

**THE POTENTIAL OF TOURISM TO CREATE JOB  
OPPORTUNITIES IN RURAL AREAS OF THE EASTERN FREE  
STATE: A CASE STUDY OF BETHLEHEM**

**By**

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## ABSTRACT


The research seeks to make a contribution through the evaluation of the situation related to employment in the tourism industry. The case study is devoted to the regional town of Bethlehem. The research strives to involve all stakeholders into the problem of sustainable tourism development with reference to the possibility of the industry to make a meaningful contribution to the unemployment problems of people in rural towns. An attempt is made to provide recommendations that could improve the coordinated efforts of stakeholders in the study area.

## DECLARATION


I, Taemane Augustinus Phoofolo, declare that the thesis hereby submitted to the University of the North, Qwaqwa Campus, for the course master's degree in Tourism Development and Planning, has not been previously submitted by me for any other degree at any other university, and that it is my own original research under the supervision of the undersigned supervisors.

  
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Date: 05 October 2002

  
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# CHAPTER ONE

## INTRODUCTION

### 1.1 INTRODUCTION

Throughout the world governments have vigorously committed themselves to achieve sustainable development. This desire was triggered off by the United Nations conference on Environment and Development in 1992 and the report of the World Commission on Environment and Development. Over and above the pressing problem of macro-economic stabilization and unemployment, the policy priorities of governments revolve around the creation and maintenance of wealth (Auty and Brown, 1997).

The World Commission on Environment and Development (1987) defines sustainable development as "development which meets the needs of the present without comprising the ability of future generations to meet their own needs". The fundamental issues of a development strategy include, amongst others, distributional issues such as increasing the income levels of poor societies and fostering economic growth. Development should not only address economic and social activities, but also population issues and the use of natural resources and their concomitant impacts on environment (Elliot, 1994).

The Reconstruction and Development program also acknowledges the need to achieve sustainable development by advancing forth the following mechanisms: addressing the plight of the rural poor, correcting the history of misuse of resources, instituting a reform process to allow the rural poor access to land for production, to relay the control of democratic government- funded services to the rural people, to support capacity building in the District Councils and to develop human resources (The RDP, 1994).

The Reconstruction and Development Program further regards education, access to basic facilities and the support of black business as the key to restructure tourism with a view to stimulate the local market. Matters of priority here revolve around the question of promotion of eco- tourism and furthering South Africa's cultural and political heritage. The program vehemently maintains that communities must be given financial support, their management and tourist service skills must be harnessed, and that their relationship with the markets be improved (The RDP, 1994).

Eco- tourism, which generates economic opportunities, is hailed as South Africa's number one growing sector of tourism. Eco- tourism includes, inter alia, bird and game-viewing, hiking and mountain climbing and the like, while cultural tourism is about visits to cultural heritage villages and sites of Bushmen/San paintings (South African Yearbook, 1995).

## 1.2 ORIENTATION OF THE STUDY

Most newly independent states of South Africa are said to have made a wrong start on the development path. After the 1960's their per capita economic growth and per capita food production deteriorated and poverty increased, especially in rural areas. Their economic prospects proved disappointing and lot of blame was apportioned on external factors such as declining export commodity prices, negative oil prices, soaring interest rates and high foreign debt. It is further acknowledged that poverty in these countries was largely attributed to declining export prospect. The internal policies of these countries discriminated against farmers and this exacerbated the situation even further (Auty, 1995).

African states and South Africa, in particular, can be described as countries that have high birth rates, with a high percentage of youth to support. The dependency ratio in South Africa is very high and this means that it has to channel a large portion of its resources to areas like education and housing, which have a long payback period. Its total economic output and income per capita is low, hence the prevalence of poverty and associated lag in its rural areas (Auty, 1995).

Elliot (1994) categorically lends his weight to the above dilemma by enumerating some of the characteristics of the human environment of developing countries and this encompasses rapid population growth, an increasing number of poverty-stricken people, high levels of unemployment and the like. These challenges illustrate that there is indeed a dire need for well-considered development programs to be put in place in rural communities.

What exacerbates the above scenario even further is that South Africa's labour laws, on the other hand, seem to impede job creation. The entire industrial sector is in turmoil, and large-scale retrenchment and rationalizations are looming on the horizon. Job losses in the gold mining industry are inevitable. Job cuts of 35% - 40% have been widely proposed. Gold fields (at Lebanon Gold Mine) was reported to have run a loss of R29m in the June quarter. Durban Rooderpoort Deep contemplated cutting many jobs (Financial Mail, 1999). These sentiments are also echoed by Sowetan Business (June 28, 2000) that job opportunities were being shed at an alarming rate in South Africa and that this situation makes it impossible for new workers to enter the labour market. According to the Survey of Total Employment and Earnings figures released by Statistics South Africa (Stats SA) as recorded in the Financial Mail (1999) there was a significant decrease of about 3,3% of the total employment in the formal non-agricultural business sector between March 1999 and March 2000. The above percentage was reflected in seven of the eight industries surveyed.

The contribution of other sectors to the declining total employment was described as follows:

Mining and quarrying	-	9%
Communication	-	5%
Construction	-	5%
Finance & others	-	4%

(Sowetan Business, June 28, 2000)

Beyond economic hardships, there is an increasing deterioration of the environment, and this in turn poses a serious threat to the survival of a wide range of species and human life. Many forests are reported to be destroyed yearly. The resource scarcities and ecological degradation are perceived to be the real threats to the future well being of all people and communities (Murphy, 1985).

According to Gunn (1994), tourism is regarded worldwide as a panacea to ailing economies. It generates jobs and income for local people, promotes environmental preservation and enhancement, fosters economic, social and cultural development, and generates a supply of needed foreign exchange. South African Yearbook (1995) succinctly concurs that "domestic tourism is worth an estimated R3 000 million annually" and that it employs both skilled and semi-skilled people. It further maintains that tourism can go a long way to promote the smooth flow of capital, jobs (i.e. one in every 25 jobs in South Africa is linked to tourism) and success.

However, an overwhelming evidence gathered in the Western Cape reveals that transformation in tourism is taking place at a tortoise pace, and that the government has yet to throw its unequivocal support behind poor communities so that they can effectively participate in it. Poor communities, in particular still need to be trained and get financially backed-up. The evidence further suggests that poor communities find it increasingly difficult to enter the arena of tourism that is highly competitive and dominated by white communities (Goudie, S. C. et al, 1999).

### 1.3 STATEMENT OF THE PROBLEM

The problems related to poverty and the associated lack of job opportunities can be addressed if the problem related to the sustainable utilization of tourism resources is clearly identified, analysed and appropriate solutions of how to maximize the utilization of available resources, are put forward.

## **1.4 THE AIM AND OBJECTIVES OF THE STUDY**

The aim of the study is to assess the potential of tourism in the creation of employment opportunities based on the current tourism resources and potential future tourism development in the study area.

### **The Objectives of the Study are as Follows:**

1. To identify both natural and cultural tourism resources of the study area.
2. To assess resources that can be developed with a view to augment the socio-economic vibrancy of the Eastern Free State.
3. To identify mechanisms and development strategies put in place by the Dihlabeng Municipal Authority in particular, and other stakeholders to address the plight of the unemployed by creating jobs.
4. To assess the socio-economic status of the residents of Bethlehem, Bohlokong and Bakenpark.
5. To assess the conduciveness of the tourism environment to development in the Eastern Free State related to the study area.

## **1.5 HYPOTHESIS OF THE STUDY**

The greater the variety of tourism resources and related experiences that a particular rural town is endowed with, the more job opportunities can be created.

## **1.6 SIGNIFICANCE OF THE STUDY**

Future tourism ventures will get off the ground if they are well supported by all people at the grass-root level and will stand the test of time if they are positive and responsive to the needs of all people and not a chosen few. Failure to create people-driven tourism projects in a quest to create jobs and attain sustainable rural development may lead to the alienation of the rural poor for which they are intended.

It is against this background that the study seeks to effect a change in terms of the approaches that are presently employed by the local and provincial government to address the plight of the rural poor and to promote environmental preservation. It strives

to make a contribution to innovative strategies used by the local and provincial government departments to create jobs for the unemployed people, and finally to provide a correct data base of the tourism resources in the study area for future planning. In collaboration with other studies, the findings of this study may be extended to other areas, towns and the whole province.

## 1.7 ORGANISATION OF THE REMAINDER OF THE STUDY

Chapter 2	-	Description of the study area
Chapter 3	-	Literature review
Chapter 4	-	Methodology- description of the whole research process
Chapter 5	-	Presentation of the research results
Chapter 6	-	Summary, conclusions and recommendations
Bibliography		
Appendix A	-	Questionnaire 1
Appendix B	-	Questionnaire 2
Appendix C	-	A Database of Bethlehem's Tourism Resources
Appendix D	-	Socio-economic evaluation form
Appendix E	-	Maps

## CHAPTER 2

### DESCRIPTION OF THE STUDY AREA

#### 2.1 INTRODUCTION

This chapter is a description of the study area with specific reference to its geographical location, climate, drainage system, relief, human development, infrastructure, fauna and flora, and the extent to which it is suited for eco-tourism.

#### 2.2 HISTORICAL FORMATION OF THE STUDY AREA

It is said that the Eastern free State was formed about 260 million years ago, when large mountains existed roughly 900 km south and south east of Bethlehem on a large continent called Gondwanaland. The climate then was moderate to dry, and water was transported into this region by streams in the south. The chief characteristic of this area was said to be "large playa lake system" which used to be dry during a dry spell - with more permanent water points where animals used to live (Groenewald, 1998).

During Elliot times (that is about 230 - 220 million years ago) water was transported from the south by ephemeral rivers and poured into "playa lakes" over an area of about 100 000km<sup>2</sup>. With the passage of time, the swamps and marshes became dry due to a prolonged drought and consequently forests dwindled away and the dinosaurs died a tragic death from starvation. A salt encrusted lake surface was left behind, with desert roses, ferns ("Dicroïdium") and coniferous trees ("Dadoxalon") dominating vegetation in the vlei areas (Groenewald, 1998).

Approximately 210 million years ago the central part of Gondwanaland dried up completely and this was attributed to very little water reaching this area from the southern mountains, which by that time, were also reduced to low-lying hills. Then the winds continued to blow, piling up sand of up to 100m high, where the swamps were found, setting up colourful layers of orange, yellow and gold to form Sandstone mountains. The desert was a haven to smaller dinosaurs and other mammals for several millions of years. Approximately 195 millions years ago violent volcanic eruptions occurred to form basaltic lava over the top of the present Drakensberg and Maluti mountains. Those eruptions scared off the animals to migrate to the north of the African continent. After a broken drought, the rain fell; the water flowed over the mountain cliffs cutting crevices in the dark-coloured basaltic rocks, and eventually formed deep-sided valleys to transport water to the ocean (Eastern Free State Explorer, 1999 and Groenewald, 1998).

## 2.3 GEOGRAPHICAL LOCATION OF THE STUDY AREA

The study area, namely, Bethlehem, is located in the Eastern part of the Free State Province (cf. Figure 2.1). The map indicates the situation of this town that can be summarized as follows:

### Eastern Free State Figure 2.1 Location of the Study Area



Bethlehem, the district capital of the Eastern Free State, is located near the northern point of Lesotho at an altitude of 1 636m. It is on the N5 route between Bloemfontein and Durban (Free State: A Tourism Blueprint Travel Guide, 1997/ 8). Orientation maps are listed in Appendix D.

## 2.4 ACCESSIBILITY OF THE STUDY AREA

The favourable situation of Bethlehem in the heart of the Highlands accounts for its easy accessibility. The routes to and from Bethlehem act as a stimulant for development and accounts for the East- West and North- South development of the town. A few examples, as obtained from Eastern Free State Explorer (1999), of the distances by road to other main centres are as follows:

To: Bloemfontein 240 km  
 Vaal Triangle 180 km  
 Gauteng 250 km  
 Durban 400 km

An airfield equipped with a tarred airstrip and landing rights with a modern terminal building further enhances Bethlehem's accessibility. This airfield is said to be suitable for light aircrafts such as Dakotas (Eastern Free State Explorer, 1999).

The accessibility of the area bodes well for the development of tourism. The accessibility of the study area is further enhanced by the prominence of the railway stations at the Kroonstad/ Durban/ Bloemfontein and Frankfort railway intersections.

## 2.5 CLIMATE OF THE STUDY AREA

### 2.5.1 Temperatures

The temperature in the study area varies from a daily maximum of 27<sup>0</sup> C in January to a daily minimum of 2,1<sup>0</sup> C in July. Table 1. 1 shows the average minimum and maximum temperatures:

**Table 2. 1: Average Minimum and Maximum Temperatures of the Study Area 1999.**

Season	Month	Minimum temperature	Maximum temperature
Summer	January	14 <sup>0</sup> C	32 <sup>0</sup> C
Autumn	March	10 <sup>0</sup> C	22 <sup>0</sup> C
Winter	June	3 <sup>0</sup> C	20 <sup>0</sup> C
Spring	September	6 <sup>0</sup> C	24 <sup>0</sup> C

Adapted from: Eastern Free State Explorer, 1999

## 2.5.2 Winds and Rainfall

About 75% of the annual rainfall occurs during summer with an average of 600 mm per annum. Thunderstorms and orographic rainfall, occur quite often in summer while snowfalls are common especially on the nearby mountains in winter.

The general wind direction is northwest in winter. The flow pattern is to a large extent influenced by the mighty Drakensberg Mountains. Winds can arrive at a maximum speed of 56,5 km per hour while the average speed during the year is 6 km per hour (Eastern Free State Explorer, 1999).

