wrong and chose to ignore them".*

Other efforts are also implemented to guarantee that people do not feel excluded. As Respondent 7 (R7) further elaborates that:

> *"Another thing, unlike other parks like us, Durban Funworld does not charge an entrance fee, instead, you only pay for the rides you use, we do this because we do not want anyone to feel excluded".*

These measures promote the accessibility of tourism products and services in South Beach. This result is consistent with the findings of Eichhorn and Buhalis (2011) that stated that "tourism is for everyone" and that tourist enterprises should guarantee that their products and services are available to anyone who desires them. Nonetheless, the tourist sector must work hard to assure complete accessibility because, across the world, transportation, lodging, and attractions remain generally inaccessible owing to affordability, lack of knowledge, and physical disability (Eichhorn and Buhalis 2011).

4.3.10.2 Meeting the diverse needs of visitors.

The study findings also indicated that certain tourist firms take visitors' demands, such as their cuisine preferences, to guarantee that consumers feel welcomed and have a positive experience at the establishment visited. This is supported by Respondent 4 (R4):

> *"Although our hotel caters to a wide range of customers, some of them are absolutely adamant about purchasing or using only organically produced goods, so if a person at home only uses these kinds of products, we have to be able to cater for them, this goes to our breakfast as well, yeah, vegan options are also available, we still go out of our way to ensure that they enjoy their stay"*

This demonstrates the effort made by certain tourism establishments to guarantee that guests may enjoy their visits without being deprived of their preferences. Kocevski and Risteski (2018) support this assertion by arguing that as food is a basic human need, travelers must satisfy it every day. However, the function of food changes depending on whether tourists want to try local cuisine or merely want to eat what they are accustomed to back home. Nonetheless, tourism destinations should continue to serve food to tourists as per tourists demands.

4.3.11 Community wellbeing

By ensuring that it maintains life support systems, provides access to resources, and prevents social and environmental damage, sustainable tourism promotes the social health of communities (UNWTO and UNEP, 2005). The growth of the tourism industry should also promote job creation, higher investment levels, and the use of revenue from tourism to fund the installation of basic amenities like water, energy, roads, transportation services, hospitals, and stores (Hassan, 2000). Additionally, the growth of the tourism industry should not interfere with how easily local residents can obtain supplies, services, and resources because visitors often place pressure on these resources, therefore there should be a balance between supply and demand (UNWTO and UNEP, 2005).

4.3.11.1 Enhancing the quality of life in the surrounding local communities.

According to the principles of sustainable tourism, every business engaged in the tourism industry should have a policy in place that addresses or considers the needs of local communities to guarantee the development of such communities' quality of life. All tourism businesses interviewed in the study stated that they do have community development policies within their business that they use to guide their giving back to the community. For instance, Respondent 1 (R1) stated that,

> "*Yes, we pride ourselves on helping and being part of the community, and we have several policies, we even have projects that are dedicated to empowering local community members, they range from career guidance to charitable work that we are involved with*"

Despite not having a specific policy in place, however, the study discovered that, communities have different needs therefore it is important for tourism businesses to develop policies that cater for those unique needs. This was stressed by Respondent R5 (R5) who claimed that:

> "*Well, I cannot provide a specific policy in place but for us I think it is important to constantly engage ourselves in community-related issues, to learn about their daily challenges so as know how we can assist them where we can, and that aspect guides our community engagement policy because communities change over time and so are their needs*"

This finding demonstrates the commitment of tourism businesses in the South Beach area in having measures that are aimed at contributing to the wellbeing of local communities. This finding is consistent with Mathew's (2021) discovery that when the tourism sector adopts pro-social and pro-environmental policies as part of their development of tourism, it contributes to the well-being of communities by improving their quality of life and ensuring the area's long-term sustainability. However, in some tourism destinations where this has been carefully examined, especially when taking into account the opinions of the local populace, communities are typically dissatisfied with tourism development, primarily because they lack or fail to recognize the opportunities brought by tourism development in their areas (Waligo et al, 2015; Lekaota; 2017 Adebayo, 2018; Tosun, 2000). This might be explained by the fact that since communities are typically made up of people

with diverse interests in tourism-related activities, it is frequently difficult to assure the wellbeing of all community members in this aspect (Moodley, 2013).

The study also found that, when a tourism enterprise has two or more branches, it is important that policies that are created are shared amongst them, so that they speak in one voice. This was indicated by Respondent R9 (R9):

> "*Our businesses, as well as our board of directors, are involved in various community improvement projects because they oversee policy developments of all aspects of the company, they guide us, and they have created charities in the name of the company, you can even refer to our websites for more specifics about our charities*".

Some tourism companies design community outreach programs that will enable them to have an instant impact on communities, ensuring that they contribute in whatever manner to their growth. This was elaborated by Respondent 7 (R7):

> "*As you can see, there are homeless individuals all around this neighbourhood; they are known as "amaphara." Our strategy is to look at our community and attempt to determine what we can do to provide aid to the people there. This is our mandate: help where we can*".

4.3.8.2 Corporate Social Responsibility and wellbeing in the South Beach area, Durban

The study findings indicate that because certain tourism businesses feel part of the community, they utilise corporate social responsibility as a guide when developing their community engagement policies. They view this as a crucial component that encourages them to connect more with communities. This was explained by Respondent 4 (R4):

> "*As much as we are businesspeople, we do come from communities, and occasionally we have to look back and realize we are doing enough for the communities around us. That is taking responsibility for the communities; after all, it's the same communities that support us every day. All of our policies are guided by the principles of corporate social responsibility. This brings us back to communities*".

This is also stressed by Respondent 1 (R1) who mentions that:

"Oh, right. As part of our corporate social responsibility, we have committed to helping various communities. In fact, the notion of CSR as a whole call for us to address community issues to the best of our ability and with the resources at our disposal, but it also depends on what we can be able to give you know, but yes corporate social responsibility is important to us".

This finding is in line with Font and Lynes (2018) who stressed that, the inclusion of CSR in tourism development is crucial because it directly satisfies the demands of sustainable tourism, which include guaranteeing the protection of local communities' resources, ensuring that stakeholders in tourism development are acknowledged and properly considered, and addressing local communities' needs through just tourism growth. Additionally, CSR strengthens eco management systems of destinations by ensuring that they follow worldwide environmental management standards in companies such as the (ISO 14001) (Hatipoglu, Ertuna and Salman, 2019). International tourism awards, like the Travel and Tourism Council's (WTTC) Tourism for Tomorrow Award, encourage the incorporation of CSR into tourism business operations by requiring that companies' codes of conduct and corporate social responsibility policies follow the world's best practices for conducting business in tourism (Lund-Durlacher, 2015). Nevertheless, the majority of hotel chains have their own CSR programs in place and provide yearly CSR reports on their websites (Lund-Durlacher, 2015).

4.3.12 Employment quality

Sustainable tourism necessitates the tourism industry to provide local employment that pays a fair wage, has acceptable working conditions, and is open to all people regardless of race, religion, gender, or disability (UNWTO and UNEP, 2005). Policies should address labour relations enforcement since better working circumstances can contribute to higher performance at work (Dabphet, 2012). Furthermore, tourist firms should guarantee that local populations receive skill training and career progression opportunities so that they are better equipped for the skills necessary in the tourism and hospitality sectors (UNWTO and UNEP, 2005).

4.3.12.1 Job creation in the South Beach area, Durban.

The results of this study showed that the government is committed to providing local communities with employment possibilities through staging events throughout the city of Durban, not just in the South Beach area. This is supported by Respondent 10 (R10).

> *"The eventing space is not only focusing on the beach as a you say, but it's also other activities around the city, tourism activities inject a lot of money into our economy and that means a lot of job opportunities for the locals"*

This finding is in line with Mejabi (2018) study that indicated that the eThekwini municipality promotes itself as a destination for events in South Africa as part of its integrated five-year development strategy. Consequently, local communities experience economic growth that combats poverty by generating job opportunities.

Additionally, this study discovered that certain South Beach tourist enterprises empower the neighborhood's residents by providing them with work possibilities that help them develop the skills they need to advance up the tourism industry's ladder in search of greater prospects. As explained by Respondent 5 (R5):

> *"I think that in a way is giving back to local communities, here we have staff that is coming from around Durban, yeah, and some of them have been, working here in the past, not here in the hotel but in some other, you know related businesses, so we have then taken them in and empowered them, give them training, and we are so excited to see them grow within the business, or outside, because, you know some may decide to leave for better opportunities, but we are excited for them anyway"*

This outcome is consistent with Medina-Muñoz's (2016) assertion that the tourism industry must provide employees with the necessary skills to allow them to advance to management positions and potentially earn higher salaries, which would enhance their quality of life. Moreover, since some hotels that operate in the area of South Beach have several other branches in the city, they tend to employ a large number of local people as supported by Respondent 6 (R6):

"We do contribute very much, but maybe to just add, you know we create a lot of job opportunities for local people around, as it is, look at our branches here in the city, we have many, think about the number of people that work for us, so we really have a lot, and I think that contributes to the community in a way".

Despite the findings, it should be noted that many studies continue to claim that the tourism industry continues to provide low-paying jobs that are largely unsustainable due to seasonality concerns. According to Jolliffe and Farnsworth (2003), tourism typically offers employment that is not permanent and only lasts for a specific amount of time when demand is high, leaving locals without jobs once the peak season has passed.

4.4 Conclusion

This chapter provided the study's findings, analysing the interpretations of sustainable tourism as a policy, with an emphasis on how the concept is perceived by the tourism industry in the South Beach area. It then analysed and addressed the inclusion of sustainable tourism principles, since embracing sustainable tourism requires adopting all concepts into operations to enable the successful incorporation of sustainable tourism.

Chapter five

CHALLENGES OF SUSTAINABLE TOURISM IN THE SOUTH BEACH AREA, DURBAN

5.1 Introduction

This chapter analyses and discusses the relationship patterns between South Beach's sustainable tourism stakeholders, which include tourism businesses, the local municipality, and non-governmental organisations (NGOs). This analysis of relations will be based on the Stakeholders'

Theory regarding collaborations in sustainable tourism development, which is in keeping with the sustainable tourism approach that asserts that stakeholders' roles and linkages must be delineated clearly for sustainable tourism to succeed. This will be accomplished by examining each stakeholder's perception of the relationship with the other. It will also reiterate the challenges that sustainable tourism development has faced in South Beach, Durban.

5.2 The relationship between sustainable tourism stakeholders in the South Beach area, Durban.

Collaborations among stakeholders, including the local municipality, tourism firms, and non-profit organisations, are important in the attempt to improve the lives of local residents, as was emphasised earlier in the text. But since local communities are supposedly less likely to benefit from tourism development, the researcher wanted to understand the relationship patterns that exist between the local municipality and the private sector which are the tourism businesses in South Beach. The analysis below is based on relationship patterns that exist between the two main stakeholders namely, the private sector and the local municipality.

5.2.1 Collaborations between tourism businesses and the local Municipality

5.2.1.1 Client Based Relations.

Because the questioned tourism-related enterprises are situated in the South Beach area, Durban, it was crucial for the researcher to comprehend how the businesses saw and interacted with the municipality because the local municipality oversees and regulates issues related to tourism development in the area of South Beach and Durban as a whole.

The study's findings indicate that certain tourism-related businesses in the South Beach area, Durban, view their relationship with the municipality as one of customer-service, where the enterprises are the municipality's clients, and the municipality is a service provider. As Respondent 3 (R3) mentions that:

> *"Regarding the relationship between us and the municipality, we basically have a customer service relationship, as in we are their customers, you know we pay service fees such as Water and electricity to them, and they provide. As we are part of, of Durban CBD, we are really in a place that is constantly under development, so yeah, it's important to have good connections with the municipality".*

According to Respondent 3 (R3), these services are necessary for the business to function, demonstrating the necessity for tourist businesses in the South Beach area to maintain good relations with the municipality to continue receiving the services they need. Moreover, Respondent 8 (R8) provided evidence of this saying that:

> *"We have a good relationship with them; they give services to us in exchange for payments. Over the years, we have kept up with our part of the bargain, and the municipality is also benefiting us by providing the services we need to operate our hotel."*

This finding is line with Worku and Tessema (2018) who indicated that it is critical for the private sector to have healthy relations with local governments since they develop and implement policies, determine rates of municipal bills owed to the municipality, and oversee the growth of the tourism destination. Moreover, other respondents also noted the importance of honouring payment agreements between them and the municipality since they are utilizing their services such as water and electricity. This was revealed by Respondent 9 (R9) who stated that:

> *"Paying our fee on time is crucial for us to maintain good relations with the eThekwini municipality because, as you must understand, the municipality generates revenue that is used to provide us with the essential services we require to run our business. Upholding our conclusion of the agreement is the basis for a successful partnership."*

It is crucial for the tourist business to make sure that they do not fall behind on their monthly or yearly payments since doing so might result in the municipality cutting off their services, which

would prevent the business from continuing to operate. Respondent 9 (R9) indicated this when he/she said that:

"The municipality can simply cut off your service if you miss a payment, which is primarily caused by perhaps not reaching your profit margins in that time, and there is very little room to negotiate when that happens, so it is difficult in that sense to maintain a good relationship when such things happen."

This means that for the client service relationship between the municipality and South Beach tourism firms to continue being effective, both entities must adhere to the original agreements. The municipality is also compelled to continue providing services to tourism enterprises as long as they pay the necessary operational fees.

5.2.1.2 Relations of promoting healthy culture and environmental protection

 Other relationship endeavours that exist between the local municipality and the tourism businesses in the South Beach area are geared at ensuring that the surrounding areas remain healthy and environmentally sound for local communities to enjoy their environment as Respondent 4 (R4) asserts that:

> *"The adopt a spot program is another method we strive to assist the community since we make sure to maintain a clean environment around us and people around us get to live or be in an area that is safe, clean, and generally healthy for their living."*

By promoting healthy surroundings near tourism-related enterprises, South Beach residents are protected from any potential detrimental social and environmental effects that might lower their quality of life. This finding contradicts the findings of (Moyo and Tichaawa, 2017), who established that tourism activities tend to limit local communities from living happily in their environments because tourism-related activities become distractive to their environment and lives, disrupting their way of life as local prices rise, resulting in a decrease in local communities' quality of life. Nonetheless, some respondents expressed their commitment to practicing tourism that is fair to local communities, ensuring that tourism activities in the South Beach area of Durban do not negatively impact local communities' lives as Respondent 3 (R3) mentions that:

"Yes, very much so, we adhere to sustainability efforts, I think currently this is of utmost importance, practising tourism that is just and fair is our priority, and when you look at the past years, things changed significantly, we had to now focus on how we can ensure the safety of our customers and at the same time be considerate to local communities".