## 2.6 TOPOGRAPHY OF THE STUDY AREA

The relief is said to be gentle, rolling land with the better part of the eastern section being starkly rugged and mountainous. The Drakensberg and Maluti mountains 'peer over' the Free State to the left and Lesotho to the right (Free State: A Tourism Blueprint Travel Guide, 1997/8). Figure 2.2 indicates the geological features of the study area:

Figure 2.2: Geological Features of the Study Area

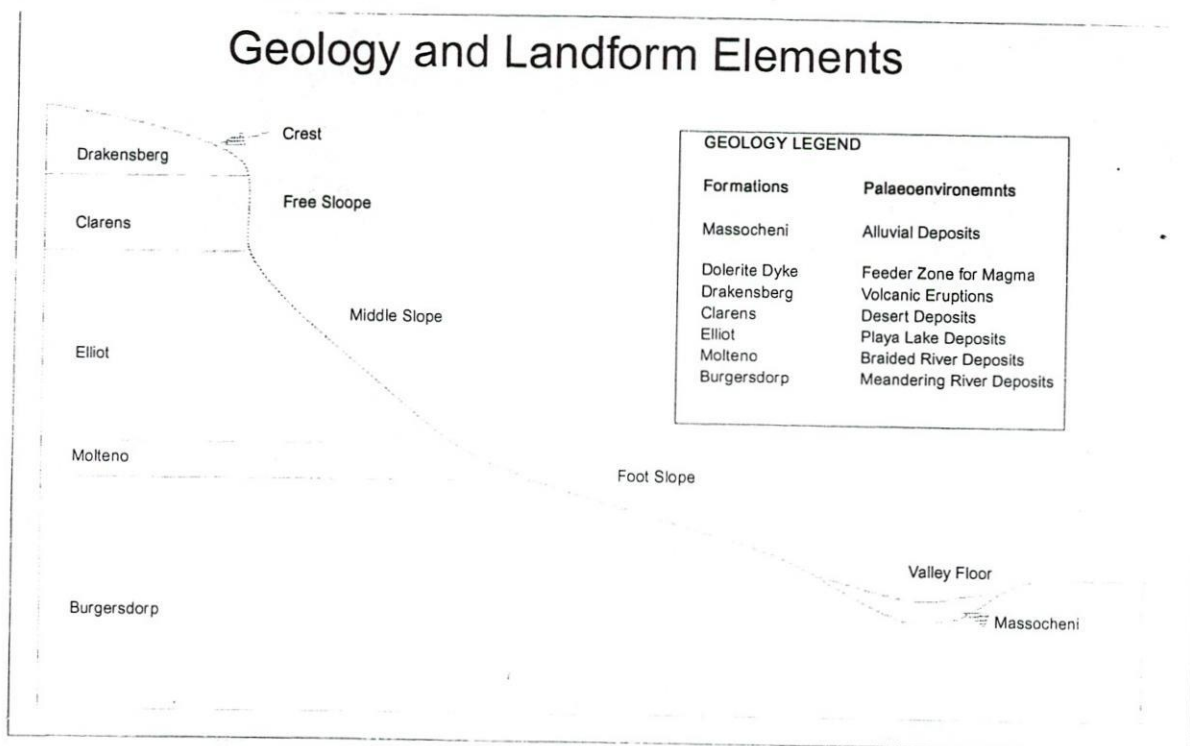


Figure 2.2 Geology of the Study Area

The study area has a steep gradient of approximately 1: 30. Steep slopes are said to be the result of gradual down cutting of the predominantly horizontal underlying sandstone. Superior sandstone outcrops are familiar features throughout the study area. The study area is underlain by the geology typical of the Tarkastad formation of the Beaufort group of the Karoo super-group. Sandstone, mudstone, shale and dolerite rocks are found in abundance in the area (Greater Bethlehem: Land Development Objectives, 1999).

## 2.7 DRAINAGE PATTERN

Bethlehem has four dams at its disposal. Water from the Lesotho Highlands Water Scheme runs via the Ash River through the Saulspoort Dam into the Lienbenbergsvlei. This dam is also used as the chief supplier of water for the town. The town is drained by the Jordaan River that runs through it towards the Liebenbergsvlei River (Greater Bethlehem: Land Development Objectives, 1999).

## 2.8 VEGETATION OF THE STUDY AREA

The vegetation of the study area consists mainly of temperate grassland including bushes and short shrubs. The following diversity of plant species occur in the study area:

- |                        |                      |
|------------------------|----------------------|
| - "Watsonia"           | - "Temida trehandra" |
| - "Erograstis plana"   | - Lichens            |
| - Sierpol              | - Wild pineapple     |
| - Oldwood              | - Poplar trees       |
| - "Erograstis curvula" | - "Cycads"           |
| - Khaki bos            | - Canna flowers      |
| - Cosmos               | - Speargrass         |
| - Tipentine grass      |                      |

Pine trees are alien plant species. The indigenous Oldwood trees are able to replenish themselves naturally. Some of the plant species have economic importance, for instance, popular trees are used in furniture manufacturing. Some of the plant species provide a superabundance of food for grazing and browsing animals. The decaying vegetation aids the formation of humus on soil surface while some yield vital medicinal extracts (The Guinness Encyclopaedia, 1990).

## 2.9 FAUNA OF THE AREA

The heart of the Highlands is home to a variety of the wild animal species, bird species and reptiles. Examples of the most important ones are as follows:

**Table 2.2 Animals, Bird Species and Reptiles Found in the Study Area**

<b>Wild Animals</b>	<b>Birds</b>	<b>Reptiles</b>
Zebras	The endangered Wattled Blue and Crowned Cranes	Squamata (lizards and snakes)
Rooihartebees	The extremely rare Rudds Lark	Tortoise
Eland	Blue and White- Bellied Korhaan	Skink
Redbuck	Black Eagle	Puff Adder
Black wildebees	Bearded Vulture	Giant Rock Girdle
Antelope	Pigeons	
Blesbok	Water Fowls	
Oribi	Swallows (migratory birds)	
Wild Cat	Jackal buzzard	
Rabbits and Hares	Secretary Bird	
Golden Moles	Owls	
Rodents	Bald Ibis	
Porcupines	Guinea Fowls	

Source: Eastern Free State Explorer, 1999

## 2.10 SOCIO-ECONOMIC ATTRIBUTES OF BETHLEHEM

Table 2.3: Socio-Economic Attributes of Bethlehem.

Population Size	Health	Education	Primary Sector	Tertiary Sector	Infrastructure
<u>Population</u> 110 500 <u>Groups:</u> Blacks Whites Coloureds Indians Asians	2 Provincial Hospitals Clinic Private Hospital	Primary Secondary Technical	<u>Cash Crops:</u> Wheat Maize Sunflower Potatoes Beans Asparagus <u>Fruit:</u> Prunes Apples Pears Peaches Apricots <u>Animal</u> <u>Products:</u> Red meat Wool Milk Cheese <u>Main Wheat</u> <u>Research</u> <u>Centre</u>	Commerce Transport Financial – Services Jewellery Groceries Clothing Furniture Arts & Crafts Garages Administrative services Legal centres  <u>Small</u> <u>Industries:</u>  TV sets Computers Radio's	Tarred Roads Communication Networks:  Telephones TV Aerial Receptors

Source: Greater Bethlehem Land Development Objectives, 1999

Bethlehem and its Township have a relatively large population as compared to other towns in the entire Eastern Free State. Its population comprise of Blacks, Whites, Coloureds and other races. It has a vibrant health system and its private hospital (Hoogland Medi Clinic) is popularly known across the breadth and length of the region. The town has a good infrastructure and the tertiary economic sector is far advanced than its primary and secondary ones.

## 2.11 DEMOGRAPHY

The following table illustrates the population of Bethlehem, Bohlokong and Bakenpark.

**Table 2.4 The population of Bethlehem, Bohlokong and Bakenpark**

<b>Residential Area</b>	<b>Residential Erven Occupied</b>	<b>Population</b>
<b>Bethlehem</b>	2 922	18 000
<b>Bohlokong</b>	8 670	90 000
<b>Bakenpark</b>	339	2 500
<b>Total</b>	<b>11 931</b>	<b>110 500</b>

Source: Greater Bethlehem Land Development Objectives, 1999

It is said that the population of Bethlehem as posited above is growing very slowly, and that a relatively higher percentage of the population (i.e., 30,5%) comprises of the age category 5-9 years. The age structure in Bohlokong and Bakenpark is following a similar trend with the percentage of the age category standing at 33,6% and 32% respectively. This can be regarded as a pointer to a high fertility rate (Greater Bethlehem Land Objectives, 1999).

Bethlehem has a high percentage of high-income earners and the unemployment rate of 10%. The inhabitants of Bohlokong and Bakenpark being to low-income groups and the unemployment rate stands at 11,2% and 17,8% respectively. The general unemployment rate is said to have increased over the last few years and is currently around 30% (Greater Bethlehem Land Objectives, 1999).

## 2.12 CONCLUSION

Bethlehem is the principal town of the Eastern Free State and is situated in the heart of the Highlands. It can be easily reached by road, railway or air. This town has an invigorating climate and is studded with a wide range of tourism facilities and services. Mention could be made of some wild life, a stunning scenic grandeur and a friendly atmosphere created by many role players involved in the tourism industry.

## CHAPTER THREE

### LITERATURE REVIEW

In this chapter an attempt would be made to deposit as much information as is possible on the potential of tourism to create job opportunities in the rural towns of the Eastern Free State with specific reference to the following:

Firstly, attention would be paid to some selected international tourism examples.

Secondly, an attempt is made to touch on what South Africa has in store to offer as far as tourism is concerned, that is, from a national theoretical perspectives.

Thirdly, to provide a first-hand information on comparative provincial tourism potential.

Lastly, to look at tourism development in the Free State.

### 3.1 SELECTED INTERNATIONAL TOURISM EXAMPLES

#### 3.1.1 The Growth of Tourism and Leisure in Britain

Private environmental bodies are an integral element in British policymaking. Unlike other industrialized states where environmental policy is formulated and executed by the government parastatals, the private groups shoulder many responsibilities in Britain. The National Trust, for instance, outperforms the government when it comes to the acquisition and maintenance of historic buildings and scenic landscapes. Locally based naturalist groups control most nature reserves, and many environmental groups receive direct government funding (which is amongst others used for job creation) and most have representatives on many official advisory structures (McCormick, 1989: 13).

Surveys conducted in Britain suggest that visits to the rural areas seem to be largely dependent on the vagaries of weather and the day of the week as opposed to material affluence. They further indicate that there has never been any comprehensive study of whether a large number of visits actually harms the physical and ecological environments of the rural areas, even though some isolated examples such as the 'footpath erosion of the Pennine Way are evident enough' (Sarre, 1991).

According to Sarre (1991: 183) surveys conducted in Britain in the 1980's further reveal that tourists do not actually like country parks and picnic sites *per se*, but they love the 'real' living countryside. These surveys have led to rural recreation and especially tourism to be re-evaluated for their potential in 'agricultural diversification'. However, the flaw inherent in using recreation for the purpose of achieving diversification is that

much of the countryside is available freely and as of right to the community, and it is therefore difficult to generate a lot of farm income from it. However, farm tourism, as opposed to just countryside recreation, still remains a highly favoured sector that is quickly growing and income generating. The demand for new sites for golf-courses, hang-gliding, clay-pigeon shooting, motor-cycle scrambling, set-piece war games and the like, is indicative of the extent to which it is gradually gaining popularity (Sarre, 1991).

One of the pressing needs of the nation is defence, and in the British countryside there are massive areas set aside for military training, the classic examples being Salisbury Plain, Northumberland and Datmoor National Parks. According to Sarre (1991) these areas are located throughout the countryside particularly in its "wilder, more attractive parts and on coastline. New evidence gathered in Britain suggests that the restriction of public access and many related forms of agricultural activity which military training imposes can favour the maintenance of great ecological diversity (Sarre, 1991).

The empirical study conducted by Augustyn and Knowles in York, as cited in the *Tourism Management*, Volume 21, Number 4, August 2000, has ably identified some critical factors for tourism partnership and job creation to be successfully struck. These forms of partnerships are strategic, intermediate and local in nature and hinge around the following activities:

- Finance
- Education and training
- Property
- Marketing and promotion
- Other activities such as advice centres

Here the research identified the critical success factors for tourism partnership by taking the following steps: Carefully analysing the firm as their unit. Investigating the circumstances and the reasons that promoted the partnership while still taking cognisance of how the external factors could influence the competitiveness in products that reach the consumers. This study further goes at length to enumerate the variables that impose an obligation on the part of many firms to join partnerships, for instance, a highly competitive environment in which firms operate and competitive uncertainties.

In the UK context the tourism partnerships were thoroughly researched by Augustyn and Knowles (year unknown), as cited by *Tourism Management*, Volume 21, Number 4, August 2000, because of the realisation that:

- prior to this research the majority of the tourism sites showed no progress in the UK and this was attributed to the lack of funding by the private sector, which in turn feared that such money would be misappropriated by the local councils.

It was against the background given above that the need therefore existed to renovate towns and cities. To this end Augustyn and Knowles (2000) expertly draw on the work of Bennet (1998), Cruddas (1998), and Tempest (1998), as cited by Tourism Management, August 2000, to succinctly note that:

“Tourism was of great economic importance to the region, providing both directly and indirectly some 5000 jobs within the boundaries of the City of York. Establishment of a public-private partnership was consequently recommended as a tool for revitalising tourism in York”.

The afore-said study also revealed strategic objectives of the tourism partnership (“First Stop York”) played a critical role in the establishment of tourism industry where:

- employed opportunities would be created
- the City of York would be known world wide as a distinguished tourism attraction centre
- high paying jobs would be created and the residents be offered career-advancement opportunities
- the standard of living of the York residents would improve
- the overall economy of the city would improve remarkably
- the residents of the city would have a golden opportunity to rub shoulders with tourists from other parts of the world
- the support of the residents of York would be rallied for so that they could fully enjoy the benefits of tourism and consequently support the envisaged tourism projects (Tourism Management, August 2000).

The above-mentioned study is highly commendable as, over the above arguments for partnerships, it also goes at length to enumerate the counter-arguments against such partnerships. Mention could be made of the variables such as:

- lack of sufficient interest on the part of the private sector in partnership
- loss of resources or lack of retail sector involvement
- stiff competition
- uncertainties about the gains that can be ushered in such collaborations and the like (Tourism Management, August 2000).

Despite the counter-arguments against such partnership, the afore- said study vividly reveals that the positive trends pertaining to tourism collaborations far outweigh the negative trends.

### 3.1.2 Eco-Tourism Strategy in Texas

The sentiments expressed above are also echoed by Var in his study of “Development of an Eco-tourism Strategy for Texas”, as cited by Cooper and Wanhill (1997), that in the early 1980’s Texas enjoyed a remarkable tourism boom because of its oil and gas resources, but adds that the boom was short lived. Consequently the needs to diversify Texas’ economy arise and the Texas legislature in 1987 allocated about one-twelfth of the state hotel and motel tax revenues to resuscitate tourism and Texas State Agency Tourism Council was set up. The mission of that council was, amongst others, to “..... provide promotional, informational, educational and developmental programs, services and facilities designed to maintain and increase Texas’ standing as a premier U.S. and international destination, to fulfil and enrich travellers’ experiences within the state, and to sustain travel and tourism as major contributor and catalyst for state economic development, while protecting distinctive Texan lifestyles, cultures and environments”.

After thorough consultation with a wide range of Texas interests reflecting the aspirations of the rural and urban areas, the tourism industry, private landowners, state agencies, non- profit making and educational institutions, diverse ethnic groups, the Texas State Task Force devised a strategy for nature tourism development in 1993.

The above given areas can be dealt with as follows:

#### Conservation:

- provision of incentives to preserve natural habitats
- management of public land to enrich wildlife
- application of “willing-seller-willing-buyer” principle to acquire more land for recreational purposes.
- restoration of depleted tourism resources
- conducting environmental impact assessments

#### Education :

- train rural community leaders and business leaders
- development of local tourism infrastructure
- disseminating the significance of natural resource preservation in Texas

### Legislation :

- amending the constitution to encourage rural landowners to conserve wildlife without losing their exemption from taxation (“ad valorem taxation”)
- amendment of transportation laws to attain the smooth operation of “common carries and broker freight” to increase profits
- offer tax relief (“federal probate tax credits”) to landowners in exchange for wildlife conservation
- granting an insurance for landowners who practice nature tourism

### Promotion :

- establishing a non- profit oriented organisation (Texas Nature Tourism Association (TNTA) to embrace a wide range of interests of :
  - landowners
  - tourism managers
  - tour operators
  - guides
  - chamber of commerce
  - visitors’ bureaus

### The Texas Nature Tourism Association would:

- promote nature tourism
- develop marketing strategy and oversee individual marketing techniques in Texas
- provide centralised access to nature tourism
- demonstrate the benefits like employment opportunities of nature tourism (Cooper and Wanhill ,1997).

### 3.1.3 Tribal Tourism in the United States of America

A case study conducted in Acoma in the U. S. A, forwarded by Smith (1996), as cited by Cooper and Wanhill (1997:141), insightfully reveals that tribal groups have been provided with capital through land claims settlements to set up tourism development projects, and these groups managed to create substantial employment from vigorously marketing their cultural products. Their products comprised pottery jewellery, necklace disc and kachina figures. The Acoma Pueblo groups were relying too much on their “home-grown tourism” to generate income and jobs. They run their tourism projects

without expert intervention and did not use their local newspapers effectively to market their products.

### **3.1.4 Tourism in Bali (Indonesia)**

A recent study conducted in Bali (Indonesia) has remarkably revealed the employment opportunities associated with cultural tourism ("pariwisata budaya" in Balinese terms). Here cultural tourism is the official tourism product where 'homestays', that are normally owned by the Balinese families, generate income. Accommodation usually comprises a room with two single beds with a bathroom facility and breakfast. Cheap accommodation is provided for low-income visitors. Tourists are afforded an opportunity to view traditional housing structures and a 'taste' Balinese family life, and most importantly to establish interpersonal relationship (Wall's study as edited by Cooper and Wanhill 1997: 4- 7).

### **3.1.5 Tourism Developments in Canada**

Some tourist destinations are experiencing serious problems induced by declining demand, revenues and profits as a result of diminishing tourist figures. It is in view of this fact that "A case study of potential skiers" was conducted by Williams and Fidgeon (1998) to "address participation constraint" in Canada (Tourism Management, August 2000).

The above-mentioned study's main objective was to identify the strategies and programmes that could be pursued by the Canadian Tourism Industry to circumvent the problems posed by demand and declining revenues. The striking feature of the study was also to highlight the importance of sports tourism as a vehicle through which the tourism industry can go a long way to satisfy human needs and to attract regional economic investment, employment and development. Central to the above study was the identification of impediments to participation in sports tourism. Mention could be made of the following factors:

- lack of money
- time constraints
- travel barriers
- lack of employment opportunities

In addressing the above constraints, Williams and Fidgeon (1998), as cited in Tourism Management, August 2000, ably state that:

“Clearly any marketing strategy aimed at attracting new or lapsed skiers into the sport should be designed to accentuate the positive dimensions of skiing, diffuse the negative images that are perceived to be associated with a product, and increase awareness of the diversity and number of accessible and user friendly ski areas particularly for current non- skier young family and social adventure ski markets”.

The above study reveals the following marketing strategy to overcome some of the constraints and to generate more employment opportunities as identified previously:

- provision of clean, attractive and accessible accommodation facilities
- the reduction of queuing requirement
- well-placed signs to disseminate information to tourism of recommended trails
- assigning friendly instructions to tourists
- optimisation of scenic viewing opportunities
- provision of fast and high quality food service (Tourism Management, Volume 4, Number 4, August 2000).

### **3.1.6 Tourism Development in the South Pacific Island Countries**

In the South Pacific Islands the predominant economic sectors were agriculture and fishing. However, with the passage of time these sectors were found to be declining in importance and in terms of generating more job opportunities. This in turn has led to the governments of these island countries resorting to tourism as a panacea to their ailing economies. The classic case in point is Niue, one of the smallest self- governing states in New Zealand. It is a coral island with no true sandy beaches. According to King et al (1998), as cited by Tourism Management, Volume 21, Number 4, August 2000, this island is endowed with minimal resources and devoid of any icon attractions. Owing to a progressive reduction of NZ\$ 10 million aid budget received on yearly basis from the New Zealand government then the Niue government was forced to embrace tourism.

It is against this backdrop that King et al (1998) articulate that:

“Tourism offers the most viable alternative to the government payroll given the failure of earlier attempts to establish agricultural and fishing industries”, and draw on the scholarly work of McVey (1995) to categorically point out that “Tourism receipts were estimated at NZ\$ 2, 4 million in 1993. Exports other than tourism amounted to a paltry NZ\$ 543, indicative of the importance of tourism”.

The striking feature of the Niue case study, as advanced by King et al (1998) is that tourism planning in most developing countries is characterised by a top-down approach, which in turn, lacks consultation, destroys a sense of ‘ownership’ amongst the local communities for whom tourism projects are intended, and most importantly lacks implementation. King et al (1998), draw on the expertise and works of a number of

authors such as Pearce (1995), WTO (1993, 1994), Choy (1991) to harshly criticise this approach as advocated by Kotler and Armstrong (1984) that tourism should primarily be guided by decisions that accommodate the tourists' needs, the company's requirements and the society's long held interests.

It could therefore be implicitly stated that tourism as an industry will bring about a remarkable change in life provided the needs of the people at a grass-root level are taken into consideration as opposed to the needs of the so-called consultants. The aspiration of all stake holders need to be well harmonised so as to uplift the standard of living and the image of the economy through tourism.

### **3.2 TOURISM DEVELOPMENT IN SOUTH AFRICA**

This section will explore national theoretical perspectives on the potential of tourism to create job opportunities in South Africa's rural areas. The brief of this section is to illustrate the commitment of South Africa's national government in supporting tourism projects, and to mention some classic examples of tourism projects that generate job opportunities in South Africa.

Tourism can be a force to reckon with in terms of generating employment opportunities in South Africa, particularly if it is looked at within the parameters of the Strategic Framework for Tourism Development in South Africa and Southern Africa. The basic preconditions for attaining this goal, as set out in the White Paper on Tourism (1992) and the Consolidated Tourism Act (1993), include the creation of social harmony and peace amongst the visitors, the conservation and judicious use of the environmental resources with which South Africa is endowed. The national government has identified the tourism industry as the number one sector in the creation of jobs. Given the high unemployment rate as worsened by the closing down of the mines, tourism development is hailed in many circles as the major industry to alleviate the current unemployment rate, develop human- based resources, and to build the economy (Tourism White Paper, 1992 and the Consolidated Tourism Act, 1993).

The Tourism White Paper (1992) and the Consolidated Tourism Act (1993) further notes that a lot of attention should be focussed on tourism development to ensure that it becomes sustainable and does not promote failure amongst the new entrepreneurs. Tourism development will ensure that opportunities are not lost through unplanned conservation. It is against this background that tourism can be regarded as having a lot of potential to create jobs in the country.

Apart from the goals outlined above, tourism is also seen as a sector that can:

- unlock the local mass market and increase foreign exchange
- spur on the local communities to capitalise on local entrepreneurial opportunities

Tourism development can be a panacea to problems encountered by South Africa in its development path if it can change the methodologies employed in a broader tourism sphere so as to minimise the costs and increase benefits of the proposed actions for the environment. Environmental impacts assessments (EIA) also go a long way towards achieving this even in the case of other non- material (e. g. cultural) effects. This is the approach that needs to be adopted by tourism planners if they are keenly looking forward to a long- lasting solution to the country's problems.

Tourism development can be a healthy development tool if, amongst others, it places nature, culture and community at the forefront of people's concerns. It is an important economic development tool particularly in those areas (e. g. countryside) that have been unable to keep up pace with the changes brought by the global economy. It can help to replace the deteriorating economic sectors. To this end, Butler, Hall and Jenkins (1998 : 23) approvingly state that:

“the government attention has been given to the economic benefits of tourism, particularly in those rural areas that are struggling to keep pace with and adapt to the vagaries of a globalised economy” and further add that “In Japan, the countryside has suffered from rural "out migration" and consequently rural tourism is resorted to by both the national and regional governments to “replace declining industries such as forestry, farming and fishing”.

Hall and Jenkins, in Buttler et al (1998 : 23), draw on the scholarly work of Williams and Shaw (1998), Hall (1991), Harrison (1992) and The Australian Commonwealth Department of Tourism (1994), to argue that tourism means/ creates/ stimulates:

- jobs
- commercial development
- regional development
- exploit the resources of the countryside in a sound manner to produce exportable products
- increase development efforts both quantitatively and qualitatively

Tourism can be healthy development tool to create jobs in South Africa particularly where the land is proved to be worthless for such rural activities such as intensive agriculture, lumber, forestry, grazing or mining. Recognition of this fact has led to the establishments of national and provincial parks for recreational and tourism opportunities (Butler, Hall and Jenkins ,1998).

National parks (e. g. Kruger National Park) are seen as tools for rural economic development through tourism, with the development process being driven by the government working hand in glove with multinational companies to provide the essential infrastructure such as roads, railway lines and air links.

As far as the countryside is concerned tourism can serve as a tool for development to attain the following objectives:

- to sustain and create local incomes, employment and growth
- to contribute to the costs of providing economic and social infrastructure such as water, sewage and communication networks
- to stimulate the development of other industries
- to increase local people's amenities such as sports facilities, arts and culture
- to conserve environmental and cultural resources
- to stimulate regional development and regional infrastructure (Hall and Jenkins in Butler et al (1998:29).

**Table 3.1: South Africa's Tourism-enhancing Caves**

Province	The Cave's Location	Name of the Cave
1. Western Cape	Oudtshoorn	Cango Caves
2. Mpumalanga	Mankelekele mountain Molopong Valley	Sudwala Caves Echo Caves
3. Gauteng	Krugersdorp	Sterkfontein Caves
4. Northern Cape	Daniëlskuil	Wonderwerk Cave
5. Free State	Clarens	Salpaterkrans

Source: South African Yearbook, 1997

South Africa's caves, as depicted in Table 3.1 above, attract both local and international tourists. Most importantly they also leave enough room for scientific discoveries to be made (i.e. scientific tourism). An example that can be cited is the Sterkfontien caves where 1,5 million year-old hominid was discovered. Some of the caves are cultural assets (i.e. accommodate the needs of cultural-historical tourists) and the Echo Caves are the classic example in this regard. The added advantage of some of these caves is their walls that are emblazoned with Bushman paintings dating as far back as 10 000 years (South African Yearbook, 1997).

### 3.2.1 South Africa's Wildlife Features

These features comprise the botanical gardens, zoological gardens, aquariums, crocodile farms and snake parks. Table 3.2 reflects the distribution of these features as per certain cities, towns and provinces.

Table 3.2: South Africa's Wildlife Features

Botanical Gardens	Zoo	Aquariums	Crocodile Farms	Snake Parks
1.Kirstenbosch (Cape Town) 2.Karoo 3.Harold Porter 4.Bloemfontein 5.Pietermaritzburg 6.Nelspruit 7.Witwatersrand	1.Pretoria 2.Potgietersrus 3.Johannesburg	1.Pretoria 2.Port Elizabeth 3.East London 4.Two Oceans-Aquarium	<u>1.Kwazulu Natal:</u> Assagai Safari-Park Crocodile World Kenilworth Pongola River - bend Sterwards Farm Sutton Farm <u>2.Western Cape &amp; Eastern Cape</u> African Reptile Park. Tokai. Cango Oudtshroorn George Paarl La Bonheur East London Spring Grove Salem <u>3.Mpumalngga</u> <u>4.Nothern Province</u> <u>5.Gauteng</u>	1.Hartebeespoort Dam (Snake & Animal Park) 2.Transvaal Snake Park 3.Midrand 4.Fitzsimons 5.Port Elizabeth snake 6.Reptile Park

Source: South African Yearbook, 1997

The National Botanical Institute (NBI)'s head office is in Cape Town and this institute is entrusted with the management of all botanical gardens in South Africa.

Its main tasks, amongst others, include the following:

- promotion of research into plants
- cultivation of threatened plant species
- explores the economic potential of indigenous plants
- conducts comparative plant studies
- runs educational programmes

showcases plants to tourists (South African yearbook, 1997).

The Pretoria Zoo is said to have taken the “lead in establishing the Pan-African Association of Zoological Gardens, Aquaria and Botanical Gardens”. This Zoo is further said to be attracting a million tourists annually. It boasts of game-breeding centres which have attained a remarkable success in breeding highly threatened species such as the European bison, addax, Przewalski’s horse, Arabian Oryx, cheetah and the like. Its Aquarium and Reptile Park is a haven to the following:

- African dwarf crocodiles
- Marine fish
- Penguins

The Zoo section boasts of 547 specimens of 107 mammal species, 1 050 specimens of 174 bird species, 3 574 specimens of 271 fish species and 342 specimens 91 reptile species (South African Yearbook, 1997).