As a sustainable tourism proclaims, any kind of tourism development must contribute to the wellbeing of local communities and tourists by generating local opportunities that will enrich their lives and ensure visitor fulfilment by ensuring their safety and offering authentic experiences (UNWTO and UNEP, 2005). However, what prevents the optimum sustainability of destinations is that stakeholders typically have divergent interests in tourism and, as a result, fail to consider the needs of other stakeholders in favour of their own. This makes it particularly challenging for tourism to contribute to community wellbeing (Byrd, 2007).

5.2.1.3 Having no relations between the private sector and the Local municipality in the South Beach area.

It is interesting to note that two research participants were not sure how they related to the eThekwini municipality. One research participant (R5) said they do not really have a relationship with the eThekwini municipality because they are just starting out. Nonetheless, Respondent 5 (R5) said he/she would like to develop one:

"We currently have no relationship with the municipality, which is purely because of the fact that we are just getting started, however, we remain hopeful you know that as we move through this stage of development, we will be able to forge meaningful relationships with them over time because I am sure we share the same development goals in terms of, say, our economic contribution to the improvement of the city"

The second tourism business claimed that their connections with the eThekwini municipality are limited to simple business transactions, not more than that. This indicates that there are not many more relations or engagements that exist between the two. This is claimed by Respondent 2 (R2):

"Look, unless I need their approval, which is usually a long, drawn-out process when it doesn't have to be, we really don't have any relationships outside of, you know, payments and stuff, and we don't really have that kind of situation where maybe I can reach out to

them regarding my business interests. As a result, it's more of a transaction than a relationship".

This finding shows a lack of engagement between the local government and the two tourism-related businesses, which restricts the growth of sustainable tourism as it is mentioned that stakeholder cooperation is necessary to ensure the success of the tourism destination. In the context of sustainable tourism, stakeholder collaboration can lead to a variety of opportunities.

This is supported by Worku and Tessema (2018:4) who mention that collaboration between the private sector and local governments can result in improved product creation, attraction replenishment, marketing and promotion, and infrastructure development, providing a better responsiveness to community-related needs. Furthermore, this also includes enhancing tourism strategy and contracts for big infrastructure projects, as local governments serve as project regulators.

In contrast to the participants, certain tourism businesses are in engagements with the local municipality about improving the infrastructure in the South Beach area. As Respondent 3 (R3) mentions that:

> *"Look, in the Durban CBD, we are in contact with the eThekwini municipality on a weekly basis, reason being is because, the infrastructure in Durban CBD itself, has not being paid much attention to in the past, so now at least there are commitments to give the area a facelift and improve the tourism facilities in the area, so we are within that space as well".*

This finding agrees with the requirements of the sustainable tourism that are articulated in the World Tourism Organisation and United Nations Environment Programme policy guide that promotes public-private partnerships (PPP) as they enable organisations to pool together their resources, skills, knowledge, and assets for the accomplishment of a certain shared development goal, fostering lasting relationships that guarantee that common issues are resolved through cooperation (UNWTO and UNEP, 2005). Therefore, since the South Beach area is a metropolitan area, both the local municipality and the private sector have a common interest of developing the existing infrastructure to ensure the sustainability of the tourism sector and overall improvement of the area as a tourism destination of choice.

5.2.1.4 Perspectives on improving current relations with the local municipality.

5.2.1.4.1 Improvements in service delivery

The eThekwini local municipality oversees the development and maintenance of existing infrastructure in the South Beach area, including Durban. Even though most respondents said their relationships with the municipality were good and they had no concerns or suggestions as Respondent 8 (R8) mentions:

> *"We have never really been in any conflicts or anything of sort, so why would I want to change that, I think its fine, if the shareholders of the hotel are currently okay with how things are, then its fine".*

The study's findings indicate that several local tourism enterprises want the municipality to enhance infrastructure maintenance because it can have a negative impact on their business operations. As Respondent 3 (R3) mentions that:

> *"I think the municipality can improve their services, look on our side, here in South Beach, I can tell you there is forever complaints about the sewage system in place, the water supply, roadworks, we do have a relationship however the turnaround time for the provision of these services is really disappointing,"*

This demonstrates that there are service delivery challenges in the eThekwini municipality that are harming the day-to-day operations of the tourism industry. Water supply and sewage problems appear to be generating considerable trouble for the tourism business since the municipality takes a long time to remedy problems, even when they are notified timeously. This is indicated by Respondent 2 (R2) who claimed that:

> *"We had an issue of a sewage leak this past month, just outside of the entrance, it was flowing down to the end of the street, we reported it to the municipality because it had been causing us issues, and they took a week and half to come and fix the issue, our hotel takes pride in providing clean services, but it gave the wrong impression to our guests, we were very concerned that they would decide not to stay with us"*

For sustainable tourism to thrive in tourism destinations stakeholder collaborations are essential to ensure each stakeholder's interest is brought forward and addressed through collaboration and sharing of resources. This finding indicates that the municipality must enhance the infrastructure maintenance in South Beach to ensure that the private sector continues to strive thus bettering sustainable tourism development, which benefits local communities. Nonetheless, through engagements, the two stakeholders' relations can ensure that these concerns are resolved as supported by Worku and Tessema (2018) who assert collaborations can help to prevent issues like misperceptions that stakeholders have about one another and conflicts by clearly defining and assigning the roles and responsibilities of stakeholders in sustainable tourism.

The diversity, excellence, and overall balance of a tourism destination's services and resources affects its ability to compete and attract visitors (Hassan, 2000). Therefore, for South Beach to continue to compete with other coastal tourism destinations, provision of resources and offering high quality tourism products and services is essential. Nonetheless, the process of engaging the two sectors requires some structure and efficient communication routes, therefore it is not particularly simple (Dabphet, 2012; Waligo et al., 2015).

5.2.2 Local Municipality's relations with the Private Sector in the South Beach area

5.2.2.1 Promotion of tourism products and services of the South Beach area, Durban.

The findings of the study indicate that the relations of the local municipality and the private sector are grounded through the Durban Community Tourism Organisation. The Durban central CTO is responsible for promoting the products and services made available by the South Beach tourism businesses. To do this, they interact with the private sector about their experiences and goods before instating communication channels that disseminate information about the region's attractions across the nation, Africa, and the rest of the world. As supported by Respondent 10 (R10) who mentions that:

> *"We do have great relationships with tourism businesses, not just those in South Beach but also those in other parts of the city. Keep in mind, though, that we are in charge of promoting tourism products offered by the private sector through our organisation called the Durban Community Tourism Organisation, so we collaborate with them frequently, we*

need to evaluate their services and products so that we can market them and establish our
position in the market.”

This is a very important phase in the development of sustainable tourism since effective marketing and promotion of the South Beach area as a travel destination will guarantee that it maintains its position in the market, attracting more visitors and ultimately boosting the local economy in the area. This assertion supported the findings of Sofronov (2019) who mentions that an efficient marketing plan through the Destination Marketing Organisation (DMO) regularly collaborates with the destination's travel suppliers to assess and assure the availability of sufficient travel products and services to endorse the variety of communications strategies and techniques that are in place to promote the destination. As a result, the South Beach is evidently actively involved in marketing its resources to establish its position and draw visitors from all over the world, ensuring its sustainability as a tourist attraction.

5.2.2.2 Ensuring local economic development through collaboration.

The local municipality's primary objective is to maintain economic sustainability in local areas by ensuring that the private sector continues to function, consequently helping local communities; as a result, they have common goals with the tourism firms in the South Beach area, Durban. This is demonstrated by Respondent 11 (R11) who states that:

> *"We do share common goals with the private sector, but keep in mind that our main objective is to ensure that we reposition tourism as a significant economic contributor to the local economy. For example, if you look at South Beach, many of the largest hotels in Durban are there along the sea, and they employ many locals who live in uMlazi or KwaMashu. For this reason, we work together to make Durban a destination of choice because more visitors mean more jobs for locals."*

This study findings also indicated that the best way that the local municipality uses to ensure that the local economy grows is to support local tourism firms. This is significant because when these businesses are successful, more local residents will gain from the growth. It is crucial that the municipality supports the tourism industry since it creates job possibilities for local residents.

The findings of this study also revealed that the best strategy for the local government to secure the growth of the local economy is to assist local tourist enterprises. This is significant because if these enterprises succeed, more local citizens will benefit from the expansion. It is critical that the municipality promotes the tourist industry since it provides employment opportunities for local residents. This is stressed by Respondent 10 (R10) who mentions that:

> *"As part of our quality assurance policy, we want to ensure that tourism businesses provide quality products because that will ensure repeat business. As a result, we support them greatly as they grow individually because doing so will benefit the entire industry. Our unwavering support will ensure that they bring more opportunities on the ground, for local communities, so we need to make sure we do that."*

This finding is line with Muganda et al. (2013) who assert that ensuring that both the public and private sectors support how the private sector creates opportunities for the development of local communities through job creation, empowerment, and skill provision is a crucial component of effective partnership approaches. Therefore, opportunities for ongoing cooperation and engagement are necessary between them since they are important stakeholders who have a significant impact on the growth of local communities.

It is critical for the government to provide assistance to local tourism firms since doing so would assure local economic growth not only in the South Beach region but across the city of Durban (eThekwini). While the municipality does not have particular programs in place that require local tourist enterprises to aid local communities, there are incentives in place to persuade tourism businesses to commit to socioeconomic concerns. This is explained by Respondent 10 (R10):

> *"Even though there isn't really a mandate that compels businesses to pay attention to socioeconomic issues, we do encourage them through the development of best sustainable practices for the tourism sector because we know that these put more of an emphasis on striking a balance between economic growth and the enhancement of the lives of local communities."*

This demonstrates that tourist enterprises contribute to the socioeconomic growth of the South Beach region, with the backing of the local municipality assuring their success and so enhancing tourism advantages encountered in the South Beach district of Durban.

5.2.2.3 Contribution of the private sector towards the well-being of local communities

5.2.2.3.1 Encouraging Localisation amongst tourism businesses in the South Beach, area.

According to the study's findings, the local government promotes local tourist businesses to buy local supplies to stimulate economic activity within the city and set the multiplier effect in motion. As supported by one of the eThekwini municipality's official statement, Respondent 10 (R10):

> *"We host supply chain workshops where we discuss policies and difficulties with all the stakeholders and strongly push tourism businesses to commit to localisation because to us, local economic growth is very important and you know South Beach is part of our most visited areas, especially by people coming from all over the country, there's many activities there extending to the point area, and through localization of businesses can generate a variety of opportunities that can stimulate the city's economy"*

Many studies have been conducted on how the localisation of tourism products may improve the local economy of host destinations, particularly for small businesses that are just getting started. This finding is supported by Argyropoulou (2019) and Harris et al. (2012) who assert that localization leads to the formation of supply chain linkages within local businesses such as farmers, making it easier to shape the region's developmental potential as the local economy becomes more sustainable via reduced reliance on external markets.

5.3 The Challenges of sustainable tourism development in the South Beach area

5.3.1 Lack of funding and resources in NGOs.

At present, the NGOs interviewed work with communities in and around Durban, and have faced numerous challenges in their attempts at improving the lives of surrounding local communities as Respondent 13 (R13) mentions:

"The problem we face is the issue of the funding It is stressful because we are at the forefront of community issues and are the ones who listen when the community cries, but we do not receive enough financial support to address these numerous issues. At the moment, we do not receive enough financial support from the government and sponsors."

Similarly, Respondent 14 (R14) mentions that:

"Our main issue, in my opinion, is a shortage of funding, which is why we require all the assistance we can get. This assistance doesn't just have to come from businesses; anyone can help. We also have a volunteer shortage, but those who are unable to provide financial support can donate their time to our soup kitchen, which will help shorten the lines."

Non-governmental organisations play an important part in the development of sustainable tourism by addressing the needs of the local community. According to the study's results, local NGOs in the South Beach region confront considerable financial constraints as they attempt to enhance the lives of the local communities. This finding collaborates findings by Segrado and Farmer (2006) who claimed that local NGOs in Valle de Bravo, Mexico, were found to be ineffective in the advancement of sustainable tourism due to a lack of technical personnel, financing, and general support from the local government in both social and environmental protection programs. Interestingly, when questioned about the degree of support provided by the local government in their attempts to improve the local communities, some NGOs cited comparable problems. This is elaborated by Respondent 12 (R12) who mentioned that:

"Sometimes, when people have an urgent problem that needs to be resolved, they come to us, but we are resourceless, so we turn to the government. However, even though the government listens to us, sometimes they take a very long time to respond or provide resources, for instance, during COVID, when there were restrictions and curfews, many homeless people did not have housing in the area, where were they supposed to go during curfews? when we contacted the government about this, they promised to find us a shelter immediately, but that never occurred; instead, they simply pointed us in the direction of another shelter that was already filled"

Because they act as vital local community change agents, local governments and the tourist industry must fund NGOs more strongly if they are to continue supporting local communities. This view is supported by Segrado and Farmer (2006) who mention that NGOs are closely connected to local communities; consequently, the viability of local communities depends on how the private sector and local governments perceive them as a useful tool to aid in the conservation of natural resources and enhance the capacity to bring in economic resources to help in the improvement of local communities' social standing in the host destination. NGOs should thus be utilised more by the eThekwini municipality and the private sector since they are well-positioned to assist in enhancing the standard of living in the local communities.

5.3.2   High crime and Homelessness rates in the area.

The results of the study revealed that one of the difficulties hindering the South Beach area from becoming a prosperous tourist destination is the region's high crime rates and higher population of homeless people, since these factors have an impact on how tourists perceive the area as a tourist destination as Respondent 9 (R9) mentions that:

> *"We have high crime rates and a higher concentration of homeless people in the general area of South Beach, causing a lot of problems over the years. Because of this, I see these kinds of projects that are attempting to maintain and restore the area's appeal. That's why, we have collaborated with the Department of Environmental Affairs to keep our surroundings clean and orderly".*

This finding expands on previous research conducted by Dube (2015) who argues that due to the provincial governments' inability to offer residents of the rural sector stable livelihoods or employment, there are more homeless persons in the South Beach area who contribute to neighbourhood problems like violence and pickpocketing.

On the contrary, the Tourism KwaZulu-Natal representative claimed the provincial governments intend to use tourism to bring local people, particularly those in rural regions, development through the establishment of additional rural tourism initiatives as Respondent 11 (R11) mentions that:

> *"We've been trying to encourage township and rural tourism and where even people who stay in isolated communities can be able to utilise their environments to establish tourism*

activities within their communities, because there is really potential tourism growth out there".