South Africa boasts of a number of wildlife features. Here mention could be made of its crocodile farms (cf. Table 3.2: South Africa’s Wildlife Features) that attract millions of visitors and produces skin used for commercial purposes (South African Yearbook, 1997).

South Africa’s key tourism features comprise accommodation, transport, tourist routes, hiking trails, bike trails, 4x4 trails, hunting, important events and the places that host them. These features are briefly discussed as follows:

#### Accommodation :

South Africa has many tourist accommodation establishments in the form of hotels, guesthouses, caravan parks, motels, lodges and like (cf. Table 3.3 : South Africa’s Key Tourism Features). According to the South African Yearbook (1997:79) of the thousands of accommodation facilities, hotels account for 25%, flats make up 11%, resorts account for 11%, caravan sites account for 28% while guest- houses and farms make up 9%.

The striking feature of the tourism industry is inherent in its potential to market the country as extensively as is possible with comprehensive guides and maps distributed all over the accommodation facilities. Over and above these assets, South Africa has “various conference venues which represent an ‘African feel and charm’ and which cater for small to medium” tourists. The information centres distributed all over the country cannot just be left untouched as they disseminate as much information as is humanly possible to tourists through the use of comprehensive guides and maps (South African Yearbook, 1997).

Table 3.3: South Africa 's Key Tourism Features

Accommodation	Transport	Tourist Routes	Hiking Trails	Bike Trails	4X4 Trails	Hunting	Important Events & Places
Hotels Holiday Flats Cottages Game Lodges Reserves Guest Houses Youth Hostel B & B Resorts Chalets Camping Sites Caravan Sites	Airlines Railways Tour Buses Rent a Car	<u>Western Cape:</u> Stellenbosch Wine Route Whale Route Crayfish Jazz Route Many Cultures Disa Plant  <u>Kwazulu-Natal:</u> Battlefield Craft  <u>Mpumalanga:</u> Arts & Crafts  <u>Free State:</u> Highlands Mealie Diamond  <u>Eastern Cape:</u> Historical Cultural	Hakerville Coast Outeniqua Trails Hiking Clubs	<u>Western Cape:</u> Grootvaders -bosch De Hoop	<u>Free State:</u> Tussen-die- riviere Game Caledon- Nature Reserve Qwa-Qwa - National Park	<u>Eastern Cape</u>  <u>Northern Province</u>  <u>Mpumalanga</u>  <u>Free State</u>  <u>Kwazulu-Natal:</u>  Mkuzi- Spionskop Albert Falls Chelmsford Boer War - Museum Basotho Cultural Village	<u>Western Cape:</u> Mardi Gras Outeniqua Steam Train Table Mountain Cableway Service Matjiesfontein Hamlet Spring Flowers  <u>Free State:</u> Ficksburg Cherry Festival Witblits Festival Rose Festival Kroon Festival Game Festival Mealie Festival  <u>Northern Province:</u> Grape Festival Biltong Festival Game Festival Rainbow Nation Cherry Blossom Schoemansdal - Museum

							<u>Gauteng:</u> Jacaranda Festival Rand Show Mzumba Tribal - Dance African Cultural – Centre Carlton Centre Spanish Riding – School Gold Reef City Phumangena Zulu - Kraal
							<u>Kwazulu-Natal:</u> Shakaland
							<u>Mpumalanga:</u> Pilgrim's Rest - Monument Premier Diamond – Mine <u>Northern Cape:</u> Big Hole Museum <u>Northern Province:</u> Tsonga Kraal Arend Dieperink – Museum

Source: South African Year Book, 1997

## Transport :

South Africa has a vibrant transport network such as airways, railways lines and roads. The South African Airways operates the international airlines while the Spoornet runs railways. This infrastructure facilitates the easier movement of tourists across the length and breadth of the country.

At the moment the South African Airways is financially backing up Nigeria to upgrade its international airline in Lagos as about 250 000 tourists leaving this country (i.e. Nigeria) reach United States and Europe via it (i.e. Lagos). The same number of tourists are said to be using the SA-US route. This move will in turn enable the South African Airways to reach as many destinations as is possible and this bodes well for tourism in South Africa and West Africa (Financial Mail, July 21, 2000).

## Tourist Routes:

South Africa's tourist routes serve various purposes. Some of them, as reflected by Table 3.3 are meant for agro-tourism purposes, scenic viewing, cultural and historical purposes. A few of them are discussed as follows :

- A Stellenbosch Wine Route, as stated by the South African Yearbook (1997: 80), “provide an opportunity to taste, appraise and compare a variety of wines”.
- A Succulent Plant Route provides an opportunity to view many plant species some of which are indigenous to South Africa.
- The Battlefield route affords tourists a golden opportunity to become acquainted with various strategies of the Anglo-Boer and Zulu War Fares.
- Midlands Meander Arts and Craft route offer visitors an opportunity to buy the related items as designed by various cultures in the country.
- The Eastern Free State Highlands Route provides the travellers an opportunity to vividly view the geological features of some provinces. These features comprise the majestic Sandstone Mountains and cliffs.
- The Diamond route can be followed with a view to relate the story of diamond-digging many years ago (South African Yearbook,1997).

### Hiking trails:

- Hiking serves to drive home the goal of nature conservation, recreation and education as it comprises experts from these three spheres.
- The National Hiking Way Board, “believes that, since its inception, it has contributed largely towards attaining its primary objectives, namely to promote by means of hiking the mental and physical welfare of the inhabitants of South Africa, to contribute to their environmental education and to promote eco-tourism” (South African Yearbook, 1997).
- South Africa has a potential to create many jobs in eco-tourism as the hiking trails are well managed and some vigorous efforts have even been taken to establish special trails for impaired and wheelchair-bound hikers.

### Hunting:

As a sport activity it is engaged in under the auspices of the South African Professional Hunter’ Association and hunting ventures in South Africa. These remarks encapsulates the popularity of this sport amongst travellers in South Africa, and most importantly the potential thereof to earn more money:

“Southern Africa has become one of the popular big-game hunting region in the world. It offers a great variety to trophy hunters, including the Big Five, namely elephant, white rhino, lion, leopard and buffalo as well as 26 species of antelope. The game industry generates between R 800 million and R 1 billion a year with about 5 000 overseas visitors coming to South Africa each year to hunt” (South African Yearbook, 1997:82).

### Interesting Events and Places:

- Most of the interesting events held in South Africa are intended to exhibit the musical talent, arts, customs, various traditions and to celebrate diverse achievements of various communities. These events, given their varying nature, are held in many places throughout the country. A few of them are mentioned as follows :
- Mardi Gras-music and colourful costumes festival held at Green Point Stadium in Cape Town. There is an element of competition and fun built in it.

Spring festivals: They include the Cherry festival which is held annually at Ficksburg in the Free State, the Grape festival in Nylstroom, a Witblits festival held in Phillipolis and Bothaville in the Free State, a Mielie festival in Reitz and the like.

- Flower festivals are held annually in the Northern and Western Cape. An information on tours, accommodation and where the best flowers can be seen is provided to tourists.
- The Rand Show: It is a highly popular annual event held at Nasrec in Gauteng and attract many people from all over the whole world.
- Steam trains enable the travellers to view the scenery of the places between Knysna and George.
- The Mzumba tribal dance in Gauteng revolves around traditional dances.
- The Gold Reef City in Gauteng "depicts Johannesburg during the gold-rush". It also preserves cultural heritage, educates and entertain tourists.
- Schoemansdal museum in Louis Trichardt in the Northern Province depicts the history of the Voortrekkers (South African Yearbook, 1997).

### **3.2.2 Tourism Potential of South Africa**

South Africa is undoubtedly studded with an excellent tourism infrastructure. It has superb hotels, restaurants, guest-houses and the like for both the conservative and adventurous travellers. It boasts of many theatres for drama, opera, music and traditional dances. The location of the Johannesburg International Airport in Gauteng further enhances the country's image as an internationally acclaimed tourist destination. The country is criss-crossed by an excellent network of roads and railway connections. It has at its disposal many natural features such as beaches, wetlands, open spaces, flat lands, sandstone mountains and cliffs that make sight-seeing worth an exercise to go out for. There are numerous military and cultural museums that exhibit her people's cultural history, fossils and archaeological displays. Most of the provinces have historical buildings and art galleries. The forestry plantations are an ideal backdrop for ecotourism, with their popular hiking trails, waterfalls, indigenous forests and a variety of nature reserves which are a haven to a wide variety of plants and animal species. The country's underground caverns are a worthwhile traveller stop. South Africa offers the best of both worlds: a developing business environment coupled with tourism. According to the 1995 figures released by the South African Yearbook (1997 : 77) tourism in South Africa contributes 4, 7 percent of the gross domestic product". It is said that tourism employs about 550 000 workforce in the country and that out of every 25 jobs one is directly generated by it. The most important sector of tourism is hailed as ecotourism-that shows a great potential in terms of earning and attracting foreign exchange and investments.

### 3.3 COMPARATIVE PROVINCIAL TOURISM POTENTIAL ~

It is worth an exercise to also touch on South Africa's tourism potential by considering what each of the provinces has in store to offer. The only province that will not be dealt with here is the Free State- as it will be covered in Section III which deals with theoretical perspectives on the potential of tourism to create jobs in the rural towns of the Eastern Free State.

#### 3.3.1 Gauteng Province ~

This province is regarded as the economic heartland of South Africa as it is the country's financial, political and industrial powerhouse that generates almost half of the country's GDP. This province, with so many large cities, towns and small towns, warrants mentioning on account of the situation of the Johannesburg International Airport at Kempton Park. This airport is the main centre for arrivals and departures of international tourists. Gauteng has numerous museums, galleries, art routes, beautiful parks, small lakes, picnic sites and bird sanctuaries. The annual festivals that are held cannot be left untouched as they earn the province a lot of money and contribute significantly to job creation. Mention could be made of the Rand Easter Show, Johannesburg Jamboree, Pretoria Show and Roodepoort International Eisteddford. Accommodation and restaurants are said to be par excellence (Africa Escape: The A-Z directory of travel related information for the travel industry, 1999: 9).

The province has many nature reserves. The Suikerborsand Nature Reserve is said to be providing recreational facilities with several picnic sites, a visitor centre and hiking trails. The Roodeplaat Dam Nature reserve on the banks of the Pienaars river is a sanctuary to 275 bird species while the Rondebult Bird Sanctuary in Germiston is the province's famous sanctuary housing ibis, purple gallinule and avocet. The most important attraction of the Wonderboom Nature Reserve in Pretoria is the 'wonder tree' a wild fig (*Ficus salicifolia*), which is described to be over 1 000 years old and 6 m in diameter. The Rietvlei Dam Nature Reserve in Pretoria is the 'only proclaimed Bakenveld nature reserve on a dolomite foundation in South Africa'. It is home to blesbok, eland, and wildebeest, oribi, white rhino aardwolf (South African Yearbook, 1997: 72).

Other most important reserves in Gauteng include Roodepoort's Kloofendal Nature Reserve which is covered by proteas, orchids and other flora. Open- air events are held, and a 'nature trail takes visitors past old gold- mine shafts' are found. The Melville Koppies Nature Reserve in Johannesburg has about 80% of the flora recorded in the province, and is an important natural and historic monument. Other important reserves are the Bronkhorspruit Dam Nature Reserve, Krugersdorp Game Reserve and the Lion Park between Johannesburg and Pretoria (South African Yearbook, 1997).

### 3.3.2 North-West Province

It is widely argued that there are only two main factors which pull tourists to this province, that is, 'future star casino resorts and bush experience'. These two draw-cards are Pilanesberg National Park and Sun City, where very important Million Dollar Classic Tournaments are held. The rest of the province has magnificent bushveld covered with olive and thorn trees and caters for variety of tastes such as hunting, fishing and game viewing. The striking tourist feature of this province is the Pilanesberg Park, which is hailed as the fourth largest one in South Africa, and situated on the "eroded remains of a 1200 million year old extinct alkaline volcanic crater". Hartebeespoort, on the shores of the Hartbeespoort Dam, is another main attraction (Africa escape: The A-Z directory of travel related information for the travel industry, 1999: 25).

This province has a RASMAR site wetland, the Bankerspan Provincial Reserve. It is regarded as an important haven to water-fowls and geese during drought. Many migrating waders and the endangered Cape vulture are also seen here (South African Yearbook, 1997).

### 3.3.3 Northern Province

The Northern Province is said to be studded with a wide diversity of birds and game, and has 13 veld types ranging from Bushveld (in the south) to Grassveld (central) and Lowveld (north). Its tourism development projects assumes the shape of a 'golden horseshoe' which runs from Kruger National Park on the borders of Botswana, Mozambique and Zimbabwe, consisting of flora, fauna and magnificent scenery intensified by the mountain ranges of Waterberg and Soutpansberg. The South African Yearbook (1997: 73) highlights its tourism potential by stating that: "There are 54 provincial nature reserves, 800 private reserves and 200 potential hunting farms".

Other most important reserves in this province include the Doorndraai Dam Nature Reserve (which is a haven to sable and tsessebe), the Percy Fyfe Nature Reserve (which breeds the endangered antelope, the roan and tsessebe), the Hans Merensky Nature reserve (which breeds scarce giraffe and sable), Modjadji Nature Reserve (which has large forest of 'Modjadji palms- *Encephalartos transvenosus*' and the largest cycads species in the world) (South African Yearbook, 1997).

The province is inhabited by many tribes which include the Venda, Tsonga and Shanghaan. Their ancestral spirits, rites and rituals are not only important to them but also to tourists. The Mopane trees and gigantic Baobabs trees are said to be of outmost importance in these people's tribal superstitions (Africa escape : The A-Z directory of travel related information for the travel industry, 1999 : 33).

The significance of tourism in job creation warrants mentioning as the value thereof is estimated at around R 617 million, and this makes up to 5% of the total South African market. Overseas tourists are said to be visiting this province in large numbers and this has a remarkable influence on the development of new facilities, business opportunities and job creation. As a result of the influx of international tourists into this province many facilities have been established, for an example, game lodges and guest houses (South African Yearbook, 1997:73).

### 3.3.4 Mpumalanga

It is one of the most popular tourist destinations in South Africa, and is vested with a rich biodiversity ranging from Lowveld Bushveld rich in temperate forest to the Highveld Grassland. It has 38 nature reserves at its disposal. The centre attraction is the Blyde River Canyon which is home to black eagles, while the forest are inhabited by the rare red duiker and plants species such as the cycads.

Mpumalanga's unique reserves is the Verloren Vallei Nature Reserve at Dullstroom. This is the only place in the whole wide world where three crane species breed together. It is also home to oribi and vaal rhebuck (South African Yearbook, 1997).

### 3.3.5 Kwazulu-Natal

The province has the greatest concentration of game reserves and conservation areas in South Africa, and the oldest established reserves in the whole of the African continent, namely, Hluhluwe-Umfolozi Park and St Lucia. These parks, amongst others, cater for the following activities:

- hiking trails and riding trails
- rest camps
- game viewing
- breeding programmes
- scenic viewing

The protected areas of this province include grasslands, forests, swamps, coastal marine reserves and spectacular examples of wetlands and bushveld managed by the Natal Parks Board. St Lucia Marine Reserve is well-known for its fantastic coral reef systems while the Maputaland is the only breeding place in Africa for loggerhead and leatherback turtles facing extinction (South African Yearbook, 1997).

According to the South African Yearbook (1997 :70) Natal Parks Board is engaged in community- driven projects estimated at around R 20 million. The projects include, *inter alia*, the following:

- water reticulation

- harvesting of natural resources
- establishment of public gardens
- establishment of handcraft markets
- environmental education

Worth mentioning is the economic benefits that accrue from the projects listed above. The Directorate of Nature Conservation in the provincial Department of Environmental and Traditional Affairs is said to be taking painstaking efforts to encourage rural dwellers to use and harvest natural resources traditionally. This exercise led to the community earning R 5 million from all the resources traditionally harvested in 1996 at the Kosi Bay Nature Reserve. Annually, the money earned from selling reeds runs to thousands of rands.

This province is endowed with many aquatic bird species such as the black egret, pygmy geese, white-faced ducks, guinea-fowl, jacanas and pel's fishing owls. Game viewing cannot be left untouched and species that can be viewed by the tourists include giraffe, suni, hippo, crocodile and the like (South African Yearbook, 1997: 70).

### 3.3.6 Eastern Cape

The province is vested with nature reserves, hiking trails and resorts located in wide ranging habitats. Africa escape: The A-Z directory of travel related information for the travel industry (1999: 69-77) describes this province's tourism assets by stating that:

"The province offers tourist wanting to get away from the bustle of city life the change of a seaside escape without equal. With over 800 km of spacious unspoiled and largely uncrowned beaches, sparkling Blue Ocean, magnificent forest and unsurpassed scenery".

The relief of this province is dominated by the Amatola and Katberg mountains while the interior is by a dry plateau that stretches to the Winterberg mountains. The Western region is marked by a spectacular coastline strengtching from Port Alfred to the Tsitsikama National Park, and the Great Karoo (Africa escape: the A-Z directory of travel related information for the travel industry, 1999).

Some of this province's touristic draw-cards include, *inter alia*, the Loerie Dam Nature Reserve (used for conservation and environmental education), Van Stadens Wild Flower reserve (haven to protea, orchids and craneflower (*strelizia reginae*), the Dwesa Nature Reserve (good for game viewing such as eland, duiker etc), the Mkambati Game Reserve (which houses Mkambati palm called *Jubaeopsis caffra* which thrives only in this area) and many other reserves (South African Yearbook, 1997).

### 3.3.7 Northern Cape

This is the desert province whose main draw-card is the Augrabies Falls, the Kalahari Desert and Richtersveld. It has a wide variety of vegetation types which include:

- Succulent Karoo
- Orange River Broken Veld
- Kalahari Thornveld
- Namaqualand Broken Veld (South African yearbook, 1997).

The most important reserves of this province are the Rolfontein and Doornkloof on the southern side of the Orange river. The Witsand Nature Reserve is well-known for its white sand enclosed by red Kalahari sand. The Goeagap Nature Reserve is famous for its magnificent flowers in spring, and other reserves (South African Yearbook, 1997).

This province is mostly inhabited by a few nomadic Bushmen (San) who still lead their hunter gatherer lives even today. They use nature as their prime source for survival (Africa escape: The A-Z directory of travel related information for the travel industry, 1999: 117).

### 3.3.8 The Western Cape

This province is endowed with a rich diversity of fauna and flora and an attractive landscape constituted by the rugged mountains of the South-Western Cape. The Cape Nature Conservation is charged with the management of most of the reserves.

Tourism activities offered here include the following:

- scenic viewing
- bush camping
- camping sites
- bird watching
- breeding programmes
- hiking trails
- outdoor recreation
- wildlife conservation (South African Yearbook, 1997: 69)

One of Western Cape's most important natural habitat is the Table Mountain Nature Reserve. It is a habitat to silver tree (*Leucadendron argenteum*) while the largest bird sanctuary in Africa is said to be found at Hout Bay. It has 3000 birds of 450 species and an important bird-breeding area. The Cederberg Wilderness Area is famous for its magnificent rock formation which appeal to many tourists. Mentioned could be made of the Cathedral Rock, Pulpit, Finger rock and the like. The area is covered with protea that thrives well in snowy conditions, namely, protea cryophila. Other areas are vested with

popular hiking trails, conservation of fynbos and wildlife, and outdoor recreational activities (South African Yearbook, 1997:69).

One of the most important activities practiced in this part of South Africa is the production of wines which takes place at Franschhoek, Stellenbosch, Paarl, Wellington and Somerset West. The oldest wine estates in the country are found in the afore-said towns (Africa escape: The A-Z directory of travel related information for the travel industry, 1999).

### **3.4 TOURISM DEVELOPMENTS IN THE FREE STATE**

This section will deal with the theoretical perspectives on the potential of tourism to create job opportunities in the rural towns of the Eastern Free State. It will also touch on the commitment of the Free State Provincial government to unequivocally support tourism as an alternative industry to other industries such as mining and agriculture which are now said to be reeling on their knees. Furthermore this section will indicate the key tourism attributes of the Free State Province.

The Free State Provincial government vehemently regards tourism development as a vehicle to eliminate the past distortions in the industry itself and the pervasive impact of economic sanctions imposed on the rest of South Africa during the apartheid era. It is the development through which the provincial government is bound to stimulate the domestic tourism market, and the 'window' through which to look at the world attitude towards her people (Free State Tourism White Paper, 1997).

The provincial government of the Free State regards the tourism industry as the number one sector in terms of creating jobs. Just as the national government, the Free State Provincial government is faced with a high unemployment rate exacerbated by the mines in its Golden Arc closing down, hence tourism is being touted as the sector that will help arrest the high unemployment rate, and most importantly lead to the upliftment of the economy (Free State Tourism White Paper, 1997).

The RDP (1994) echoes the above sentiments by categorically stating that:

"Tourism is potentially a major source of employment and foreign exchange, and could ease balance of payments constraints in a short period of time, provided that resources required for the tourism industry are locally sourced (RDP, 1994).

The tourism industry is said to be already making a recognisable contribution to uplift the province's economy. The following statistical data, as drawn from the Free State Tourism White Paper (1997), bear a testimony to this fact:

**Table 3.4: Tourism's Earning Capacity in the Free State (1996)**

Number of Foreign Tourists	Number of Local Tourists	Income (million rands)
60 000	-	54
-	2, 8m	513
Totals: Foreigners + Locals	2, 86 m	567

Source: Free State Tourism White Paper, 1997

It is also important to highlight the foreign countries that use to 'feed' the Free State Province with visitors. The following data, drawn from the Free State Tourism White Paper (1997), is worth mentioning:

**Table 3.5: International Visitors to the Free State (January, February, 1997)**

Period	Name of the Country	Number of Visitors	Spending Power (million rands)
January	Germany	935	1, 6
January	England	1 200	1, 08
February	Germany	1 070	1, 8
February	England	1 500	1, 35
<b>TOTAL</b>		4 705	5, 83

The Table above reflects the need on the part of the Free State Provincial government to campaign aggressively with a view to lure tourists not only from the countries indicated, but also the rich states such as Canada, U. S. A., Australia, Japan and the like. This will go a long way towards increasing the current 5% mark to the envisaged 10% share of the tourism market.

Tourism has the potential to create jobs in the rural areas of the Eastern Free State if the following ethos that underscore the development and marketing of this industry could be well adhered to :

- to ensure government's joint initiatives with the private sector to set tourism in motion
- to ascertain that tourism is community-based and that its benefits are reaped by all including the historically disadvantaged (Free State Tourism White Paper, 1997).

The Free State Province is uniquely placed in a good stead to create more jobs and attract more visitors given its tourism attributes as reflected by the following table :

**Table 3.6: Tourism Attributes of the Free State**

Categories	Type of Activities	Elements
Cultural & Historical	Folklore, Arts, Traditional dance, Customs, Mores	Museums, Bushmen paintings, Cultural villages
Nature	Scenic viewing Nature reserves	Conservation areas
Climate	Outdoor recreation	Sport
Topography	Mountain climbing, Hiking	Sandstone cliffs Valleys, hills
Draignage	Fishing	River & Dams
Agro-cultural & Agro-tourism	Balloon Air Show Cherry festival Maize festival Rose festival Asparagus farming	Rural tourism
Transport network		Road, Rail, Air
Proximity to markets	Export & Import	Agricultural products
Economic	Mining Fishing Farming	Gold  Maize, wheat, sorghum, etc.
Agric/ Hunting	Game hunting Bird hunting	Game farms
Accommodation	Self catering and serviced	SCU, Hotels, Restaurants, Chalets, Guest houses Guest farms
Recreation	Fishing Boating Horse riding Game viewing Scenic viewing	Recreation facilities
Support services	Information centres Travel agents Tour operators Tour guides	Booking/information centres

Adapted from the Free State Tourism White Paper, 1997

It is worth noting that over and above the attributes tabled above, the Free State Province has a rich cultural and historical diversity which is nearly representative of the broader demographics of the entire country. Mention could be made of Basotho, Xhosa, Zulu, Tswana, Afrikaans, English and Khoi-San. Furthermore the province is enriched with a variety of birds and animals such as bald ibis and Sungazer, and remarkable wildlife management practices. Water-borne diseases such as malaria and bilharzia are unheard of, and the crime level is relatively quite low (Free State Tourism White Paper, 1997).

Some key components of the province's strategy to position itself as one of the main players in tourism and the subsequent creation of jobs, include, *inter alia*, the following :

- promotion of sustainable tourism
- provision of funding for long-term tourism undertakings
- compilation of a tourism asset database
- identification of the sites of cross- cultural and historical significance
- training of the up- coming entrepreneurs to eliminate failure amongst them
- launching of an aggressive investment programme
- establishment of tourism partnerships (cf. Chapter 3- point 3. 8)
- development of infrastructure in poorly developed areas
- intensive promotion and marketing of the province (cf. Chapter 3- point 3. 5)
- conducting the environmental impact assessments to ensure that the likely impacts of tourism ventures on the environment are arrested
- encourage community participation
- creation of awareness of the benefits of tourism
- tightening up safety and security
- conducting an on-going research pertaining to tourism (Free State Tourism White Paper, 1997)

The RDP (1984) echoes the above sentiments by contending that “eco-tourism must be highly prioritised” and that “communities must be given access to finance, management skills, upgrading of tourist service skills, language proficiency and connections with marketing infrastructure”.

### 3.5 CONCLUSION

The Free State province is poised for big economic growth because of its size- i.e. the third largest province of South Africa, and road network density which forms the artery between Natal, Gauteng, Western and Eastern Cape. This province has a great potential to create many jobs related to tourism as is uniquely endowed with many assets such as accommodation facilities, highly-sought-after hiking trails, magnificent scenery, a beautiful landscape, game reserves, museums and historical sites. The climate provides an ideal backdrop for eco-tourism as the summers are warm to hot while the winters are cool to cold.

## **CHAPTER 4**

# **RESEARCH METHODOLOGY**

### **4.1 INTRODUCTION**

This chapter deals with a variety of steps followed and the techniques employed to collect, analyse and interpret data with a view to answer the research question posed in Chapter 1. This chapter will also focus on three (3) main areas, namely, the research respondents, instruments and procedures pursued in conducting the survey, and finally to indicate how the data collected would be analysed to draw conclusions.

### **4.2 FOCUS OF THE RESEARCH**

The focus of research is critically important and might be clearly understood when the following areas are to be considered, namely, conditions, orientation and actions of the research participants (Bless and Higson-Smith, 1995). This research was therefore conducted under the following:

◆ **Conditions**

To explore the potential of tourism to create jobs and earn income for the people of Bethlehem.

◆ **Orientations**

To study the perceptions of the participants in the study area of Bethlehem on the potential of tourism to generate jobs in their area.

◆ **Actions**

To study the strategies that were previously employed by the local and provincial government to address the problem of tourism development and job creation.

### **4.3 THE RESEARCH PARTICIPANTS**

Leedy (1989:162) contends that where a population is heterogeneous and characterised by “an integral mixture of separate disparate units in conglomerate relationship” then there is a dire need to “separate the several discrete elements in the population and select from each of the individual groups a random sample proportionately representative of the numerical strength of each of the components within the entire conglomerate”.

It is in lieu of the recommendation stated above that a proportional stratified sampling was used as a technique to work out the research participants. The sample size was worked out as follows:

1. Bohlokong's total population =  $90\,000 \div 200$   
 $= \underline{450}$   
 $= 450 \times 20\%$   
 $= \underline{90}$
2. Bethlehem's total population =  $18\,000 \div 200$   
 $= \underline{90}$   
 $= 90 \times 20\%$   
 $= \underline{18}$
3. Bakenpark's total population =  $2\,500 \div 200$   
 $= \underline{12.5}$   
 $= 12.5 \times 20\%$   
 $= \underline{2.5}$   
 $= \underline{2}$

The estimated population figures above were derived from Greater Bethlehem Land Development Objectives (1999).