Indeed, rural tourism is an alternative option to bring about tourism development in rural areas because of its ability to support local employment and combat seasonality concerns because of its lower population density and cyclical demand for tourism services, boosting regional economic growth (Dabphet, 2012). Undoubtedly, factors like crime have a severe detrimental effect on travel destinations, particularly in South Africa. Perry and Potgieter (2013) support this statement by mentioning that crime poses a threat to the growth of the tourism industry in the nation because it tarnishes the country's good image. This is because if a crime is reported to the media, visitors may perceive the country as unsafe, causing them not to visit, thereby harming the industry's economy. Gauteng and KwaZulu-Natal were once regarded as the most unsafe provinces in South Africa to visit (Ferreira, 1999 cited in Perry and Potgieter 2013). Nevertheless, concerns like crime and homelessness must be addressed if the South Beach area is to be promoted as a secure destination for tourists, as Phori (2018) asserts the foundation of destination competitiveness and tourism growth are safety and security.

5.3.3 Slow recovery from the Covid-19 Pandemic

During the past years (2020/2021), the tourism industry was hit hard by the Covid-19 pandemic, and the South Beach area Durban was no exception. The South Beach tourism industry was severely impacted as residents lost their employment and several tourist attractions closed their doors, ultimately leading to a loss of revenue, contributing to the city's economic collapse. As respondent 10 (R10) mentions:

> *"You have probably seen how travel decreased as a result of restrictions like the closer of the border, which then left most tourism businesses out of profit and unable to generate money, many people were left out of jobs, failing to put bread on the table, it was a really hard time for the sector, we took a hit, there were literary no tourism activities happening in the city, think about the number of people who depend on the functionality of the industry to make end meet, they were severely affected"*

This finding collaborates findings by Rogerson and Rogerson (2020) who mentioned that the introduction of the COVID-19 epidemic had a significant influence on the South African economy, reducing the sector's overall contribution to the country's GDP, as unemployment rose because of the industry's closure. Furthermore, Rogan and Skinner (2020) continue to claim that this exacerbated gaps between rich and poor because the shutdown of the industry primarily impacted the informal sector more, which included people selling crafts and souvenirs to tourists. They were wholly dependent on the money made from the influx of tourists thus this was particularly difficult for them (Rogerson and Rogerson, 2020).

The study's findings concur with those who noted that coastal cities like Cape Town and Durban were particularly heavily hit, leading to a decline in recreational activities at popular coastal attractions like beaches (Rogerson and Rogerson, 2022).

The findings of the study also discovered that because the Covid -19 introduced new guidelines and regulations, some travel businesses were still having trouble operating normally, even as the industry was beginning to open up. This was because they had to make sure they obtained the necessary suppliers to continue doing business under the new guidelines. This is explained by Respondent 8 (R8):

> *"Even after the situation improved, it was still challenging to run a business because we had to provide masks and hand sanitizers for our employees, and because there was a shortage, we had a hard time getting them from our suppliers. This put our sustainability efforts in jeopardy, but overall, I believe we were able to adapt and come up with ways to cope. After all, the world is changing, so what can you do about it but adapt?"*

This finding correlates with the findings of other sectors such as healthcare as Livingston and Desai, and Berkwits (2020) mention that lack of protective equipment, including masks, caused the healthcare industry to withdraw masks from public spaces for its own use. Due to a lack of supply, this pushed the industry to utilise the masks for prolonged periods of time.

The study also observed that many tourism businesses, including the government, in the area of South Beach appeared to have been re-strategizing and reviewing their sustainable tourism policies

as a result of the Covid-19 consequences. This is supported by Respondent 10 (R10) who stated that:

> *"So, we were forced to go back to the drawing board and see how we can partner up with organisations like Proudly South African and Shot Left to see how we can encourage domestic tourism, because we have been so heavily reliant on foreign arrivals, that is why we have fut an emphasis on local travel, organisations such as shot left are some of our partners that we work with in this, people of this country really have to travel and check what's on their backyard, there's a whole lot more interesting places around that people need to see especially in the province of KwaZulu-Natal"*

The findings of the study further discovered that the introduced reforms did not simply affect the private sector; Tourism KwaZulu-Natal also had to modify its sustainable tourism strategic plan by promoting more domestic travel to lessen the dependence of the tourist sector on foreign markets. This was aimed at ensuring that the government had more control over the sustainability of the tourism industry.

This finding is in line with the findings of Bama and Nyikana (2021) who mentioned that organisations such as the South African Tourism (SAT), Industrial Development Corporation (IDC), Tourism Business Council of South Africa (TBCSA) and Shot Left collaborated and invested a large sum of money to stimulate local economic development through the promotion of domestic travel in the country. Re-strategizing and advocating localization in the private sector has prompted Durban tourism to anticipate that SMMEs would gain immensely from this since there will be more locals travelling, needing more local products and services, which are largely provided by SMMEs.

Moreover, the findings also indicated that the Covid-19 restrictions resulted in restructuring in terms of how the tourism industry was conducting its operations. When asked about the implementation of sustainability principles in their businesses some businesses responded about how they adhered to Covid-19 restrictions as a way of ensuring that they are being responsible. For example, Respondent 6 (R6) claimed that:

> "*Regarding sustainable tourism strategies, we have surveys that are done with our guests, we have covid resources to help with adherence for the people that visit, we have covid screening forms that are in place, we have security that is responsible with regards to the safety of our guests, staff and just general public around the area*".

This indicates that During the Covid-19 pandemic, the focus of sustainable tourism significantly changed to ensure the protection of guests and employees in the hotel sector as Respondent 3 (R3) mentions that:

> "*We had to now focus on how we can ensure the safety of our customers, they trusted us with their protection, It was difficult and is still difficult because you never know when it might return, but we had to change how we operate and adhere to the restrictions imposed by the government, Imagine how hard it was for the general public, but for us, it was 10 times more difficult as we had to change everything overnight, because the announcements were made so quickly*".

Nonetheless, guaranteeing guest safety and security is one factor that enables visitors have a positive experience in destinations, assuring visitor satisfaction (UNWTO and UNEP, 2005). As a result, the South Beach tourism sector behaved in compliance with the requirements of the sustainable tourism principles, which emphasise that tourism destinations must ensure the safety and security of its visitors.

5.4 Conclusion

The perceptions that exist among significant stakeholders involved in the development of sustainable tourism were analysed and discussed in this chapter. The chapter evaluated the relationships between the two most significant stakeholders, anchored by the Stakeholder's Theory, which encourages stakeholder collaboration in sustainable tourism development. This is significant because, to properly convey the benefits of tourism to local communities, it is necessary to identify any existing partnerships and cooperation. Lastly the chapter looked at the current challenges preventing the prosperity of sustainable tourism development in the area, notably, high crime and homelessness rates, Covid-19 and lack of funding for NGOs.

Chapter Six

SUMMARY, RECOMMENDATIONS AND CONCLUSION

6.1 Introduction

As established earlier in the text, the study's overall goal was to investigate the role that sustainable tourism plays in attempts to improve the lives of local people. The study's primary focus was on the private sector. Because it offers job opportunities, contributes to conservation, and maximises

local economic development, the private sector is a major contributor to the upliftment of local communities. As a result, this chapter highlights the primary findings of the study by closely examining the four major objectives of the study and how they were achieved. Moreover, the chapter includes the study's recommendations, which were generated from the literature reviewed and findings of the study drawn from interviews with the study's key participants, who included tourism enterprises, local government officials, and NGOs in the South Beach area. Lastly, the chapter includes areas for future research that are also derived from the study's findings, as well as a conclusion that closes the entire study.

6.2 Summary of Major Objectives

6.2.1 To examine the strategies put in place by the Tourism businesses in the South Beach area, Durban, to uplift the livelihoods of the local people.

This objective sought to determine whether the South Beach tourist industry has integrated sustainable tourism strategies into its business operations, as sustainable tourism strategies are oriented towards the well-being of local communities. The incorporation of sustainable tourism strategies demonstrates the approaches the industry employs to positively contribute to the well-being of local communities.

The study's findings indicate that the South Beach tourism sector does incorporate sustainable tourism strategies into its business operations, which benefits the local populations in and around Durban. The tourism industry in the South Beach area employs practices that are based on environmental protection, enriching the environment by avoiding the use of potentially harmful substances. This devotion guarantees that the areas where the businesses operate are kept clean and in their natural state, enabling the locals to enjoy their places without being affected.

The findings of the study further indicate the sector's commitment to ensuring the conservation of natural resources. The employment of Environmental Management Systems (EMS ISO 14001) are some approaches used to examine business operations that include tourism activities, guaranteeing that the environmental impact assessment is monitored, and potential environmental hazards are avoided. Furthermore, to ensure the sustainability of the South Beach area as a tourism destination, the private sector promotes responsibility behaviours among tourists, ensuring that they respect

local communities' environments by not contributing to environmental degradation. The embracing of sustainable tourism by the South Beach tourism sector has supported and promoted sustainable consumption and production of tourism products and services.

The South Beach tourism industry was found to be using corporate social responsibility as a guiding principle that enhances the adoption of sustainable tourism from a social responsibility perspective. With this approach, the industry was able to consider the needs of local communities and make contributions where they can. Programs like Adopt-A-Spot are some of the strategies implemented to assure the private sector's accountability in terms of environmental protection and maintaining surrounding landscapes useable for local communities.

The study also discovered that the South Beach tourism sector prioritises local economic development by employing strategies such as localization, creating local economic linkages, ultimately guaranteeing the sector's steady local economic growth and the creation of local economic possibilities, for emerging tourism businesses. Furthermore, the South Beach tourism industry fosters local community empowerment by offering flexible employment opportunities to residents, giving them the chance to further their careers and pursue other employment opportunities while also honing their talents.

The study also indicates that by ensuring visitor satisfaction, preserving the destination's competitiveness and profitability, and distributing economic opportunities to local communities through participation in local events that draw tourists, the tourism industry in the South Beach area contributes to the sustainability of the destination and creates employment and other opportunities for the local populace. However, concerns such as increased crime rates can anticipatedly harm the destination's image by distorting travellers' expectations of it.

6.2.2 To identify communication strategies or networks used by tourism businesses to reach out to residents.

The significance of local communities being involved in tourism development was noted in the study. In fact, communicating with local populations about developmental issues that can potentially affect their well-being is necessary for sustainable tourism. Therefore, this objective's goal was to identify the lines of communication that exist between the local populations and the

private sector. If there are no existing communication channels, this will influence whether the private sector engages with the local communities or not, which could potentially result in the exclusion of local communities from tourism development.

According to the study's findings, there are very few direct communication channels that exist between tourism enterprises in the South Beach area and local communities. This is attributable to the fact that the South Beach area is located in a metropolitan area, far from local community's settlements like KwaMashu and Umlazi. Nevertheless, the private sector values and acknowledges NGOs as an important component of connecting with local communities since they advocate for the needs of communities in the Durban area.

The local municipality (eThekwini municipality) and non-governmental organisations serve as intermediaries between the private sector and local populations. As a result, the study's findings show that the South Beach tourism industry makes use of NGOs in its community outreach efforts since some of the businesses have created relationships notably NGOs such as Umthombo Street Children Action, Abahlali Basemjondolo Organisation, and Voice of the Needy. NGOs in the area still provide the closest approach to a community engagement project that the South Beach industry has to offer.

6.2.3 To examine the extent to which local tourism businesses recognise local communities as a stakeholder in tourism growth and development initiatives.

One of the most significant stakeholders in the growth of tourism is local communities. However, trends in tourism studies have frequently brought attention to how unfairly the benefits of tourism are distributed, with the private sector acting as the primary financial investor and gainer of the majority of benefits. This results in a lack of local involvement in tourism development. Therefore, the purpose of this objective is to ascertain whether or not the South Beach private sector views local communities as significant stakeholders, as doing so will affect the amount of support provided to local communities.

The research's results show that the South Beach tourism industry does value local communities as key stakeholders in the growth of a sustainable tourism industry. This is demonstrated by the fact that, despite South Beach not being a communal or settlement area, tourism enterprises

nonetheless develop local awareness campaigns that place a high importance on non-profit organisations (NGOs) who operate as local community change agents. The sector provides funds/resources and other benefits to the NGOs that are then given to the local homeless population or to those living in nearby local communities. Moreover, the local government of eThekwini municipality through the Durban Community Tourism Organisation ensures the sustainable development of tourism products and services in the Durban metropolitan area, thus contributing to community upliftment initiatives such as providing jobs and skills development for local people.

The study also discovered that South Beach-area NGOs felt recognised by the area's tourism enterprises, particularly because they get assistance from them. Based on this, the study maintains that NGOs, as change agents in local communities, have a significant role to play in the growth of sustainable tourism in South Beach, Durban. This is because NGOs are familiar with the problems that local communities face and are aware of the societal reforms that are necessary to address social ills such as poverty.

However, NGOs still confront a number of obstacles that keep them from effectively tackling issues that affect local communities in their capacity as advocates of local communities. These problems include a lack of funds and an overburdened government response to issues affecting the community.

6.2.4 To document the level of support that tourism businesses give to local communities.

As stressed earlier in the text, governments all over the world use sustainable tourism to address the various pressing needs that local communities face. In fact, sustainable tourism is used as a tool to improve tourism's contribution to economic opportunities for local communities, thereby raising their standard of living. As a result, this objective evaluated the private sector's response to community needs to recognize the measures and commitments put in place to address community needs. Due to the absence of local communities in the area of South Beach that may serve as representations of community needs, the study compared the contributions made by local businesses to the needs of NGOs as local community change agents, which was informed by the Social Exchange Theory. This was done with the intention of determining whether tourism development in the area completely meet the requirements of the local inhabitants as represented by NGOs.

The study's findings show that, even though NGOs serve as local community agents and receive support from both the government and tourism businesses in the South Beach area, the support is still insufficient to address all the challenges they deal with, especially those that are more instantaneous to their surrounding communities. However, problems such as the lack of cooperation between the private sector and local government can significantly contribute to the unequal treatment of local community issues because local governments represent the needs of the local population and therefore direct developmental efforts to meet those needs. Nonetheless, the study finds that tourism development alone cannot address the vast local community needs in the area of South Beach and surrounding communities where these NGOs assist, therefore, in its capacity, the tourism sector in the South Beach area contributes to job creation, conservation of local environments and lasting local economic growth.

6.3 Recommendations

The following recommendations were developed concerning the study's key results, in accordance with the objectives of the study and the literature evaluation given earlier in the study.

6.3.1 Ensure the safety and security of visitors in the South Beach area.

The economic viability of the South Beach area as a tourist destination is largely dependent on maintaining destination profitability and competitiveness. The local economy of the city is greatly impacted by the tourism industry in the South Beach area, which is a region brimming with potential for travellers and has a positive outlook for expansion. Issues such as the area's high crime and homelessness rates pose a threat to the area's successful expansion of increasing visitor numbers and maintaining destination attractiveness. As a result, the study suggests that to ensure its long-term viability as a trusted tourist destination with promising local economic growth, efforts should be made to significantly reduce the region's high crime and homelessness rates. Tourist satisfaction is ultimately influenced by how visitors feel, therefore maintaining their safety and security will further foster visitor trust, retaining existing visitors, encouraging repeat visits and the spread of positive word of mouth.

6.3.2 Ensuring continuous stakeholder engagement.

The study finds that partnerships among stakeholders, including the private sector and the local government, have significantly increased local economic development in the South Beach area by fostering a healthy culture and environmental protection. These partnerships have also continuously encouraged local economic growth possibilities such as increasing localization by encouraging the sourcing of local products and services. Therefore, if there is ongoing engagement amongst stakeholders, there is more potential for progress in sustainable tourism. Increased stakeholder engagement is recommended to optimize the advantages of sustainable tourism for local communities. Continuous engagement will encourage the growth of locally generated tourism opportunities that can benefit locals. Therefore, if stakeholder engagement is maintained and increased, local communities will receive more opportunities and possibilities from tourism such as employment.

6.3.3 More support for local entrepreneurs to participate meaningfully in tourism.

The Durban tourism organisation, which oversees the development and promotion of tourism in the South Beach area, expands tourism-generated possibilities by attracting and organising significant events in the city. Furthermore, the organisation promotes South Beach's tourism products and services both locally and globally. Hosting events as a city draws tourists to local tourism enterprises such as hotels and creates jobs in the area. To guarantee that emerging local entrepreneurs' profit from this endeavour, they should be better supported so they can compete with previously established enterprises in the region. This will ensure an equitable tourism benefit-sharing approach. Support might include assistance in product development to ensure that the products and services are of high quality and appealing to visitors. This will eventually boost local economic growth in the South Beach area, Durban, assuring the area's long-term viability as a tourism destination.

6.4 Limitations and Areas for Future Research

The research, conducted as a qualitative study, sought to examine the experiences and perspectives of tourism enterprises and municipal authorities about the incorporation of sustainable tourism practices in the area. The data interpretation procedure was time-consuming, and the qualitative

technique restricted the replies solely to the participants' understandings of sustainable tourism. As a result, it is suggested that future research use the quantitative technique to compare with the current study's findings. The sample of the local NGOs in the study represents a relatively tiny portion of all NGOs working to support local communities by utilizing tourism-related resources made available by the South Beach tourism industry. This makes it challenging to generalize findings to the various NGOs that are based in the Durban metropolitan region because they are located and operate outside of the South Beach area, despite getting assistance from tourism enterprises headquartered in the South Beach area. To completely understand their experiences and opinions on the help they receive from the tourist industry in the South Beach area, it is advised that future research be carried out with a bigger sample of them.

6.5 Conclusion.

The study indicates that sustainable tourism plays a significant role in the upliftment of the local communities' lives. There is a positive embracement of sustainable tourism practices in the South Beach area, observable through commitments to environmental protection, socially progressive behaviours and ensuring the economic viability of the area as a destination of choice. The study reveals collaborations between the private sector and the local municipality, and their efforts made to contribute to the well-being of the local communities. It stresses the importance of stakeholder collaborations as this will ensure greater local community support and increase locally generated tourism benefits. Sustainable tourism development is a priority area that is seen as a tool for fostering local economic growth that ensures the betterment of local communities through the creation of tourism benefits such as employment, local economic linkages and ensuring cultural richness. Maintaining visitor numbers and ensuring destination competitiveness will ensure the continuity of the industry's contribution to local economic growth. Nonetheless, there are present issues in the South Beach area, such as high crime rates and slow recovery from the Covid-19 pandemic. The study suggestions include greater support to local entrepreneurs to ensure equitable tourism benefit sharing and ensuring the destination's visitor safety and security to ensure repeat visits and sustained local economic growth that will continue to benefit local communities.

References

Adebayo, A. D. (2018). *Governance and Community Participation in the Nigerian Tourism Sector: A Stakeholder Analysis*. Canterbury Christ Church University (United Kingdom).

Adeleke, B. O., & Nzama, T. (2013). Assessment of community participation in ecotourism and conservation at Hhuhuwe-Umfolozi Park, South Africa. *Journal of Environment and Earth Science*.

Adillón, R. (2019). DIAMOND MODEL: A theoretical framework for the sustainable development of tourism. *Arts and Humanities Open Access Journal*, *3*(1), 11-23.

Adom, D., Hussein, E. K., & Agyem, J. A. (2018). Theoretical and conceptual framework: Mandatory ingredients of a quality research. *International journal of scientific research*, *7*(1), 438-441.

Akama, J. S., & Kieti, D. (2007). Tourism and socio-economic development in developing countries: A case study of Mombasa Resort in Kenya. *Journal of sustainable tourism*, *15*(6), 735-748.

Akyeampong, O. A. (2011). Pro-poor tourism: residents' expectations, experiences and perceptions in the Kakum National Park Area of Ghana. *Journal of Sustainable Tourism*, *19*(2), 197-213.

Al Haija, A. A. (2011). Jordan: Tourism and conflict with local communities. *Habitat International*, *35*(1), 93-100.

Alshboul, K. (2016). Assessing local community involvement in tourism development around a proposed world heritage site in Jerash, Jordan. University of Waterloo. Canada. 11(6),91-198.

Amalu, T. E., Otop, O. O., Duluora, E. I., Omeje, V. U., & Emeana, S. K. (2018). Socio-economic impacts of ecotourism attractions in Enugu state, Nigeria. *GeoJournal*, *83*(6), 1257-1269.

Apleni, L. (2013). A missed opportunity: Community participation in tourism in South Africa. *Sustainable Development Program for Africa Institute of South Africa. (Online) Available www. polity. org. za*.

Aref, F., Redzuan, M., & Gill, S. S. (2009). Community perceptions toward economic and environmental impacts of tourism on local communities. *Asian Social Science*, *5*(7), 130-137.

Argyropoulou, M., Argyropoulou, R., Folinas, D., Misopoulos, F., & Najacaj, S. (2019). Procurement in short supply chains: Lessons learned from the tourism industry. *International Journal of Business and Economic Sciences Applied Research*.

Ashley, C., & Garland, E. B. (1994). *Promoting Community-Based Tourism Development: Why, What, and How?* (Vol. 4). Directorate of Environmental Affairs, Ministry of Environment and Tourism.

Ashley, C., De Brine, P., Lehr, A., & Wilde, H. (2007). *The role of the tourism sector in expanding economic opportunity*. Cambridge, MA: John F. Kennedy School of Government, Harvard University.

Ashley, C., Goodwin, H., & McNab, D. (2005). Business Implementation of Pro Poor Tourism: Case Study Briefs. *Pro-Poor Tourism. http://www. odi. org/sites/odi. org. uk/files/odi-assets/publications-opinionfiles/3794. pdf*.

Assembly, G. (2015). Sustainable development goals. *SDGs Transform Our World*, *2030*.

Bader, E. E. (2005). Sustainable hotel business practices. *Journal of Retail & Leisure Property*, *5*(1), 70-77.

Bagus, S. I., Imade, S. U., Nyoman, S. I. A., & Putu, W. S. N. (2019). Community based tourism as sustainable tourism support. *Russian Journal of Agricultural and Socio-Economic Sciences*, *94*(10).

Balsalobre-Lorente, D., Driha, O. M., Bekun, F. V., & Adedoyin, F. F. (2021). The asymmetric impact of air transport on economic growth in Spain: fresh evidence from the tourism-led growth hypothesis. *Current issues in tourism*, *24*(4), 503-519.

Bamberg, S. (2003). How does environmental concern influence specific environmentally related behaviors? A new answer to an old question. *Journal of environmental psychology*, *23*(1), 21-32.

Becken, S. (2005). The role of tourist icons for sustainable tourism. *Journal of Vacation Marketing*, *11*(1), 21-30.

Begum, H., Er, A. C., Alam, A. F., & Sahazali, N. (2014). Tourist's perceptions towards the role of stakeholders in sustainable tourism. *Procedia-Social and Behavioral Sciences*, *144*, 313-321.

Bello, F. G., & Kamanga, G. (2020). Drivers and barriers of corporate social responsibility in the tourism industry: The case of Malawi. *Development Southern Africa*, *37*(2), 181-196.

Bergin-Seers, S., & Mair, J. (2009). Emerging green tourists in Australia: Their behaviours and attitudes. *Tourism and Hospitality Research*, *9*(2), 109-119.

Berno, T., & Bricker, K. (2001). Sustainable tourism development: the long road from theory to practice. *International journal of economic development*, *3*(3), 1-18.

Bhoola, S. (2022). The Impact of Covid-19 Pandemic Lockdown Measures on Restaurants in Durban, South Africa.

Bickman, L., Rog, D. J., & Hedrick, T. E. (2009). Applied research design: A practical approach. Handbook of applied social research methods, 2, 3-43.

Blewitt, J. (2012). Understanding sustainable development. London. Routledge. 1-288.

Bob, U. (2016). An assessment of responsible tourism behaviour among beach tourists in Durban, South Africa. *African Journal of Hospitality, Tourism and Leisure*, *5*(3), 1-14.

Bohdanowicz, P., & Zientara, P. (2008). Corporate social responsibility in hospitality: Issues and implications. A case study of Scandic. *Scandinavian Journal of Hospitality and Tourism*, *8*(4), 271-293.

Bohdanowicz, P., & Zientara, P. (2009). Hotel companies' contribution to improving the quality of life of local communities and the well-being of their employees. *Tourism and Hospitality Research*, *9*(2), 147-158.

Booyens, I. (2021). The evolution of township tourism in South Africa. In *Tourism, change and the global South* (pp. 151-166). Routledge.

Booyens, I., & Visser, G. (2010, November). Tourism SMME development on the urban fringe: The case of Parys, South Africa. In *Urban Forum* (Vol. 21, No. 4, pp. 367-385). Springer Netherlands.

Booyens, I., Motala, S., & Ngandu, S. (2020). Tourism innovation and sustainability: implications for skills development in South Africa. In Sustainable Human Resource Management in Tourism (pp. 77-92). Springer, Cham.

Boru, T. (2018). CHAPTER FIVE RESEARCH DESIGN AND METHODOLOGY 5. 1. Introduction. *CHAPTER FIVE Res. Des. Methodol. 5.1. Introd.*, (December), 41.

Bramwell, B., & Lane, B. (2010). Sustainable tourism and the evolving roles of government planning. *Journal of Sustainable Tourism* 18(1):1-5

Bramwell, B., & Lane, B. (2011). Critical research on the governance of tourism and sustainability. Journal of Sustainable Tourism, 19(4-5), 411-421.

Briassoulis, H., & Van Der Straaten, J. (Eds.). (2013). *Tourism and the environment: regional, economic, cultural and policy issues* (Vol. 6). Springer Science & Business Media.

Brokaj, R. (2014). Local Governments role in the sustainable tourism development of a destination. *European scientific journal*, *10*(31).

Bruyere, B. L., Beh, A. W., & Lelengula, G. (2009). Differences in perceptions of communication, tourism benefits, and management issues in a protected area of rural Kenya. *Environmental management*, *43*(1), 49-59.

Budeanu, A. (2005). Impacts and responsibilities for sustainable tourism: a tour operator's perspective. *Journal of cleaner production*, *13*(2), 89-97.

Budeanu, A. (2007). Sustainable tourist behaviour–a discussion of opportunities for change. *International Journal of Consumer Studies*, *31*(5), 499-508.

Burke, L., & Logsdon, J. M. (1996). How corporate social responsibility pays off. *Long range planning*, *29*(4), 495-502.

Burrai, E., Buda, D. M., & Stanford, D. (2019). Rethinking the ideology of responsible tourism. *Journal of Sustainable Tourism*.

Busetto, L., Wick, W., & Gumbinger, C. (2020). How to use and assess qualitative research methods. *Neurological Research and practice*, *2*(1), 1-10.

Butler, R. W. (1991). Tourism, environment, and sustainable development. *Environmental conservation*, *18*(3), 201-209.

Butler, R., & Hinch, T. (Eds.). (2007). *Tourism and indigenous peoples: Issues and implications*. Routledge.

Byrd, E. T. (2007). Stakeholders in sustainable tourism development and their roles: applying stakeholder theory to sustainable tourism development. *Tourism review*.

Camarda, D., & Grassini, L. (2003). Environmental impacts of tourism. Taylor and Francis. 3(10).

Camilleri, M. (2014). Advancing the sustainable tourism agenda through strategic CSR perspectives. *Tourism Planning & Development*, *11*(1), 42-56.

Camilleri, M. A. (2018). The tourism industry: An overview. *Travel marketing, tourism economics and the airline product*, 3-27.

Candrea, A., Constantin, C., & Ispas, A. (2017). Public-private partnerships for a sustainable tourism development of urban destinations. The case of Braşov, Romania. *Transylvanian review of administrative sciences*, *13*(SI), 38-56.

Caruana, R., Glozer, S., Crane, A., & McCabe, S. (2014). Tourists' accounts of responsible tourism. *Annals of Tourism Research*, *46*, 115-129.

Casagrandi, R., & Rinaldi, S. (2002). A theoretical approach to tourism sustainability. *Conservation ecology*, *6*(1).

Chambers, E. (Ed.). (1997). Tourism and culture: an applied perspective. SUNY Press.

Chan, E. S., & Wong, S. C. (2006). Motivations for ISO 14001 in the hotel industry. *Tourism Management*, *27*(3), 481-492.

Chili, N. S., & Ngxongo, N. A. (2017). Challenges to active community involvement in tourism development at Didima Resort–a case study of Umhlwazini community in Bergville. *African Journal of Hospitality, Tourism and Leisure*, *6*(2), 1-15.

Chili, N. S., & Xulu, N. (2015). The role of local government to facilitate and spearhead sustainable tourism development. *Problems and perspectives in management*, (13, Iss. 4), 27-31.

Choi, S. H. (2013). The impacts of tourism and local residents' support on tourism development: a case study of the rural community of Jeongseon, Gangwon Province, South Korea. *AU-GSB e-journal*, *6*(1).