A breakdown of the respondents is as follows:

**Table 4.1 Research Respondents**

No	Residential Area	Population Size	Households	Sample	%
1	Bohlokong	90 000	8 670	90	81.82
2	Bethlehem	18 000	2 922	18	16.36
3	Bakenpark	2 500	339	2	1.82
	Total	110 500	11 931	110	100

**Source: Greater Bethlehem: Land Development Objectives (1999).**

The formula applied above means that the total population in each sub-area was divided by 200 to reduce it and keep it proportional. Then a 20% of the total proportional population was worked out to arrive at a sample to be included in the study. Therefore the total number of participants was 110 to ensure that every element had an equal chance of being included in the study.

For convenience the respondents staying in the predominantly black-owned area of Bohlokong (90) would be added to those residing in Bakenpark (2) to arrive at a figure of 92, and in

Chapter 5 these two areas would just be referred to as the Township. This combination of Bohlolong and Bakenpark needed to be explained in the light that the two respondents for the latter would not provide meaningful results in the process of analysis. The white-owned area would just be regarded as Bethlehem whose participants add up to 18.

#### 4.4 METHODOLOGY OF THE STUDY.

The approaches and methods used to gather information to realize the envisaged objectives are summarized as follows:

*Scientific Method:* This method leaves enough room for something new to be discovered, and the discovery can be explicitly described and explained. This method accommodates the “how or why” part of finding out. It may also enable the researcher to use maps, diagrams, photographs or statistical data as part of the description to generate a clear idea of what is being explained (Parsons and Knight, 1995).

Observations were made of the objects in the study area while conducting interviews and administering the questionnaires to the research participants with a view to gather information for reliable inferences to be drawn (cf. instruments below).

*Data Collection Approach:* Surveys were conducted on the following:

- 4.4.1. Present tourism resources and activities in the study areas. **Appendix C** serves to illustrate resources and activities that have already been documented in the study area.
- 4.4.2. Analysis of the socio-economic status of the residents of Bethlehem, Bohlolong and Bakenpark.
- 4.4.3 Analysis of natural and cultural resources of the study area.
- 4.4.4 Analysis of the resources that can be developed with a view to augment the socio-economic vibrancy of the study area.
- 4.4.5 Analysis of the conduciveness of the environment in the study area to tourism development.
- 4.4.6 Mechanisms and development strategies put in place by the Dihlabeng Municipal Authority and other stakeholders to create jobs for the unemployed.
- 4.4.7 The potential of tourism in the creation of jobs.

## 4.5. THE RESEARCH INSTRUMENTS AND THEIR TASK

Baker (1988:168) contends that "there are two primary modes of doing a survey: using questionnaires or giving interviews". In this case the researcher endeavoured to follow the same route by doing the following:

### 4.5.1. Administering questionnaires.

To be filled in by the research participants themselves. The questionnaires were, before being distributed and collected, piloted on a small population first to test whether there were any items that could prove difficult to comprehend, and to ensure that they measured precisely what they were intended for. The other reason for that was to edit them with a view to eliminate the hall marks of a quick-fixed and fruitless effort to gather some information that could be critically useful in solving the research problem. Each questionnaire had to take 30 minutes to complete.

### 4.5.2. Conducting interviews.

**4.5.2.1 Non-scheduled interviews:** These interviews allowed the respondents to freely comment on the potential of tourism to create job opportunities in their area, and to provide their own personal experiences. To this effect Bless and Higson-Smith (1995:107) categorically concur that "it is also an excellent technique when no comparison is sought between the responses of different participants, but when each participants is considered as a specific case, such as in the case - study".

The researcher was therefore present to record the data, thus ensuring 'comprehensiveness and objectivity' in the process. However the flaw inherent in this technique was that some participants could hide their true opinions.

**4.5.2.2 Structured interview:** The researcher compiled a list of issues to be investigated prior to the interview session. This list contained some explicit questions and their alternatives or sub-questions depending on the answers probed by the main questions. Interview schedules included questions about:

- The employees' education and skills' level.
- The tourists' experiences and aspirations.
- The tourists' points of origin.
- The product owners' experiences from the point of view of tourism.
- The envisaged tourism projects.
- Job creation initiatives.
- The status of Bethlehem as an important tourism destination.
- Strategies put in place to promote environmental conservation.

### **4.5.3 Observational Technique.**

#### **4.5.3.1 Checklist of Resources.**

As expertly stated by Leedy (1989:149) researchers are duty-bound to intentionally study a situation with a clear-cut view to focus their uppercrust attention on a given 'agenda of objectives'. This agenda is constituted by a "checklist which is simply a list of items with a check mark after each in one or two columns: in column "observed" or in column "not observed".

#### **4.5.3.2 Checklist for Scenic Value**

In this study the researcher has used "Visual Evaluation form" as an equivalent of the above-recommended 'checklist'. The aim was to record positive and negative tourism components of Bethlehem. This helped to generate a clear idea about the overall state of the study area.

## **4.6. THE RESEARCH PROCEDURE**

The totality of tourism resources was to be divided into classes with similarities. The resources within each class had to have similar characteristics/features to warrant attention and distinction. Therefore, segmented refinement of the existing and potential tourism resources to induce travel to the study area was going to be given. Categories of resources were described and brief comments regarding their effectiveness in tourism inducements were to be given (Appendix C).

For the survey, 4.4.1. description and statistical information had to be gathered from tourism information centres, product owners and libraries, regarding the present tourism activities and jobs in the study area.

Regarding socio-economic status of the research respondents the information was sought from the Bethlehem Tourism Forum.

Natural and cultural resources were analysed by recording the positive and negative components of the study area. This applied equally well with regard to the conduciveness of the environment to tourism development in the study area.

Scenic evaluation, to improve the general knowledge of the town and its surroundings, was determined by travelling along different routes and examine it according to positive and negative criteria following the example set by Gunn (1990), Department of Environmental Conservation, New York State.

Workshops (Participatory Appraisal) with local communities and stakeholders provided a clear picture required in evaluating the potential of tourism in the creation of jobs.

#### **4.7. TECHNIQUES FOR DATA ANALYSIS**

The researcher employed a combination of data analysis methods, both descriptive and statistical analysis. An item analysis was performed to determine the numbers of responses made to the questions set out in the questionnaire. The number of participants among the total sample selecting each response to each item was converted to a percentage, and such a value was compared numerically with the total responses offered.

## CHAPTER 5

### PRESENTATION OF THE RESEARCH RESULTS

#### 5.1 INTRODUCTION

This chapter deals with the presentation of the results obtained from the survey to assess the potential of tourism with specific reference to job creation in the study area. Attention would also be paid to the strategies put in place by the stakeholders engaged in tourism and the local government to create jobs for the unemployed and to promote sustainable tourism development.

#### 5.2 ANALYSIS OF THE RESEARCH RESULTS

##### 5.2.1 SOCIO-ECONOMIC INFORMATION

Generally, questions pertaining to socio-economic status of the research participants were designed to establish if the relationship between their statuses and job creation does exist or not, and what could it be attributed to if it does manifest itself.

##### 5.2.1.1 Highest Qualification Level

Question 1.3 (Appendix A) was, just as question 1.6, 2.12 and 2.14, aimed at finding out if the socio-economic status of the subjects play any significant role in the creation of jobs. The subjects' responses to this question are represented as follows:-

**Table 5.1: Educational Level of Respondents**

Variable: Qualifications	Area		Average Responses
	<i>Township</i>	<i>Bethlehem</i>	
None	40	0	25
Primary	30	20	25
Secondary	15	50	27.5
Diploma/Degree	15	30	22.5
<b>TOTAL %</b>	<b>100</b>	<b>100</b>	<b>100</b>

The responses indicate that 40% of the respondents in the Township have not received education at all, whereas 0% of the participants in Bethlehem have not received it. 30% of the Township respondents have received primary education as opposed to 20% of the towns' respondents. In both the Township and Bethlehem the percentage of respondents who have received secondary

education stands at 15 and 50 respectively. Respectively, 15% of the respondents in the Township are in possession of either diploma or degree while the percentage of their white counterparts stands at 30. High levels of poor education remains a problematic situation in the Black Townships and that can be regarded as a major stumbling block in job creation as these people do not have any skills other than to perform manual routine labour.

### 5.2.1.2 Length of Stay in Town (in years)

Question 1.4 (Appendix A) was intended to establish the length of stay of the respondents in Bethlehem. This normally provides an indication of their knowledge about general wealth and conditions of the study area. It is assumed that people who stayed longer than five years will have a reasonable knowledge of the area they live in. The following table represents the responses to this question:

**Table 5.2 Length of Stay of the Respondents in the Township and Bethlehem.**

Variable: Length of stay in years	Township	Bethlehem	Average Responses
0 – 5	50	60	55
5 – 10	25	20	22.5
10 – 15	13	10	11.5
15 – 20	12	10	11
<b>TOTAL %</b>	<b>100</b>	<b>100</b>	<b>100</b>

The research results reveal the following:

The results suggest, albeit superficially, that a relatively high percentage of the participants are newcomers to the area. They further suggest that there might be an out-flux and influx of people who are presently staying here. This development is discouraging as the longer the period one spends in a particular area the better the prospects of knowing it very well and how best it can be developed socio-economically and otherwise. A contributing factor in this regard is the changes in governmental structures at provincial and local level as a result of the restructuring process.

### 5.2.1.3 A Sound Tourism Infrastructure

Perception is measured from the respondents to establish if Bethlehem has a sound tourism infrastructure or not. The following table captures the responses to this question:

**Table 5.3: A Sound Tourism Infrastructure.**

Variable: Sound infrastructure	Township	Bethlehem	Average Responses
Yes	80	88	84
No	20	12	16
<b>TOTAL %</b>	<b>100</b>	<b>100</b>	<b>100</b>

As far as the infrastructure is concerned, the following picture emerged:

- An overwhelming majority (80% in the Township and 88% in Bethlehem) offered positive response to the question above.
- The minority (20% in the Township and 12% in Bethlehem) offered a negative response to the same question.

At this stage the above scenario is encouraging as tourism can only flourish in an area endowed with a vibrant infrastructure such as roads, railway-lines, airports, telecommunication networks and the like. From the interviews and observations the negative response refers only to the internal road network in the township where most of the roads are not tarred. It indicates that a positive tourism milieu has been created in the study area excluding the Township.

#### **5.2.1.4 A Lack of Tourism Infrastructure**

The intention was to determine the factors behind a lack of a tourism infrastructure (that is if those factors do exist). The responses to this question can best be illustrated by the following table:

**Table 5.4: Lack of Tourism Infrastructure**

Reasons	Township	Bethlehem	Average Responses
Lack of funding	57	75	66
Lack of Municipal initiative	22	10	16
No response	16	10	18
<b>TOTAL %</b>	<b>100</b>	<b>100</b>	<b>100</b>

The following picture emerged from the responses:

A high percentage of the Bethlehem and Township respondents (57% and 75%) regard lack of funding as the major problem. A relatively low percentage of the participants in the Township (22%) and Bethlehem (10%) put the blame squarely on the door of the Dihlabeng Municipal Authority for failing to take an initiative to develop tourism infrastructure.

The picture painted by the results is not encouraging and does not tally with the tone of the Free State White Paper on Tourism (1997) that the local government, in full liaison with other levels of government, must provide a funding mechanism for infrastructure related to tourism development (Free State White Paper on Tourism 1997).

The following comments were obtained from the respondents:

- It is the responsibility of the Dihlabeng Municipal Authority to ensure that the private sector is lobbied to provide funding for tourism-related ventures especially the SMME (Small, Micro and Medium sized Enterprises).
- Garner for the support of other institutions such as the DBSA (Development Bank of South Africa) and the IDC (Industrial Development Corporation) to aggressively fund the tourism industry in the area.

It is evident that the priority shifted away from physical infrastructure to the development of the tourism industry, specifically the support to create more business opportunities. Funding again appears to be a major problem.

### 5.2.1.5 Reasons for a Sound Tourism Infrastructure

**Table 5.5: Reasons for a Sound Tourism Infrastructure**

Variables	Township	Bethlehem	Average Responses
Abundant transport	60	50	55
Sufficient investments	0	10	5
Expertise of tourism - product owners	0	0	0
Overall economic – development	20	30	25
No response	20	10	15
<b>TOTAL %</b>	<b>100</b>	<b>100</b>	<b>100</b>

Of the total respondents in Bethlehem and the Township, 60% and 50% indicated that a sound tourism infrastructure in the area is attributed to an abundant transport network that connects Bethlehem with other cities and towns. A sound tourism infrastructure is attributed to overall economic development of the area as indicated by 20% and 30% of the participants in the Township and Bethlehem respectively.

### 5.2.1.6 Perceptions on Tourism Development in the Area

The special purpose of this question (Question 2.6 - Appendix A) aimed to establish the perception on growth in the tourism industry over the past years.

**Table 5.6: Tourism Development in the Study Area.**

Variables	Township	Bethlehem	Average Responses
Growing	22	27	24.5
Stagnant	50	55	52.5
Declining	14	9	11.5
Saturated	14	9	11.5
<b>TOTAL %</b>	<b>100</b>	<b>100</b>	<b>100</b>

The research results revealed the following:

Only 22% of the participants in the Township regarded it to be growing while 27% of the sampled respondents in Bethlehem indicated that as well. The majority responded negatively by either regarding tourism as stagnant, declining or saturated. The latter response needs more clarification as this is linked to the perception that Bethlehem has not anything more to offer in terms of tourism. It can also be linked to the fact that this response represent the views of the general public who does not have to have, any direct interest in the tourism industry.

### 5.2.1.7 A Need for an Accelerated Tourism Development

The results of Table 5.6 were repeated and therefore not tabled. Cumulatively (88,5%) of the respondents with the perception that the industry is growing, stagnant or declining expressed the need to accelerated tourism development. The remaining 11,5% reacted negatively.

### 5.2.1.8 Nature of the Tourism Industry in the Study Area

Question 2.8 (Appendix A) was intended to establish the driving force behind tourism in Bethlehem. It is also to test the general view that tourism development is a multi-stakeholder responsibility but private sector driven.