Chok, S., Macbeth, J., & Warren, C. (2007). Tourism as a tool for poverty alleviation: A critical analysis of 'pro-poor tourism' and implications for sustainability. *Current Issues in Tourism*, *10*(2–3), 144–165.

Choy, D. J. (1995). The quality of tourism employment. *Tourism management*, *16*(2), 129-137.

Christensen, N. A., & Nickerson, N. P. (1995). Jobs & wages: the tourism industry dilemma. *Journal of Sustainable Tourism*. 12(3),121-139

Chuang, S. T. (2010). Rural tourism: Perspectives from social exchange theory. Social Behavior & Personality: an international journal, 38(10).

Cisneros, M. A. H., Sarmiento, N. V. R., Delrieux, C. A., Piccolo, M. C., & Perillo, G. M. (2016). Beach carrying capacity assessment through image processing tools for coastal management. *Ocean & Coastal Management*, *130*, 138-147.

Connelly, L. M. (2014). Use of theoretical frameworks in research. *Medsurg Nursing*, *23*(3), 187.

Cook, K. S., Cheshire, C., Rice, E. R., & Nakagawa, S. (2013). Social exchange theory. *Handbook of social psychology*, 61-88.

Coulson, A. B., MacLaren, A. C., McKenzie, S., & O'Gorman, K. D. (2014). Hospitality codes and social exchange theory: The Pashtunwali and tourism in Afghanistan. *Tourism Management*, *45*, 134-141.

Croall, J. (1995). *Preserve or destroy: tourism and the environment*. Calouste Gulbenkian Foundation. 9(11).

Crossley, J., & Lee, B. (1994). Characteristics of ecotourists and mass tourists. *Visions in Leisure and Business*, *13*(2), 2.

da Silva, D. L. B., Ferreira, L. B., & da Cruz Andrade, D. A. (2014). Corporate social responsibility (CSR) in the hospitality industry: Challenges and practices in São Luís, Maranhão, Brazil. *Journal of Tourism and Hospitality Management*, *2*(2), 85-95.

Dabphet, S. (2012, February). The key stakeholders in the implementation of sustainable tourism development in two rural towns of Thailand. In *The International Conference on Tourism, Transport and Logistics Challenges and Opportunities of Increasing Global Connectivity, Paris. Retrieved from http://www. ijbts-journal. com/images/main_1366796758/0029-Siripen. pdf*.

Dabphet, S. (2012, February). The key stakeholders in the implementation of sustainable tourism development in two rural towns of Thailand. In *The International Conference on Tourism, Transport and Logistics Challenges and Opportunities of Increasing Global Connectivity, Paris. Retrieved from http://www. ijbts-journal. com/images/main_1366796758/0029-Siripen. pdf*.

Dangi, T. B., & Jamal, T. (2016). An integrated approach to "sustainable community-based tourism". *Sustainability*, *8*(5), 475.

Davidson, L., & Sahli, M. (2015). Foreign direct investment in tourism, poverty alleviation, and sustainable development: a review of the Gambian hotel sector. *Journal of Sustainable Tourism*, *23*(2), 167-187.

De Lacy, T., Battig, M., Moore, S., & Noakes, S. (2002). Public/private partnerships for sustainable tourism. *Gold Coast: CRC for Sustainable Tourism*.

Dibra, M. (2015). Rogers theory on diffusion of innovation-the most appropriate theoretical model in the study of factors influencing the integration of sustainability in tourism businesses. *Procedia-Social and Behavioral Sciences*, *195*, 1453-1462.

Dimitrios, D. J., John, M. C., & Maria, S. F. (2017). Quantification of the air transport industry socio-economic impact on regions heavily depended on tourism. *Transportation Research Procedia*, *25*, 5242-5254.

Dimitrios, D., & Maria, S. (2018). Assessing air transport socio-economic footprint. *International Journal of Transportation Science and Technology*, *7*(4), 283-290.

Dinu, A. M. (2018). The importance of transportation to tourism development. *Academic Journal of Economic Studies*, *4*(4), 183-187.

do Val Simardi Beraldo Souza, T., Thapa, B., Rodrigues, C. G. D. O., & Imori, D. (2019). Economic impacts of tourism in protected areas of Brazil. *Journal of Sustainable Tourism*, *27*(6), 735-749.

Dodds, R., & Kuehnel, J. (2010). CSR among Canadian mass tour operators: good awareness but little action. *International Journal of Contemporary Hospitality Management*.

Dodds, R., & Kuehnel, J. (2010). CSR among Canadian mass tour operators: good awareness but little action. *International Journal of Contemporary Hospitality Management*.

Dodds, R., Ali, A., & Galaski, K. (2018). Mobilizing knowledge: Determining key elements for success and pitfalls in developing community-based tourism. *Current Issues in Tourism*, *21*(13), 1547-1568.

Dodds, R., Ali, A., & Galaski, K. (2018). Mobilizing knowledge: Determining key elements for success and pitfalls in developing community-based tourism. *Current Issues in Tourism*, *21*(13), 1547-1568.

Dogru, T., McGinley, S., & Kim, W. G. (2020). The effect of hotel investments on employment in the tourism, leisure and hospitality industries. *International Journal of Contemporary Hospitality Management*.

Dolnicar, S., & Matus, K. (2008). Are green tourists a managerially useful target segment?. *Journal of Hospitality & Leisure Marketing*, *17*(3-4), 314-334.

Dolnicar, S., Crouch, G. I., & Long, P. (2008). Environment-friendly tourists: what do we really know about them?. *Journal of sustainable tourism*, *16*(2), 197-210.

Dolnicar, S., Crouch, G. I., & Long, P. (2008). Environment-friendly tourists: what do we really know about them?. *Journal of sustainable tourism*, *16*(2), 197-210.

Du Pisani, J. A. (2006). Sustainable development–historical roots of the concept. *Environmental sciences*, *3*(2), 83-96.

Dube, M. C. (2015). *Understanding homelessness and migratory behaviour: a case study of adult homelessness in Durban South Beach area, South Africa* (Doctoral dissertation).

Dube, N. Z. (2013). The contribution of tourism to growth and development in KwaZulu-Natal (Doctoral dissertation, University of Pretoria).

Eichelberger, S., Heigl, M., Peters, M., & Pikkemaat, B. (2021). Exploring the Role of Tourists: Responsible Behavior Triggered by the COVID-19 Pandemic. *Sustainability*, *13*(11), 5774.

Eichhorn, V., & Buhalis, D. (2011). Accessibility: A key objective for the tourism industry. *Accessible tourism: Concepts and issues*, 46-61.

Ellis, S., & Sheridan, L. (2014). A critical reflection on the role of stakeholders in sustainable tourism development in least-developed countries. *Tourism Planning & Development*, *11*(4), 467-471.

Eom, T., & Han, H. (2019). Community-based tourism (TourDure) experience program: A theoretical approach. *Journal of Travel & Tourism Marketing*, *36*(8), 956-968.

Fennell, D. A. (2008). Responsible tourism: A Kierkegaardian interpretation. *Tourism Recreation Research*, *33*(1), 3-12.

Ferreira, S. L. (1999). Crime: A threat to tourism in South Africa. *Tourism Geographies*, *1*(3), 313-324.

Ferreira, S. L. A., & Harmse, A. C. (2000). Crime and tourism in South Africa: International tourists perception and risk. *South African Geographical Journal*, *82*(2), 80-85.

Fifka, M. S. (2013). The irony of stakeholder management in Germany: The difficulty of implementing an essential concept for CSR. *uwf UmweltWirtschaftsForum*, *21*(1-2), 113-118.

Fisher, D. (2004). The demonstration effect revisited. *Annals of Tourism Research*, *31*(2), 428-446.

Font, X., & Lynes, J. (2018). Corporate social responsibility in tourism and hospitality. Journal of Sustainable Tourism, 26(7), 1027-1042.

Forsyth, T. (1997). Environmental responsibility and business regulation: The case of sustainable tourism. *Geographical Journal*, 270-280.

Fossati, A., & Panella, G. (Eds.). (2000). *Tourism and sustainable economic development*. Kluwer Academic.

Frey, N., & George, R. (2010). Responsible tourism management: The missing link between business owners' attitudes and behaviour in the Cape Town tourism industry. *Tourism management*, *31*(5), 621-628.

Gani, A. A., Awang, K. W., Samdin, Z., & Mohd, A. (2012). Local community participation in sustainable tourism planning of Malaysian protected areas. *CURRENT ISSUES IN HOSPITALITY AND TOURISM RESEARCH AND INNOVATIONS*, 459.

Gardner, R. C., & Tremblay, P. F. (1994). On motivation, research agendas, and theoretical frameworks 1. *The Modern Language Journal*, *78*(3), 359-368.

Gartner, W. C., & Bachri, T. (1994). Tour operators' role in the tourism distribution system: an Indonesian case study. *Journal of International Consumer Marketing*, *6*(3-4), 161-179.

Ghasemi, S., & Nejati, M. (2013). Corporate social responsibility: opportunities, drivers and barries. *International Journal of Entrepreneurial Knowledge*, 1(1), 33–37**.**

Giampiccoli, A., & Hayward Kalis J. (2012a) Community-based tourism and local culture: the case of the amaMpondo. Pasos. Revista de Tourism y patrimonio Cultural, 10(1), 173-188

Giampiccoli, A., & Saayman, M. (2017). Community-based tourism, responsible tourism, and infrastructure development and poverty. *African Journal of Hospitality, Tourism and Leisure*, *6*(2),

Giampiccoli, A., Mtapuri, O., & Dłużewska, A. (2020). Investigating the intersection between sustainable tourism and community-based tourism. *Tourism: An International Interdisciplinary Journal*, *68*(4), 415-433.

Goh, H. C. (2017). Nature and Community-based tourism (CBT) for poverty alleviation: A case study of Lower Kinabatangan, East Malaysia. *Geografia-Malaysian Journal of Society and Space*, *11*(3).

Goodwin, H., & Font, X. (Eds.). (2014). *Progress in Responsible Tourism Vol 3 (1): Volume 3, Issue 1* (No. 1). Goodfellow Publishers Ltd.

Goodwin, H., & Santilli, R. (2009). Community-based tourism: A success. *ICRT Occasional paper*, *11*(1), 37.

Goodwin H., Spenceley A., Maynard B. (2002). Development of Responsible Guidelines for South Africa. NRI Report No 2692. http://www.nri.org/projects/nret/main.pdf. (Accessed 10/07/2022).

Gumede, N. G. (2018). Local community participation in coastal tourism: experiences from Nonoti Beach in KwaZulu-Natal (Doctoral dissertation). University of KwaZulu-Natal

Gumede, T. K., & Nzama, A. T. (2020). Enhancing Community Participation in Ecotourism through a Local Community Participation Improvement Model.

Gunawijaya, J., & Pratiwi, A. (2018). How Local Community Could Contribute to the Tourism Development in Rural Area? *KnE Social Sciences*, 826-834.

Gupta, A. S. (2008). Medical tourism in India: winners and losers. *Indian Journal of Medical Ethics*, *5*(1), 4-5.

Hall, M. (2012). Governance and responsible tourism. *Responsible Tourism. Concepts, Theory and Practice. CABI, Wallingford*, 107-118.

Hamedi, M. (2016). *Tourism development, community participation and community empowerment: the case of Shiraz in Iran* (Doctoral dissertation, London Metropolitan University).

Hanafiah, M. H., Azman, I., Jamaluddin, M. R., & Aminuddin, N. (2016). Responsible tourism practices and quality of life: Perspective of Langkawi Island communities. Procedia-Social and Behavioral Sciences, 222(1), 406-413.

Harris, R., Williams, P., & Griffin, T. (Eds.). (2012). *Sustainable tourism*. Routledge.

Hasan, M., & Siddique, Z. R. (2016). Impacts of tourism development on local community: A study on Shalban Vihara. *Bangladesh Journal of Tourism*, *1*(1), 74-82.

Hassan, S. S. (2000). Determinants of market competitiveness in an environmentally sustainable tourism industry. *Journal of travel research*, *38*(3), 239-245.

Hatipoglu, B., Alvarez, M. D., & Ertuna, B. (2016). Barriers to stakeholder involvement in the planning of sustainable tourism: The case of the Thrace region in Turkey. Journal of Cleaner Production, 111, 306-317.

Hatipoglu, B., Ertuna, B., & Salman, D. (2019). Corporate social responsibility in tourism as a tool for sustainable development. *International Journal of Contemporary Hospitality Management*.

Henama, U. S., Mangope, D., & Strydom, A. J. (2019). Making community-based tourism sustainable: Evidence from the Free State province, South Africa.

Holden, A. (2008). Tourism and environment. London. Routledge. *Tourism Management.* 19(1-23). 19.

Holden, A., & Mason, P. (2005). NGOs and sustainable tourism. *Journal of Sustainable Tourism*, *13*(5), 421-519.

Hoque, M. A., Lovelock, B., & Carr, A. (2020). Alleviating Indigenous poverty through tourism: the role of NGOs. *Journal of Sustainable Tourism*, 1-18.

Hudson, S., & Miller, G. A. (2005). The responsible marketing of tourism: the case of Canadian Mountain Holidays. *Tourism Management*, *26*(2), 133-142.

Hughes, E., & Scheyvens, R. (2016). Corporate social responsibility in tourism post-2015: A development first approach. *Tourism Geographies*, *18*(5), 469-482.

Hughes, G. (2004). Tourism, sustainability, and social theory. *A companion to tourism. 12(6),* 498-509.

Idahosa, L. O. (2019). UNDERSTANDING ENVIRONMENTAL SUSTAINABILITY, CORPORATE SOCIAL RESPONSIBILITY AND RESPONSIBLE TOURISM IN LITERATURE VS PRACTICE. GeoJournal of Tourism and Geosites, 26 (3), 956–973.

Idemudia, U. (2007). Community perceptions and expectations: reinventing the wheels of corporate social responsibility practices in the Nigerian oil industry. *Business and Society Review*, *112*(3), 369-405.

Idemudia, U. (2014). Corporate social responsibility and development in Africa: Issues and possibilities. *Geography Compass*, *8*(7), 421-435.

Ioannidis, A., Chalvatzis, K. J., Leonidou, L. C., & Feng, Z. (2021). Applying the reduce, reuse, and recycle principle in the hospitality sector: Its antecedents and performance implications. *Business Strategy and the Environment*, *30*(7), 3394-3410.

Jamal Mohammad, S., Al-Haddad, L., Safdar Sial, M., & Wan, P. (2020). Corporate social responsibility and tourism industry: Stakeholder approach. *GeoJournal of Tourism and Geosites*, *30*(2 supplement), 913-916.

Jenkins, G. (2012). Nongovernmental organizations and the forces against them: Lessons from the anti-NGO movement. *Brooklyn Journal of International Law*, *37*(2), 459–527.

Jiyane, G. V., Majanja, M. K., Ocholla, D. N., & Mostert, B. J. (2012). Contribution of informal sector women entrepreneurs to the tourism industry in eThekwini Metropolitan Municipality, in KwaZulu-Natal: barriers and issues: recreation and tourism. *African Journal for Physical Health Education, Recreation and Dance*, *18*(41), 709-728.

Jolliffe, L., & Farnsworth, R. (2003). Seasonality in tourism employment: Human resource challenges. *International Journal of Contemporary Hospitality Management*.

Jönsson, C. (2015). Leakage, economic tourism. *Encyclopedia of tourism*, 1-2.

Jopp, R., Mair, J., DeLacy, T., & Fluker, M. (2015). Climate change adaptation: destination management and the green tourist. *Tourism Planning & Development*, *12*(3), 300-320.

Jovanovic, S., & Ivana, I.L. (2016). Infrastructure as important determinant of tourism development in the countries of Southeast Europe. *Ecoforum Journal*, *5*(1).

Kaiwa, E. (2017). Sustainable Tourism in Asia—Current Situation, Trends, and Existing Practices. In *Sustainable Asia: Supporting the Transition to Sustainable Consumption and Production in Asian Developing Countries* (pp. 359-389).

Kane, M. (1999). Sustainability concepts: From theory to practice. *Sustainability in question*, 15-32.

Kang, J. (2010). Understanding non-governmental organizations in community development: Strengths, limitations and suggestions. International Social Work, 54(2), 223–237.

Kang, K. H., Lee, S., & Huh, C. (2010). Impacts of positive and negative corporate social responsibility activities on company performance in the hospitality industry. *International journal of hospitality management*, *29*(1), 72-82.

Kantawateera, K., Naipinit, A., Sakolnakorn, T. P. N., Churngchow, C., & Kroeksakul, P. (2013). A SWOT analysis of tourism development in Khon Kaen, Thailand. *Asian Social Science*, *9*(17), 226.

Keese, J. R. (2011). The geography of volunteer tourism: Place matters. *Tourism Geographies*, *13*(2), 257-279.

KhairatP0F, G., & Maher, A. (2012). Integrating sustainability into tour operator business: An innovative approach in sustainable tourism. *Tourismos: An international multidisciplinary journal of tourism*, *7*(1), 213-233.

Kim, S., Park, E., & Phandanouvong, T. (2014). Barriers to local residents' participation in community-based tourism: Lessons from Houay Kaeng Village in Laos.

Kimaiga, R. K., Kihima, B. O., & Nzioka, A. (2018). Homestay Tourist Accommodation as a Tool for Socio-Economic Well-Being of Rural Communities in Kenya.

Kirtsoglou, E., & Theodossopoulos, D. (2004). 'They are Taking Our Culture Away' Tourism and Culture Commodification in the Garifuna Community of Roatan. *Critique of Anthropology*, *24*(2), 135-157.

Kivuitu, M., Yambayamba, K., & Fox, T. (2005). How can corporate social responsibility deliver in Africa?: Insights from Kenya and Zambia. International Institute for Environment and Development..

Klimková, L., Krchňáková, A., & Vajčnerová, I. (2016). COMPARISON OF CORPORATE SOCIAL RESPONSIBILITY CONCEPT AND CONCEPT OF SUSTAINABLE TOURISM. Trends of Management in the Contemporary Society, 234.

Kocevski, J., & Risteski, M. (2018). The Complex Role of Food in Tourism. *HORIZONS– International Scientific Journal*, *23*, 305-312.

Kolawole, I. O., Mbaiwa, J. E., & Mmopelwa, G. (2016). The environmental impacts of tourism on community people's quality of life in Maun, Botswana. *Journal of Hospitality, Tourism and Leisure*, *5*(4), 1-14.

Lapeyre, R. (2010). Community-based tourism as a sustainable solution to maximise impacts locally? The Tsiseb Conservancy case, Namibia. *Development Southern Africa*, *27*(5), 757-772.

Lee, S., & Park, S. Y. (2009). Do socially responsible activities help hotels and casinos achieve their financial goals?. *International journal of hospitality management*, *28*(1), 105-112.

Lekaota, L. (2017). Awareness and education about sustainable tourism in Katse and Mohale tourism development areas in Lesotho. *African Journal of Hospitality, Tourism and Leisure*, *6*(1), 1-12.

Lepp, A. P. (2004). *Tourism in a rural Ugandan village: impacts, local meaning and implications for development*. University of Florida.

Leyva, E. S., & Parra, D. P. (2021). Environmental approach in the hotel industry: Riding the wave of change. *Sustainable Futures*, *3*, 100050.

Li, M., & Chen, J. (2019). High-speed rail network in China: the contribution of fast trains to regional tourism and economic development. *Tourism Review*.

Livingston, E., Desai, A., & Berkwits, M. (2020). Sourcing personal protective equipment during the COVID-19 pandemic. *Jama*, *323*(19), 1912-1914.

Lo, Y. C., & Janta, P. (2020). Resident's perspective on developing community-based tourism–a qualitative study of Muen Ngoen Kong Community, Chiang Mai, Thailand. *Frontiers in Psychology*, *11*.

Lukhele, S. E., & Mearns, K. F. (2013). The operational challenges of community-based tourism ventures in Swaziland. *African Journal for Physical Health Education, Recreation and Dance*, *19*(sup-3), 199-216.

Lund-Durlacher, D. (2015). Corporate social responsibility and tourism. In *Education for sustainability in tourism* (pp. 59-73). Springer, Berlin, Heidelberg.

Luo, J. M., Lam, C. F., Li, X., & Shen, H. (2016). Corporate social responsibility in Macau's Gambling Industry. *Journal of Quality Assurance in Hospitality & Tourism*, 17(3), 237–256

Lusby, C., & Eow, K. (2015). Tourism development in a new democracy: Residents' perceptions of community-based tourism in Mawlamyine, Myanmar. *Journal of Tourism and Recreation*, *2*(1), 23-40.

Mack, N. (2005). Qualitative research methods: A data collector's field guide. *Family Health International*. USAID Press.

Magi, L., & Nzama, T. A. (2009). Tourism strategies and local community responses around the World Heritage Sites in KwaZulu-Natal. *South African Geographical Journal*, *91*(2), 94-102.

Maharaj, B., Pillay, V., & Sucheran, R. (2008). Durban-A subtropical coastal paradise? Tourism dynamics in a post-apartheid city. *Études caribéennes*, (9-10).

Makhaola, L. J., & Proches, C. N. G. (2017). The significance of domestic tourism in Durban, South Africa. *African Journal of Hospitality, Tourism and Leisure*, *6*(4), 1-15.

Mametja, M. C. E. (2006). Local Community Participation in Tourism in the Case of Manyeleti Game Reserve, Limpopo Province, South Africa (Doctoral dissertation, University of Pretoria).

Mammadov, R. (2012). The importance of transportation in tourism sector. In 7th Silk Road International Conference "Challenges and opportunities of sustainable economic development in Eurasian countries.

Manente, M., Minghetti, V., & Mingotto, E. (2012). Ranking assessment systems for responsible tourism products and corporate social responsibility practices. *Anatolia*, *23*(1), 75-89.

Manente, M., Minghetti, V., & Mingotto, E. (2014). Responsible tourism and CSR. *Switzerland: Springer*.

Martínez, P., Pérez, A., & Rodriguez del Bosque, I. (2013). Measuring corporate social responsibility in tourism: Development and validation of an efficient measurement scale in the hospitality industry. *Journal of Travel & Tourism Marketing*, *30*(4), 365-385.

Marzuki, A. (2009). Impacts of tourism development. *Anatolia*, *20*(2), 450-455.

Mathew, P. V. (2021). Sustainable tourism development: discerning the impact of responsible tourism on community well-being. *Journal of Hospitality and Tourism Insights*.

Mathew, P. V., & Sreejesh, S. (2017). Impact of responsible tourism on destination sustainability and quality of life of community in tourism destinations. *Journal of Hospitality and Tourism Management*, *31*, 83-89.

Matilainen, A., Suutari, T., Lähdesmäki, M., & Koski, P. (2018). Management by boundaries– Insights into the role of boundary objects in a community-based tourism development project. *Tourism Management*, *67*, 284-296.

Mayaka, M., Croy, W. G., & Cox, J. W. (2018). Participation as motif in community-based tourism: a practice perspective. Journal of Sustainable Tourism, 26(3), 416-432.

Mbane, T. L., & Ezeuduji, I. O. (2021). The Safety of Township Tourists in Cape Town, South Africa: A Customer Orientation Approach. *EuroEconomica*, (1 (40)), 89-101.

McCool, S. F. (1995). Linking tourism, the environment, and concepts of sustainability: setting the stage. *Linking tourism, the environment and sustainability*, 3-7.

Mcelroy, J. L., & De Albuquerque, K. (1986). The tourism demonstration effect in the Caribbean. *Journal of Travel Research*, *25*(2), 31-34.

Medina-Muñoz, D. R., Medina-Muñoz, R. D., & Gutiérrez-Pérez, F. J. (2016). The impacts of tourism on poverty alleviation: An integrated research framework. *Journal of Sustainable Tourism*, *24*(2), 270–298.

Medrado, L., & Jackson, L. A. (2016). Corporate nonfinancial disclosures: An illuminating look at the corporate social responsibility and sustainability reporting practices of hospitality and tourism firms. *Tourism and Hospitality Research*, *16*(2), 116-132.

Mejabi, E. I. (2018). *The impact of events on sustainable tourism development in Durban: an evidence-based enquiry* (Doctoral dissertation, University of KwaZulu-Natal).

Meler, M., & Ham, M. (2012). Green marketing for green tourism. In *Faculty of Tourism and Hospitality Management in Opatija. Biennial International Congress. Tourism & Hospitality Industry* (p. 130). University of Rijeka, Faculty of Tourism & Hospitality Management.

Merwe, M. V. D., & Wocke, A. (2007). An investigation into responsible tourism practices in the South African hotel industry. *South African journal of business management*, *38*(2), 1-15.

Meyer, D. F., & Meyer, N. (2015). The role and impact of tourism on local economic development: a comparative study and leisure. *African Journal for Physical Health Education, Recreation and Dance*, *21*(1.1), 197-214.

Mihalic, T. (2016). Sustainable-responsible tourism discourse–Towards 'responsustable'tourism. *Journal of cleaner production*, *111*, 461-470.

Moeller, T., Dolnicar, S., & Leisch, F. (2011). The sustainability–profitability trade-off in tourism: Can it be overcome? *Journal of Sustainable Tourism*, *19*(2), 155-169.

Mohammadi, M., Khalifah, Z., & Hosseini, H. (2010). Local people perceptions toward social, economic and environmental impacts of tourism in Kermanshah (Iran). *Asian Social Science*, *6*(11), 220.

Monterrubio, J. C., & Mendoza-Ontiveros, M. M. (2014). Tourism and the demonstration effect: Empirical evidence. *Tourism & Management Studies*, *10*(1), 97-103.

Moodley, P. (2013). Cultural tourism in Durban, a mechanism to encourage the development of local communities (Doctoral dissertation, University of Pretoria).

Morrison-Saunders, A., Hughes, M., Pope, J., Douglas, A., & Wessels, J. A. (2019). Understanding visitor expectations for responsible tourism in an iconic national park: Differences between local and international visitors. *Journal of Ecotourism*, *18*(3), 284-294.

Moyeen, A., & Courvisanos, J. (2012). Corporate social responsibility in regional small and medium-sized enterprises in Australia. *Australasian Journal of Regional Studies, The*, *18*(3), 364-391.

Moyo, S., & Tichaawa, T. M. (2017). Community involvement and participation in tourism development: a Zimbabwe Study. *African Journal of Hospitality, Tourism and Leisure*, *6*(1), 1-15.

Mrema, A. A. (2015). Contribution of tourist hotels in socio-economic development of local communities in Monduli District, Northern Tanzania. Journal of Hospitality Management and Tourism, 6(6), 71-79.

Mtapuri, O., & Giampiccoli, A. (2016). Towards a comprehensive model of community-based tourism development. *South African Geographical Journal= Suid-Afrikaanse Geografiese Tydskrif*, *98*(1), 154-168.

Mtshali, M., Mtapuri, O., & Shamase, S. P. (2017). Experiences of black-owned small medium and micro enterprises in the accommodation tourism-sub sector in selected Durban townships, KwaZulu-Natal. *African Journal of Hospitality, Tourism and Leisure*, *6*(3), 130-141.

Muganda, M., Sahli, M., & A Smith, K. (2010). Tourism's contribution to poverty alleviation: A community perspective from Tanzania. *Development Southern Africa*, *27*(5), 629-646.

Muganda, M., Sirima, A., & Ezra, P. M. (2013). The role of local communities in tourism development: Grassroots perspectives from Tanzania. *Journal of Human Ecology*, *41*(1), 53-66.

Muhanna, E. (2007). The contribution of sustainable tourism development in poverty alleviation of local communities in South Africa. *Journal of Human Resources in Hospitality & Tourism*, *6*(1), 37-67.

Muller, A., & Kolk, A. (2010). Extrinsic and intrinsic drivers of corporate social performance: Evidence from foreign and domestic firms in Mexico. *Journal of Management studies*, *47*(1), 1-26.

Musavengane, R., & Kloppers, R. (2020). Social capital: An investment towards community resilience in the collaborative natural resources management of community-based tourism schemes. *Tourism Management Perspectives*, *34*, 100654.

Musinguzi, D. (2012). The impacts of tourism on local communities: Developing and operationalising a comprehensive monitoring framework.

Muthuri, J. N. (2013). Corporate Social Responsibility in Africa: Defi nition, Issues and Processes. In *Management in Africa* (pp. 110-131). Routledge.

Mzimela, T., & Chikandiwa, C. (2017). Employee training and development practices in the Tourism and Leisure sector in KwaZulu-Natal, South Africa. *African Journal of Hospitality, Tourism and Leisure*, *6*(4), 1-17.

Nagarjuna, G. (2015). Local community involvement in tourism: A content analysis of websites of wildlife resorts. *Atna Journal of Tourism Studies*, *10*(1), 13-21.

Nitikasetsoontorn, S. (2015). The success factors of community-based tourism in Thailand. *NIDA Development Journal*, *55*(2), 24-58.

Nunkoo, R. (2016). Toward a more comprehensive use of social exchange theory to study residents' attitudes to tourism. *Procedia Economics and Finance*, *39*, 588-596.