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**Table 5.7: Nature of the Tourism Industry**

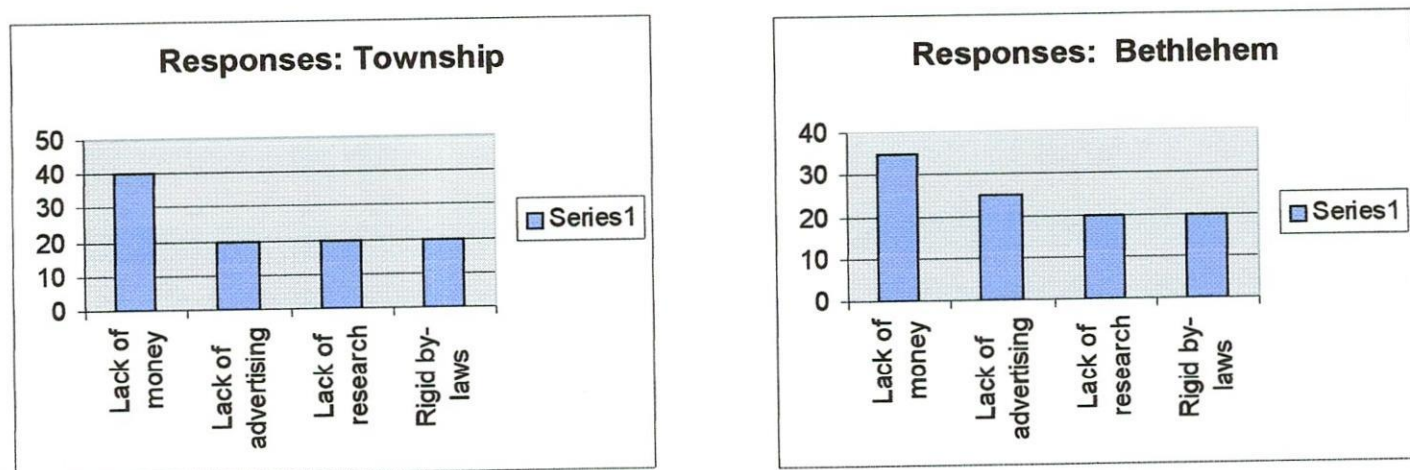
Variables	Township	Bethlehem	Average Responses
People-driven	20	25	22.5
Private-sector driven	20	30	25
Local government-driven	60	45	52.5
<b>TOTAL %</b>	<b>100</b>	<b>100</b>	<b>100</b>

The results revealed the following picture:

The respondents' perceptions differ sharply from the general tourism policy as they are of the opinion that tourism is local government driven (60% and 45%) exercise. The rest of the perceptions are almost equally divided between the perception that tourism is people and private sector driven.

### 5.2.1.9 Factors that Hinder Tourism Development

The responses of the sampled population as per area (Township and Bethlehem) are graphically represented:



**Fig. 5.1 Factors that Hinder Tourism Development in Bethlehem**

As far as the respondents in the Township are concerned the following perceptions were given:

- Of the total respondents, 40% claimed unwaveringly that the main factor hindering the development of tourism in the area is an acute lack of money to fund tourism projects.

- 20% of the very same population regarded a lack of advertising as the main factor that hinder the development of tourism in the area.
- 20% of the participants regarded a lack of research as the main impediment to tourism development in the area.
- Another 20% of the respondents blamed the local government for its rigid by-laws governing business in general in the study area.

The respondents in Bethlehem put to the fore the following suggestions:

With the exception of 'lack of research and 'rigid by-laws' to which they reacted exactly the same way as their counterparts in the Township, their reactions differ very slightly from the former in that:

- 35% claimed that the major factor that stifle the development of tourism in the area is a critical shortage of money to fund tourism-related ventures.
- 25% maintained that the main obstacle to tourism development is lack of advertising of tourism services, products and activities.

The above factors do correlate with each other as they are interlinked. It would be a matter of organising them in the right sequence starting with a research or investigation and ending with the lack of funding. The matter will be addressed in the recommendations at the end.

#### 5.2.1.10 Suggestions to Improve the Standard of Tourism.

The intention was to establish how to improve the standard of tourism in the study area. The responses given by the respondents are represented in the following manner:

**Table 5.8: Improvement of Tourism in the Study Area**

Variables	Township	Bethlehem	Average Responses
More people involvement	42	26	34
More money	33	48	40.5
Governmental intervention	25	26	25.5
<b>TOTAL %</b>	<b>100</b>	<b>100</b>	<b>100</b>

The respondents stationed in the Township (42%) and Bethlehem (26%) indicated that more people should be brought on board to improve the standard of tourism in their area. The response itself accentuates the positive attitude of participants as they claimed that they would like to be seen to be constructively contributing to their socio-economic well-being. It is also indicative of the extent to which the respondents recognise the fact that tourism development is not the responsibility of the local government alone but a domain in which they, the people, too must get involved. Funding (33% and 48%) is echoed again as well as the request for local government to intervene.

#### **5.2.1.11 Customer and Management Evaluation.**

Question 2.11 and 2.13 were formulated to determine the percentage of people that can be entertained, and accommodated overnight by the businesses of the respondents. These questions proved to be too difficult to be answered by the research participants because of non-availability of statistical records - a pointer to the failure to recognise the crucial role played by statistics in the tourism fraternity.

The respondents did, however, indicated specific needs to address the above situation:

- The entrepreneurs can be provided with the appropriate training to run their tourism ventures as effectively as is possible.
- The entrepreneurs can be properly taught about the value of statistics in tourism and stop relying on the services of other structures such as the Department of Environmental Affairs and Tourism, SATOUR and the like.

#### **5.2.1.12 The Respondents' Most Important Customers**

Question 2.12 (Appendix A) was asked to establish who constitute the respondents' most important customers amongst the groups reflected in the following table:

Table 5.9: The respondents' Most Important Customers

Type of Business	%	Holiday Makers	Business People	Day Visitors	Everybody
Restaurants	20	X	X	X	X
Hotels	2	X	X		X
Lodges	5	X	X		
Guest Houses	23	X	X		
Pubs	10			X	X
Cafes	15				
Coffee/Tea Shops	5			X	X
Bars	10	X			X
B & B	10	X	X		
<b>TOTAL</b>	<b>100</b>				

The results revealed the following:

Due to a lack or non-availability of statistical records (cf. Table 5.9) on the part of the business owners as to how many visitors are entertained or accommodated by them, an X has been used in this regard to indicate roughly visitors per type of the most prominent businesses only and the businesses that get a lion' share in terms of visitation. Generally the reactions of the business owners were as follows:

- Of the total respondents, 20% of the restaurant owners indicated that holidaymakers, business people, day visitors and everybody are their most important customers.
- 2% of the hoteliers reported that their most important customers comprise mainly holidaymakers, business people and everybody.
- 5% of the lodges are frequented mostly by two groups of visitors, i.e. holidaymakers and business people.
- 23% of the guesthouses frequently host holidaymakers and business people including everybody.
- 10% of the pubs' owners claimed that day visitors and everybody frequently visit their businesses.
- 15% of the owners of the cafes reported that their number one customers are everybody.
- 10% of the bar owners incisively said that they regarded holiday makers and everybody as their most important customers.
- 10% of bed and breakfast (B & B) owners held holidaymakers and business people in high esteem as it came to visitation.

It needs to be noted that guesthouses and bed & breakfast accommodation can be viewed in the same category. Taken together, this latest form of accommodation, constitute an important part of the tourism industry in Bethlehem.

### 5.2.1.13 Tourism-Related Businesses

Question 2.14 (Appendix A) was meant to establish the type of tourism-related business owned, run or managed by the research subjects. The responses given by the subjects are represented by the following table:

**Table 5.10: Tourism-related Businesses Owned, Run or Managed by the Research Subjects.**

Type OF Business	Township	Bethlehem	Average Responses
B & B	0	15	7.5
Guest Houses	0	15	7.5
Game Ranch	0	1	0.5
Restaurants	9	20	14
Conference Facilities	0	3	1.5
Travel Agency	0	2	1.5
Nature Reserve	0	1	0.5
Holiday Farms	0	5	2.5
Art Galleries	0	5	2.5
Arts/Grafts/Gifts	3	10	6.5
Hotels	0	2	1
Wedding Farms	0	1	0.5
No response	88	20	54
<b>TOTAL %</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>No. of Respondents</b>	<b>92</b>	<b>18</b>	

The results revealed the following general trend:

- An overwhelming number (80%) of tourism-related businesses are owned, run or managed by the respondents located in town (i.e. Bethlehem).
- The respondents stationed in the black Township own only 12% of the tourism-related businesses as opposed to a staggering 80% owned by their counterparts in Bethlehem.

### 5.2.1.14 The Capacity of The Tourism Industry to Create Jobs

Question 3.3 (Appendix A) was formulated with a view to establish whether the tourism industry has the capacity to create jobs or not. The responses given to this question are coupled with those given to question 3.4 and 3.5 because of the interrelatedness amongst them. The following table illustrates the responses offered to all the three questions by the research participants:

**Table 5.11: Job-creation Capacity of Tourism and Sustainability of Jobs.**

<b>Variables</b>	<b>Township</b>	<b>Bethlehem</b>	<b>Average Responses</b>
<u>Job-creation capacity of tourism:</u>			
Yes	100	100	100
No	0	0	0
<b>TOTAL %</b>	<b>100</b>	<b>100</b>	<b>100</b>
<u>The number of jobs:</u>			
Many	10	20	15
Few	70	70	70
Uncertain	20	10	15
<b>TOTAL %</b>	<b>100</b>	<b>100</b>	<b>100</b>
<u>Sustainability of jobs:</u>			
Yes	30	40	35
No	40	30	35
No response	30	30	30
<b>TOTAL %</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>No. of Respondents</b>	<b>92</b>	<b>18</b>	

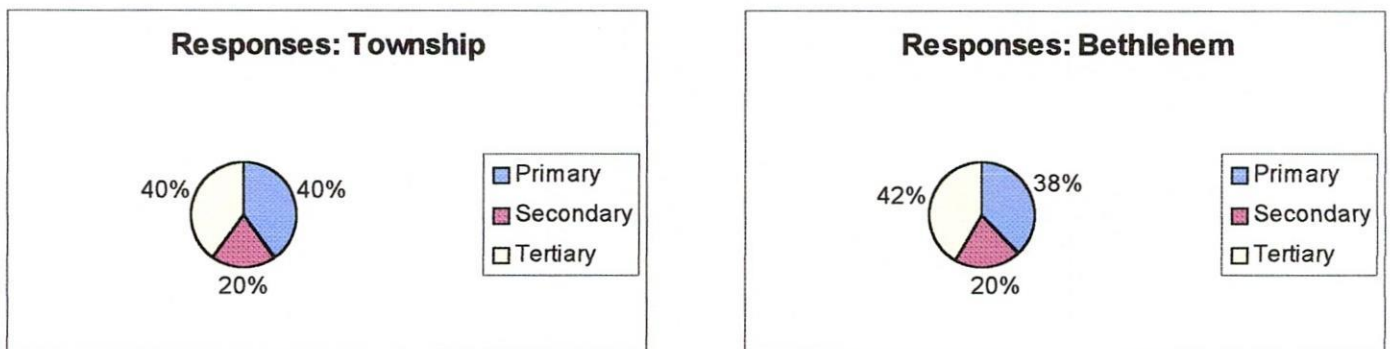
The following themes can be drawn from the table:

- The respondents in both the Township and Bethlehem overwhelmingly (100%) said that tourism has indeed the capacity to create jobs.
- A joint 70% of the respondents in both the Township and Bethlehem indicated that the jobs created in tourism are quite few. 10% of the participants in the Township reported jobs created in the industry to be many as opposed to 20% of their counterparts in Bethlehem who adopted a similar stance.
- 20% of the respondents in the Township remained uncertain while it was 10% of the participants who dwell in Bethlehem who shared the same opinion.

- 40% of the respondents in the Township reported that jobs created in tourism are not sustainable. 30% of the white participants in Bethlehem held a similar view. 30% and 40% claimed that such jobs are sustainable. The remaining joint 30% of the participants from both sides offered no response to the question posed.

#### 5.2.1.15 The Economic Sector That Employs Most of the People

Question 3.6 (Appendix A) was intended to establish the economic sector that employs more people in the area than other sectors. The following graphs illustrate clearly how research subjects responded to the question.



**Fig. 5.2 The Employment of People per Economic Sector**

The results reveal the following:-

- 40% of the respondents in the Township reported that the primary economic sector (e.g. agriculture) is the one that employs most of the people in their area.
- 20% of the subjects in the Township indicated that the secondary economic sector (e.g. manufacturing) is the one that employs more people in their area.
- 40% of the respondents in the Township claimed that the tertiary economic (e.g. commerce, tourism, health, law, administration) is the biggest employer in their area.

The responses offered by the participants in Bethlehem were as follows:

- 38% were of the opinion that the primary economic sector plays a critical role in employing people.
- 20% shared the same sentiments expressed by their black counterparts in the Township that the secondary economic sector is the most important employer.
- 42% strongly felt that the tertiary economic sector is the biggest employer in their area.

### 5.2.1.16 Producer of Tourism Products and Services

The main objective was to evaluate the perceptions of the respondents as far as the importance of tourism development in their area are concerned. The reactions of the participants are captured as follows:

**Table 5.12: Tourism products and services in the study area.**

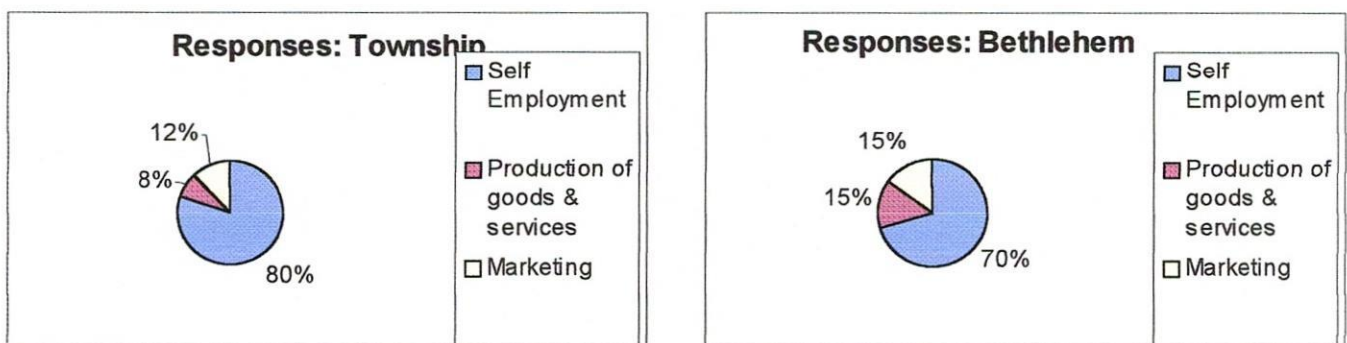
Variable	Township	Bethlehem	Average Responses
Yes	57.2	58.3	57.8
No	42.8	41.7	42.2
<b>TOTAL %</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>No. of Respondents</b>	<b>92</b>	<b>18</b>	

The results have brought to the fore the following picture:

- The question elicited a balanced reaction from the participants in both areas. The response in the Township was 57,2% and was tantalisingly close to the one given by those staying in Bethlehem ( i.e. 58,3%). The negative response offered by the respondents in the Township (i.e 42,8%) was again quite close to the one given by the research participants in Bethlehem (i.e. 41,7%).
- > The positive response is also related to the Eastern Free State region as a whole. The negative reaction indicates that there is room for improvement of the tourism sector's contribution to the economy of the region.