Nyaupane, G. P., & Thapa, B. (2006). Perceptions of environmental impacts of tourism: A case study at ACAP, Nepal. *The International Journal of Sustainable Development and World Ecology*, *13*(1), 51-61.

Nyikana, S., & Sigxashe, Z. (2017). Owner/managers perceptions on the influence of the accommodation sector on tourism and local well-being in Coffee Bay. *African Journal of Hospitality, Tourism and Leisure*, *6*(4), 1-10.

Ogorelc, A. (2009). Residents' perceptions of tourism impacts and sustainable tourism development. *International Journal of Sustainable Economy*, *1*(4), 373-387.

Okazaki, E. (2008). A community-based tourism model: Its conception and use. *Journal of sustainable tourism*, *16*(5), 511-529.

Orams, M. B. (2003). Sandy beaches as a tourism attraction: a management challenge for the 21 st century. *Journal of Coastal Research*, 74-84.

Osanloo, A., & Grant, C. (2016). Understanding, selecting, and integrating a theoretical framework in dissertation research: Creating the blueprint for your "house". *Administrative issues journal: connecting education, practice, and research*, *4*(2), 7.

Otoo, F. E., Senbeto, D. L., & Demssie, M. A. (2020). Social and Environmental Responsibility among Inbound Tour Operations in Hong Kong. *Journal of China Tourism Research*, 1-18.

Pascariu, G. C., & Ibănescu, B. C. (2018). Determinants and implications of the tourism multiplier effect in EU economies. Towards a core-periphery pattern? *Amfiteatru Economic*, *20*(12), 982-997.

Paskova, M., & Zelenka, J. (2019). How crucial is the social responsibility for tourism sustainability? *Social Responsibility Journal*.

Pedersen, S. B. (2020). A passport to peace? Modern tourism and internationalist idealism. *European Review*, *28*(3), 389-402.

Perry, E. C., & Potgieter, C. (2013). Crime and tourism in South Africa. *Journal of human ecology*, *43*(1), 101-111.

Pforr, C. (2004). Policymaking for sustainable tourism. *WIT Transactions on Ecology and the Environment*, *76*.

Phori, M. M. (2018). Analysis of the perceptions of crime against tourists in Florida road, Durban. *Geo Journal of Tourism and Geosites*, *31*(3), 1166-1173.

Pimonenko, T., Bilan, Y., Horák, J., Starchenko, L., & Gajda, W. (2020). Green brand of companies and greenwashing under sustainable development goals. *Sustainability*, *12*(4), 1679.

Pomering, A., & Dolnicar, S. (2009). Assessing the prerequisite of successful CSR implementation: are consumers aware of CSR initiatives? *Journal of business ethics*, *85*(2), 285-301.

Pongponrat, K. (2011). Participatory management process in local tourism development: A case study on fisherman village on Samui Island, Thailand. *Asia Pacific Journal of Tourism Research*, *16*(1), 57-73.

Postma, A., & Schmuecker, D. (2017). Understanding and overcoming negative impacts of tourism in city destinations: conceptual model and strategic framework. *Journal of Tourism Futures*.

Prayag, G., Dookhony-Ramphul, K., & Maryeven, M. (2010). Hotel development and tourism impacts in Mauritius: Hoteliers' perspectives on sustainable tourism. *Development Southern Africa*, *27*(5), 697-712.

Province of KwaZulu-Natal Socio-Economic Review and Outlook 2019/2020. (2021). Available at:http://www.treasury.gov.za/documents/provincial%20budget/2019/3.%20Estimates%20of%20Prov%20Rev%20and%20Exp/KZN/1.%20Budget%20Overview/KZN%20-%20EPRE%20-%20Budget%20Overview.pdf. [Accessed 28/02/2021].

Putra, K. D. C., Putra, I. K. M., & Kencanawati, A. A. M. (2019). Communicating Csr on Tourism Industry; a Preliminary Case Study of Bali. *Jurnal Aspikom*, *3*(6), 1182-1199.

Ramaano, A. I. (2021). Prospects of using tourism industry to advance community livelihoods in Musina municipality, Limpopo, South Africa. *Transactions of the Royal Society of South Africa*, 1-15.

Ramasamy, B., Yeung, M. C., & Au, A. K. (2010). Consumer support for corporate social responsibility (CSR): The role of religion and values. *Journal of Business Ethics*, *91*(1), 61-72.

Rasoolimanesh, S. M., & Jaafar, M. (2016). Community participation toward tourism development and conservation program in rural world heritage sites. In *Tourism-from empirical research towards practical application*. IntechOpen.

Richards, P., & Font, X. (2019). Sustainability in the tour operator–ground agent supply chain. *Journal of Sustainable Tourism*, *27*(3), 277-291.

Rocharungsat, P. (2008). Community-based tourism in Asia. *Building community capacity for tourism development*, 60-74.

Rogan, M. & Skinner, C. (2020). The Covid-19 Crisis and the South African Informal Economy: 'Locked-out' of Livelihoods and Employmen, Cape Town: University of Cape Town, National Income Dynamics Study (NIDS) – Coronavirus Rapid Mobile Survey, Report 10.

Rogerson 1, C. M. (2007). Reviewing Africa in the global tourism economy. *Development Southern Africa*, *24*(3), 361-379.

Rogerson, C. M. (2005). Unpacking tourism SMMEs in South Africa: structure, support needs and policy response. *Development Southern Africa*, *22*(5), 623-642.

Rogerson, C. M. (2006). Pro-poor local economic development in South Africa: The role of pro-poor tourism. *Local environment*, *11*(1), 37-60.

Rogerson, C. M. (2012). Tourism–agriculture linkages in rural South Africa: Evidence from the accommodation sector. *Journal of Sustainable Tourism*, *20*(3), 477-495.

Rogerson, C. M. (2018). Tourism-led local economic development: The South African experience. In *Local Economic Development in the Developing World* (pp. 297-320). Routledge.

Rogerson, C. M., & Rogerson, J. M. (2020). COVID-19 tourism impacts in South Africa: Government and industry responses. *Geo Journal of Tourism and Geosites*, *31*(3), 1083-1091.

Rogerson, C. M., & Rogerson, J. M. (2022). COVID-19 and Coastal Destination Impacts: The Case of South Africa. *GeoJournal of Tourism and Geosites*, *42*(2), 767-774.

Rogerson, C. M., & Visser, G. (Eds.). (2004). *Tourism and development issues in contemporary South Africa* (No. 19). Africa Inst of South Africa.

Rogerson, J. M., & Sims, S. R. (2012, September). The greening of urban hotels in South Africa: Evidence from Gauteng. In *Urban forum* (Vol. 23, No. 3, pp. 391-407). Springer Netherlands.

Ruhanen, L. (2013). Local government: facilitator or inhibitor of sustainable tourism development?. *Journal of Sustainable Tourism*, *21*(1), 80-98.

Saarinen, J. (2010). Local tourism awareness: community views in Katutura and King Nehale conservancy, Namibia. *Development Southern Africa*, *27*(5), 713-724.

Saarinen, J. (2011). Tourism development and local communities: the direct benefits of tourism to Ovahimba communities in the Kaokoland, Northwest Namibia. *Tourism Review International*, *15*(1-2), 149-157.

Samarathunga, W. H. M. S., & Pathirana, H. P. A. S. (2015). Demonstration Effect in Sri Lankan Tourist Destination. The 3rd IAAH Conference, Sri Lanka.

Santa-Cruz, F. G., & López-Guzmán, T. (2017). Culture, tourism and world heritage sites. *Tourism Management Perspectives*, *24*, 111-116.

Saufi, A., O'Brien, D., & Wilkins, H. (2014). Inhibitors to host community participation in sustainable tourism development in developing countries. *Journal of Sustainable Tourism*, *22*(5), 801-820.

Scarpaci, C., Bigger, S. W., CORkERON, P. J., & Nugegoda, D. (2000). Bottlenose dolphins (Tursiops truncatus) increase whistling in the presence ofswim-with-dolphin'tour operations. *Journal of Cetacean Research and Management*, *2*(3), 183-185.

Scheyvens, R., & Hughes, E. (2019). Can tourism help to "end poverty in all its forms everywhere"? The challenge of tourism addressing SDG1. Journal of Sustainable Tourism, 27(7), 1061–1089.

Schwartz, K., Tapper, R., & Font, X. (2008). A sustainable supply chain management framework for tour operators. *Journal of Sustainable Tourism*, *16*(3), 298-314.

Segrado, R., & Farmer, F. (2006). The impact of local NGOs on sustainable tourism in Valle de Bravo, Mexico. *WIT Transactions on Ecology and the Environment*, *97*.

Self, R. M., Self, D. R., & Bell-Haynes, J. (2010). Marketing tourism in the Galapagos Islands: Ecotourism or greenwashing? *International Business & Economics Research Journal (IBER)*, *9*(6).

Seo, K., Choi, Y., & Shin, J. (2021). Homelessness in destinations: Tourists' visit intention. *Annals of Tourism Research*, *89*, 103249.

Sharpley, R. (2000). Tourism and sustainable development: Exploring the theoretical divide. *Journal of Sustainable tourism*, *8*(1), 1-19.

Shen, L., Govindan, K., & Shankar, M. (2015). Evaluation of barriers of corporate social responsibility using an analytical hierarchy process under a fuzzy environment—A textile case. *Sustainability*, *7*(3), 3493-3514.

Sihombing, A., Gunawijaya, J., & Akbar, P. N. G. (2017). Local tourism awareness and knowledge: Community views in Wanayasa. *E-Review of Tourism Research*, *14*(5/6).

Simon, M. K., & Goes, J. (2011). Developing a theoretical framework. *Seattle, WA: Dissertation Success, LLC*, 13-18.

Simpson, K. (2001). Strategic planning and community involvement as contributors to sustainable tourism development. *Current issues in Tourism*, *4*(1), 3-41.

Siueia, T. T., Wang, J., & Deladem, T. G. (2019). Corporate Social Responsibility and financial performance: A comparative study in the Sub-Saharan Africa banking sector. *Journal of Cleaner Production*, *226*, 658-668.

Smith, A. L. (2017). Public-Private Partnerships (PPPs) for Sustainable Tourism. *Sustainability*. 3(2), 122-145.

Smith, R. A., & Ong, J. L. T. (2015). Corporate social responsibility and the operationalization challenge for global tourism organizations. Asia Pacific Journal of Tourism Research, 20(5), 487-499.

Smith, V. L., & Font, X. (2014). Volunteer tourism, greenwashing and understanding responsible marketing using market signaling theory. *Journal of Sustainable Tourism*, *22*(6), 942-963.

Smyth, A., Christodoulou, G., Dennis, N., Marwan, A. A., & Campbell, J. (2012). Is air transport a necessity for social inclusion and economic development? *Journal of Air Transport Management*, *22*, 53-59.

Snyman, S. (2017). The role of private sector ecotourism in local socio-economic development in southern Africa. *Journal of Ecotourism*, *16*(3), 247-268.

Sofronov, B. (2019). The development of marketing in tourism industry. *Annals of Spiru Haret University. Economic Series*, *19*(1), 117-127.

Southgate, C. R. (2006). Ecotourism in Kenya: The vulnerability of communities. Journal of ecotourism, 5(1-2), 80-96.

Spenceley, A. (2012). *Responsible tourism: Critical issues for conservation and development*. Routledge.

Spenceley, A., Relly, P., Keyser, H., Warmeant, P., McKenzie, M., Mataboge, A., ... & Seif, J. (2002). Responsible Tourism Manual for South Africa, Department for Environmental Affairs and Tourism, July 2002. *Responsible Tourism Manual for South Africa*, *2*(3).

Stefãnica, M., & Butnaru, G. I. (2015). Research on tourists' perception of the relationship between tourism and environment. *Procedia Economics and Finance*, *20*, 595-600.

Stone, L. S., & Stone, T. M. (2011). Community-based tourism enterprises: challenges and prospects for community participation; Khama Rhino Sanctuary Trust, Botswana. *Journal of Sustainable Tourism*, *19*(1), 97-114.

Sucheran, R. (2016). Corporate Social Responsibility (CSR) in the hotel and lodge sector in KwaZulu-Natal, South Africa. *African journal of hospitality, tourism and leisure*.

Sutawa, G. K. (2012). Issues on Bali tourism development and community empowerment to support sustainable tourism development. *Procedia economics and finance*, *4*, 413-422.

Swanson, K. (2014). Souvenirs, tourists, and tourism. *The Wiley Blackwell companion to tourism*, 179-188.

Swarbroke, J. (1999) Sustainable Tourism Management. Cabi, New York. URL: https://books.google.co.za/books?hl=en&lr=&id=1WQtIOqVT3gC&oi=fnd&pg=PP8&dq=Sustainable+tourism+management.+&ots=GWS3bgIPgN&sig=fV_LfTEE74K_QZPMWR1eEO-

enq8&redir_esc=y#v=onepage&q=Sustainable%20tourism%20management.&f=false (Accessed 19/03/2021).

Tai, F. M., & Chuang, S. H. (2014). Corporate social responsibility. *Ibusiness*, *6*(03), 117.

Tamajón, L. G., & Font, X. (2013). Corporate social responsibility in tourism small and medium enterprises evidence from Europe and Latin America. *Tourism Management Perspectives*, *7*, 38-46.

Tapper, R. (2001). Tourism and socio-economic development: UK tour operators' business approaches in the context of the new international agenda. *International Journal of Tourism Research*, *3*(5), 351-366.

Tapper, R. (2010). *Tourism and biodiversity: Achieving common goals towards sustainability*. World Tourism Organization Publications.

Tepelus, C. M. (2005). Aiming for sustainability in the tour operating business. *Journal of Cleaner Production*, *13*(2), 99-107.

Tepelus, C. M. (2005). Aiming for sustainability in the tour operating business. *Journal of Cleaner Production*, *13*(2), 99-107.

Thahir, H., Hadi, S., Zahra, F., Arif, I., Murad, M. A., & Lolo, M. H. (2021, February). Issues, Challenges and Strengths of Sustainable Tourism Supply Chain After Covid-19 in Togean National Park-Sulawesi, Indonesia: A Preliminary Findings. In *International Conference on Strategic Issues of Economics, Business and, Education (ICoSIEBE 2020)* (pp. 274-278). Atlantis Press.

Thao, N. T. P., & Trang, B. T. Q. (2018). Characteristics of Green Hotels' Potential Customers: A Case of Vietnamese Domestic Tourists. *VNU Journal of Science: Economics and Business*, *34*(5E).

Thetsane, R. M. (2019). Local community participation in tourism development: The case of Katse villages in Lesotho. *Athens Journal of Tourism*, *6*(2), 123-140.

Thett, K. K. (2012). Responsible tourism in Myanmar: Current situation and challenges. *Burma Center Prague*, 8.

Thompson-Carr, A. (2016). Introduction to Communities and power. In *Political Ecology of Tourism* (pp. 43-48). Routledge.

Tisdell, C. (1987). Tourism, the environment and profit. *Economic Analysis and Policy*, *17*(1), 13-30.

Tolkach, D., King, B., & Pearlman, M. (2013). An attribute-based approach to classifying community-based tourism networks. *Tourism planning & development*, *10*(3), 319-337.

Tosun, C. (2000). Limits to community participation in the tourism development process in developing countries. *Tourism management*, *21*(6), 613-633.

Trotter, D. C. (2003). Achieving local economic development through natural resource-based tourism in KwaZulu-Natal (Master's Thesis).

Tseane-Gumbi, L., & Ani, K. J. (2019). Assessing the Economic Implications of Business Social Responsibility and Sustainability in South Africa's Tourism Industry. *African Journal of Business & Economic Research*, *14*(4).

Turco, D. M., Swart, K., Bob, U., & Moodley, V. (2003). Socio-economic impacts of sport tourism in the Durban Unicity, South Africa. *Journal of Sport Tourism*, *8*(4), 223-239.

Tyrrell, T. J., & Johnston, R. J. (2006). The economic impacts of tourism: a special issue. *Journal of travel research*, *45*(1), 3-7.

UNESCO, U. (2005). Sustainable Tourism Development in UNESCO Designated Sites in South-Eastern Europe. *Ecological Tourism in Europe–ETE*, 1-43.

United Nations Environment Programme,(UNEP) & World Trade Organization (WTO) (2005). *Making Tourism more Sustainable: A Guide for Policy Makers*. https://wedocs.unep.org/20.500.11822/8741.

Van Zyl, S. R. (2015). A critical assessment of responsible tourism practices: a case study of Stormsriver adventures. (Doctoral Thesis). Nelson Mandela University.

Viljoen, J., & Tlabela, K. (2007). Rural tourism development in South Africa. Trends and Challenges. Human Sciences Research Council.

Vu, H. M., & Ngo, V. M. (2019). Strategy Development from Triangulated Viewpoints for a Fast Growing Destination Toward Sustainable Tourism Development–A Case Of Phu Quoc Islands in Vietnam: Vu, HM, Ngo, VM.(2019). Strategy Development from Triangulated Viewpoints for a Fast Growing Destination Toward Sustainable Tourism Development–A Case Of Phu Quoc Islands in Vietnam, Journal of Tourism and Services 10 (18): 117-140. https://doi. org/10.29036/jots. v10i18. 86. *Journal of Tourism and Services*, *10*(18), 117-140.

Waligo, V., Clarke, J., & Hawkins, R. (2015). Embedding stakeholders in sustainable tourism strategies. *Annals of Tourism research*, *55*, 90-93.

Wang, H., Yang, Z., Chen, L., Yang, J., & Li, R. (2010). Minority community participation in tourism: A case of Kanas Tuva villages in Xinjiang, China. *Tourism Management*, *31*(6), 759-764.

Wang, M., Jiang, J., Xu, S., & Guo, Y. (2021). Community participation and residents' support for tourism development in ancient villages: The mediating role of perceptions of conflicts in the tourism community. *Sustainability*, *13*(5), 2455.

Wardana, I. M., Sukaatmadja, I. P. G., Yasa, N. N. K., & Setini, M. (2020). Comparative and competitives advantages: perspective of rural tourism (study on tourism in the province of Bali Indonesia). *GeoJournal of Tourism and Geosites*, *33*, 1493-1500.

Wearing, S., & McDonald, M. (2002). The development of community-based tourism: Re-thinking the relationship between tour operators and development agents as intermediaries in rural and isolated area communities. *Journal of sustainable tourism*, *10*(3), 191-206.

Weeden, C., & Boluk, K. (Eds.). (2014). *Managing ethical consumption in tourism*. Routledge.

Wheeller, B. (2005). Ecotourism/egotourism and development . Nature-based tourism in peripheral areas: Development or disaster, info missing 263-272.

Williams, P., Gill, A., & Ponsford, I. (2007). Corporate social responsibility at tourism destinations: Toward a social license to operate. *Tourism Review International*, *11*(2), 133-144.

Wolf, L. A. (2015). Research as problem solving: Theoretical frameworks as tools. *Journal of Emergency Nursing*, *41*(1), 83-85.

Wong, P. P. (Ed.). (1993). *Tourism vs environment: the case for coastal areas* (Vol. 26). Springer Science & Business Media.

Worku, Y. G., & Tessema, G. A. (2018). Public-private collaboration in the tourism industry in Northwestern Ethiopia. *Afr. J. Hosp. Tour. Leis*, *7*, 1-12.

Worthington, I, Ram, M & Jones, T, (2006) Exploring corporate social responsibility in the U.K. Asian small business community. Journal of Business Ethics 67(2), 201–17.

Worthington, I., Ram, M., & Jones, T. (2006). Exploring corporate social responsibility in the UK Asian small business community. *Journal of Business Ethics*, *67*(2), 201-217.

Yusof, Y., Ibrahim, Y., Muda, M. S., & Amin, W. A. A. W. M. (2012). Community based tourism and quality of life. *Review of Integrative Business and Economics Research*, *1*(1), 336.

Zaei, M. E., & Zaei, M. E. (2013). The impacts of tourism industry on host community. *European journal of tourism hospitality and research*, *1*(2), 12-21.

Zafirovski, M. (2005). Social exchange theory under scrutiny: A positive critique of its economic-behaviorist formulations. *Electronic journal of sociology*, *2*(2), 1-40.

Zhuang, X., Yao, Y., & Li, J. J. (2019). Sociocultural impacts of tourism on residents of world cultural heritage sites in China. *Sustainability*, *11*(3), 840.

Zografakis, N., Gillas, K., Pollaki, A., Profylienou, M., Bounialetou, F., & Tsagarakis, K. P. (2011). Assessment of practices and technologies of energy saving and renewable energy sources in hotels in Crete. *Renewable energy*, *36*(5), 1323-1328

Appendix 1

UNIVERSITY OF KWAZULU-NATAL

INYUVESI YAKWAZULU-NATALI

<u>In-depth interview schedule</u>

<u>Municipality officials</u>

1. As a local government representative, what is the nature of your relationship with local tourism businesses, especially those in South Beach Eg, what common development goals do you share with them?

2. Are you familiar with policies of the local tourism businesses? If yes, what is their policy responses to local community socio-economic needs and challenges?

3. What programs are in place to enable or encourage tourism enterprises in the South Beach area to contribute to the well-being of local communities?

4. Kindly provide details on how, in your understanding, these programs contribute to the community well-being?
   What are some of the challenges, if there are any?

5. Does the municipality require local tourism enterprises to follow Responsible Tourism policies or principles?

6. Is the community active in any tourism development projects undertaken by local tourism enterprises in the South Beach area, particularly those with a direct impact on their lives? (Local residents).

7. According to your understanding as Municipality representative, how can tourism businesses in South Beach improve contribution more effectively and meaningfully to the wellbeing of local communities.

8. Do you have any closing comments on the subject?

Thank you

UNIVERSITY OF
KWAZULU-NATAL

INYUVESI
YAKWAZULU-NATALI

In-depth interview schedule.

(Tourism Businesses)

1. Which tourism sector does this business belong under?

2. Does the business implement (Sustainable Tourism) management strategies, and if yes, what are they, and how are they implemented?

3. What is your relationship with the eThekwini Municipality?

4. Within the Municipality, kindly provide details of your relationship with those units that deal directly with community issues, eg development

5. Do you have a policy in place that specifically deals with community issues? Provide details of that.

6. Does the business contribute in anyway, to uplifting the lives of the local people? If yes, how?

7. What community outreach programs have you initiated to engage more effectively with the community?

   How do you operate these programs? Eg, do you work with the community through their representatives to implement these programs? How do you select these representatives?

8. If there are any community outreach programs, are community members aware of these development programs that are meant to uplift the standards of their lives?

9. If yes, how are they aware? Do you run community awareness campaigns? Which communication channels does this company utilise to reach out to or disclose significant information to the local community?

10. If you are not involved in any community upliftment program, why?

11. What have been successes and challenges in your effort?

12. What do you think should be done to improve the manner of local tourism businesses engagement with the community?

13. How do you hope to improve your relationship with such stakeholders as the Municipality? CBOs and Durban tourism in order to tackle local community's socioeconomic challenges and uplift the standards of their lives?

14. Do you have any closing comments on the subject?

Thank You

Appendix 3

UNIVERSITY OF
KWAZULU-NATAL

INYUVESI
YAKWAZULU-NATALI

In-depth interview schedule

NGOs/ Community Based Projects

1. What role does this organisation play in the community?

2. Is your organisation formally/legally recognised or registered?

3. Does the organisation have any relationships or affiliations with tourism businesses? If yes, what is the nature of that relationship? Do you feel equally recognised as an important stakeholder?

4. What are the major challenges that local communities face in Durban, which your organisation deals with on daily basis?

5. What does your organisation do in response to local community challenges?

6. Does your organisation receive any help from tourism businesses, notably those in South Beach? If yes, what is the nature of that assistance?

7. How effective is your relationship with these businesses in its response to community needs?

8. Do you have a formal partnership with these businesses?

9. Which community programs do you run together in the community?

10. What are the successes and challenges in this partnership if there is any partnership? If there is no partnership, what do you think is the reason?

11. What do you think these tourism businesses should do to make their more effective in the community? In other words, what do you think should be done to make their vision to support the community more effective?

12. Do you have any additional comments on the subject? If yes, kindly share.

Thank You.

Appendix 4

Informed Consent Document

Dear Participant,

My name is Xolani Rian Masuku Student no: 217026533. I am a Masters student in Culture and Heritage Tourism Program at University of KwaZulu-Natal, Howard College Campus. The title of my research is: The role of sustainable tourism in improving local communities' livelihoods on the South beach, Durban. The aim of the study is to investigate and examine the roles undertaken by local tourism businesses and local government in uplifting the lives of local communities, with focus on South Beach, Durban as a case study. I am interested in interviewing you so as to share your experiences and observations on the subject matter.

Please note that:

- The information that you provide will be used solely for scholarly purpose.
- Your participation is entirely voluntary. You have the option to participate, not participate, or discontinue your participation in the research. You will not face any consequences as a result of your actions.
- Your responses in this interview will be presented anonymously. Neither your name nor identity will be disclosed in any form in the study.
- The interview will take about 45 minutes to 1 (one) hour.
- The record as well as other items associated with the interview will be held in a password-protected file accessible only to myself and my supervisors. After a period of 5 years, in line with the rules of the university, it will be disposed by shredding and burning.
- If you agree to participate please sign the declaration attached to this statement (a separate sheet will be provided for signatures)

I can be contacted at: School of Social Sciences, University of KwaZulu-Natal, Howard College Campus, Durban. Email: Xolanimasuku99@gmail.com
Cell: 0728506004
My supervisor is Professor Joram Ndlovu who is located at the School of Social Sciences, Howard College Campus, Durban of the University of KwaZulu-Natal. Contact details: Email: Ndlovuj1@ukzn.ac.za
The Humanities and Social Sciences Research Ethics Committee contact details are as follows: Email: hssrec@ukzn.ac.za Tel: 03126058350. Thank you for your contribution to this research.

DECLARATION

I…………………………………………………………………… *(full names of participant*) hereby confirm that I understand the contents of this document and the nature of the research project, and I consent to participating in the research project.

I understand that I am at liberty to withdraw from the project at any time, should I so desire. I understand the intention of the research. I hereby agree to participate.

I consent / do not consent to have this interview recorded (if applicable)

SIGNATURE OF PARTICIPANT   DATE

…………………………………………………………………………………………

Appendix 5

19 September 2022

Xolani Rian Masuku (217026533)
School of Social Sciences
Howard College Campus

Dear XR Masuku,

Protocol reference number: HSSREC/00003357/2021
Project title: The Role of Tourism Businesses in Improving the Lives of Local Communities: A Case Study of South Beach, Durban
Amended title: The role of sustainable tourism in improving local communities' livelihoods on the South Beach, Durban
Degree: Masters

Approval Notification – Amendment Application

This letter serves to notify you that your application and request for an amendment received on 07 September 2022 has now been approved as follows:

- Change in title

Any alterations to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form; Title of the Project, Location of the Study must be reviewed and approved through an amendment /modification prior to its implementation. In case you have further queries, please quote the above reference number.

PLEASE NOTE: Research data should be securely stored in the discipline/department for a period of 5 years.

Best wishes for the successful completion of your research protocol.

Yours faithfully

....
pane Hlalele (Chair)

/ms

Appendix 6

For attention:
Chair of Research Ethics Review Committee
University of Kwazulu Natal
College of Humanities
School of Social Science
Howard Campus
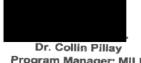**Durban**
4001

11 June 2021

RE: LETTER OF SUPPORT TO X.R MASUKU, STUDENT NO. 217026533 - GRANTING PERMISSION TO USE ETHEKWINI MUNICIPALITY AS A STUDY SITE FOR A MASTERS RESEARCH

The Business Support, Markets and Durban Tourism Unit and Municipal Institute of Learning (MILE) in eThekwini Municipality, have considered a request from Xolani Rian Masuku, a registered student at UKZN to use eThekwini Municipality as a research study site in fulfilment of a Masters IN Culture and Heritage Tourism research in eThekwini Municipality. The study is entitled **"The Role of Tourism Businesses in Improving the Lives of Local Communities: A Case Study of South Beach, Durban."**

We wish to inform the committee of the **APPROVAL** of this request and hereby assure the student of our utmost cooperation towards achieving his research goals; the outcome which we believe will help this municipality improve on its service offerings using the research outputs. The student is reminded of the conditions agreed to, the ethical considerations as well as the current COVID-19 related regulations as per the Disaster Management Act (2020) when conducting the research. **In return, we stipulate as conditional that the student presents the preliminary results and recommendations of this study to MILE and the benefiting units within eThekwini Municipality as soon as possible.**

Wishing th................est.

....

Mr
Head: B   ts & Durban Tourism
eThekwini Municipality

Dr. Collin Pillay
Program Manager: MILE
eThekwini Municipality

Xolani Masuku

I ....hereby accept as conditional that I will comply fully as per the conditions stipulated above.

Signed: .... Date: ....   13 June 2021