### 5.2.1.17 Job Creation Initiative

Question 3.8 (Appendix A) was meant to establish which job creation initiative (tourism-related one) plays a critical role in terms of alleviating poverty in the Eastern Free State. The responses in this regard are represented by figure 5.3 as follows:-



**Fig. 5.3 Job creation initiative**

The research results reflected the following picture:

- 80% of the participants in the Township strongly contended that tourism has the ability to enable people to be self-employed. These sentiments were expressed by 70% of their counterparts in Bethlehem.
- 8% of the respondents in the black Township regarded the 15% production of tourism-related goods and services as a panacea to poverty in their area. Their white counterparts in Bethlehem shared the same opinion.
- 12% of the respondents in the Township had the perception that the best tourism-related strategy to alleviate poverty is the marketing of tourism goods and services. 15% of their white counterparts echoed the same feeling.

#### 5.2.1.18 The Nature of Jobs Created in Tourism

Question 3.9 (Appendix A) was meant to establish the nature of jobs created in tourism in the study area. The responses given to this question are illustrated by the following table:-

**Table 5.13: Nature of Jobs Created in Tourism.**

Variable	Township	Bethlehem	Average Responses
Permanent	31.7	38	34.9
Temporary	68.3	62	65.1
<b>TOTAL %</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>No. of Respondents</b>	<b>92</b>	<b>18</b>	

The following picture emerged from the results:

- 31,7% of the respondents in the Township reported that the jobs created in tourism in their area are of permanent nature. 38% of the respondents in Bethlehem aligned themselves with the former.
- 68,3% of the respondents in the Township claimed that the jobs created in tourism in their area are of temporary nature. 62% of their white counterparts fully agreed with them. Stability and security regarding the employment opportunities in the tourism industry does not seem to be regarded as stable by the respondents.

### 5.2.1.19 The Contribution of Tourism to the Economic and Social Infrastructure

Question 3.10 (Appendix A) was intended to find out whether tourism does contribute to the costs of providing economic and social infrastructure or not. This question was responded to as follows:-

- All the research participants in both the Township and Bethlehem (100%) gave a positive response to this question. This response corresponds well with some studies conducted by Hall and Jenkins, as quoted by Butler, Hall and Jenkins (1998:29) that tourism can serve as a healthy tool for development to sustain and create local incomes, employment and growth, and contribute to the costs of providing economic and social infrastructure such as water, sewage and communication networks (Butler et al, 1998).

### 5.2.1.20 A Panacea to Unemployment in the Eastern Free State

Question 3.11 (Appendix A) was asked with a view to find out from the research participants which industry do they regard as a panacea to unemployment in their area. The responses in this regard are represented by the following table:-

**Table 5.14 Solution to Unemployment in the Eastern Free State.**

Variable	Township	Bethlehem	Average Responses
Manufacturing	30	33	31.5
Agriculture	18	11	14.5
Tourism	30	29	29.5
Other	0	0	0
No response	22	27	24.5
<b>TOTAL %</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>No. of Respondents</b>	<b>92</b>	<b>18</b>	

The research results revealed the following:-

- 30% of the respondents in the Township regarded manufacturing as a universal solution to unemployment in the area. This sentiment was expressed by 33% of the participants in Bethlehem.

- From the above agriculture has lost its appeal as a panacea to unemployment in the Eastern Free State. That also account for 11% of the respondents in Bethlehem.
- A slight margin manifested itself between the percentages of the respondents in the Township (30%) and Bethlehem (29%) as far as the solution (i.e. tourism) to unemployment is concerned.
- No respondents (in both the Township and Bethlehem) offered some alternative answers to the ones they were provided with.
- 22% of the participants in the Township and 27% of the respondents in Bethlehem did not attempt the question at all. They indicated that they did not have any idea as to how unemployment in their area could be solved.

Overall the results have brought to the fore two most important points, and that is:

- Manufacturing dominates other industries when it comes to employing people in the Study area.
- Tourism is regarded as equally important towards alleviating poverty in the area while agriculture has decreased in importance.

#### **5.2.1.21 The Benefits of Tourism Development**

Question 3.12 (Appendix A) was intended to establish whether the benefits that accrue out of tourism development do filter down to all people in the Eastern Free State or not. This question was closely related to question 3.13 whose primary aim was to find out if tourism can increase people's amenities such as sports facilities, arts and culture or not. The responses given by the research participants to these questions are vividly summed up as follows.

The responses given to the first question are as follows:

- The majority of the respondents (i.e. 100%) in both the Township and Bethlehem gave a positive response to the question. They supported their stance by categorically stating that visitors also use other facilities and buy products and pay for services produced or rendered in town. The visitors' money is then spend, for instances, to pay for the salaries of the employees in hotels, restaurants, garages and so on (i.e tourism's "multiplier-effect").

The response offered to the second question is as follows:

- The majority of the respondents ( i.e. 100%) in both areas gave a positive response to the question. They argued that if tourism was not increasing people's amenities such as arts and culture then they would not be having. for instance, The Highlands Mokete , Arts and Sports Festival, Premier Soccer League matches staged at Goble Park Stadium, Classic Cycling Race and Jazz Festival at Loch Athlone.

#### 5.2.1.22 The Current Tourism Industry Practices

Question 3.14 (Appendix A) was posed with a view to determine whether the current tourism industry practices in the area of Bethlehem are adequate or inadequate in terms of creating jobs. The responses given by the research participants are as follows:-

**Table 5.15: Current Tourism Industry Practices in the Eastern Free State.**

Variable	Township	Bethlehem	Average Responses
Adequate	43.6	40.9	42.2
Inadequate	56.4	59.1	57.8
<b>TOTAL %</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>No. of Respondents</b>	<b>92</b>	<b>18</b>	

The results revealed the following:-

- 43.6% of the participants in the Township indicated that the current tourism industry practices in the Eastern Free State are quite adequate. This percentage is supported by 40.9% of the respondents in Bethlehem.
- The stance above is vetoed by 56,4% of the Township respondents who reported that such practices are far from being sufficient. 59.1% of the respondents in Bethlehem echoed the same sentiments.

### 5.2.1.23 Tourism Development

Question 3.15 (Appendix A): The primary aim of this question was to establish which one of the following tourism developments (cf. the table below) would be supported by the research participants if it were to be introduced in the rural towns of the Eastern Free State. This question was responded to as follows:-

**Table 5.16: Support for Recent Tourism Developments in the Study Area**

Variable	Township	Bethlehem	Average Responses
Casino	56.7	25	40.9
Snow City	43.3	75	59.1
<b>TOTAL %</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>No. of Respondents</b>	<b>92</b>	<b>18</b>	

Two options were given to the respondents namely, a Casino or the Snow City Indoor recreation Centre. Both proposed developments are known to the respondents.

- 56,7% of the respondents in the Township indicated that they are in favour of a casino – their main reason being that they would not like to experiment with the snow city as they have no prior technical know-how of it. 25% of their white counterparts echoed the same sentiments – citing the inherent physical danger associated with the snow city development.
- 43,3% of the participants in the Township reported that they are fully throwing their weight behind the Snow City Indoor Recreation Centre. This percentage was backed up by a staggering 75% of the participants in Bethlehem. Their main reason for not supporting the casino is related to danger that poor people will be attracted to the casino in seeking of a fortune and even become poorer than before. They argued that it may make the poor much more poorer as they would probably fall into a trap of spending their hard-earned money on gambling with a ray of hope that they may soon move from rags to riches only to find the opposite holding true.

### 5.3 NON-SCHEDULED INTERVIEWS

#### 5.3.1 INTRODUCTION

Socio-economic development is not only the local government's role but a joint venture between them and other significant role players. Hence interviews were held with the informed others, that is, town councillors, tourism product owners, and Bethlehem Tourism Forum officials to assess the potential of tourism to create jobs for the unemployed in the Eastern Free State. This section therefore endeavours to deal with the presentation, analysis and interpretation of the results obtained from interviews with the above-stated informed group. The interviews, whose outcomes will be touched on, were basically conducted with a view to either confirm or reject the findings based on the empirical investigation. The responses in this regard will also be statistically expressed (i.e. in percentages) and be given as broad indicators of the respondents views.

According to an example set by Leedy (1989) the sample of the interviewees was worked out as follows:

- Town Councillors' Total Number =  $34 \times 20\%$   
 $= 6,8$   
 $= 7$
- Tourism Product Owners Total Number =  $40 \times 20\%$   
 $= 8$
- Bethlehem Tourism Forum:  
 Management & General Membership =  $40 \times 20\%$   
 $= 8$  (Bethlehem Tourism Forum, 1999).

Breakdown of the interviewees is therefore as follows:

**Table 5.16: Breakdown of interviewees**

No.	Category	Population	Sample	%
1	Town Councillors	34	7	30.44
2	Product Owners	40	8	34.78
3	Bethlehem Tourism Forum	40	8	34.78
<b>TOTALS</b>		<b>114</b>	<b>23</b>	<b>100</b>

### 5.3.1.1 A Conducive Environment to Tourism Development

The primary aim of these questions (Appendix B - Question 2.3 and Question 2.4) was to determine how conducive is the environment in the Eastern Free State to tourism development and if so what could be the factors that favour such a development.

The picture that emerged was as follows:-

- It was overwhelmingly indicated by (100%) of the interviewees that the environment in the area is quite conducive to tourism development. This stance was backed up by the following factors:-
  - this area is well-known for its friendly service provided in tourism.
  - The Eastern Free State is studded with many historical assets.
  - This area has a stunning scenic grandeur.
  - Its proximity to major cities serve as an added advantage that favour tourism development.
  - Bethlehem has a vibrant transport network and communication system that consists of TV/aerial receptors.
  - An invigorating or refreshing climate.

### 5.3.1.2 The Utilisation of Opportunities in Tourism

The specific aim was to find out, if the entrepreneurs are strategically poised, to optimally utilise and seize opportunities that exist in the tourism industry or not. This question was coupled with question 2.7 whose aim was to determine what the entrepreneurs are doing to demonstrate their readiness to utilise and seize such opportunities. Provision was also made for those who could say "no" and an open-ended question was formulated for their reasons (cf. Appendix B - Question 2.6.2 and 2.8).

The questions above fractured the informed opinion along two lines, that is:-

- Positive response (offered by 20% of the interviewees).
- Negative response (offered by 80% of the respondents).

Those who offered a positive response backed it up by unwaveringly stating that the opportunities in tourism are being utilised because of :-

- Advertisement campaigns by all stakeholders involved in tourism (offered by 5% of the participants).
- Production of items for tourism trade (offered by 7% of the respondents).
- Renovation of the existing tourism facilities (offered by 8% of the participants).

A negative response was supported by the following reasons:-

- Insufficient cultural activities. (20%)
- Environmental despoliation in certain parts of the area. (20%)
- Lack of funding for tourism projects (offered by 80% of the participants).
- Lack of enthusiasm from the local government. (60%)
- Poor marketing. (30%)

The problem of lack of funding (80%) for tourism projects and enthusiasm from the local government has been voiced by 60% of the role players in the tourism industry in Bethlehem. The respondents recommended that there is the need to:

- Provide funding for tourism ventures as soon as is possible if the objective of job creation is to be accomplished.
- Inject a renewed sense of enthusiasm amongst the local government locals and officials to revisit their priorities and give more impetus to tourism so that it can usher jobs for the poor.

### **5.3.1.3 The Role of the Local Authority**

The intention was to establish whether the Dihlabeng Municipal Authority does optimise the entrepreneurs' share of the local and overseas tourism business by exploiting or using advantages of services by National, Provincial and Regional government departments or not. The reaction in this regard was as follows:-

- An overwhelming majority of the interviewees (100%) offered a negative response to the question. The findings gathered by the researcher do not correspond with the position of the Free State Tourism White Paper (1997) on the role of the local and district councils that, amongst others, they should:-
  - Assist entrepreneurs with the drawing of business plans to guide their activities.
  - Mobilise funding for tourism projects.
  - Facilitate tourism planning for their district.

- Implementing by-laws relevant to tourism development and activities engaged by entrepreneurs.
- Assist entrepreneurs in accessing tourism-related services provided by all levels of government.

#### **5.3.1.4 An Aggressive Strategy to Promote Tourism**

The main objective of question 3.3 (Appendix B) was to determine whether there is any aggressive strategy or campaign launched by the local authority and other stakeholders to promote tourism in the study area or not.

The interviewees (68%) reacted to the above question by categorically stating that such a strategy does not exist. They maintained that the above scenario can change for the better if:-

- There is a provision of incentives to market tourism in the area.
- Environmental impact assessments are regularly conducted to assess the impact of any tourism project to be undertaken on the environment and socio-cultural milieu.
- The retail sector could be lobbied to be involved in tourism.
- High paying jobs could be created and career advancement opportunities be offered.
- Accessible transportation to and from tourist destinations can be provided.

#### **5.3.1.5 Land for More Tourism Projects**

The objective was to establish if the local authority has recently ever identified land for more tourism projects to enhance job creation and economic development or not. The response given by (82%) the interviewees was a big “no”. This question was coupled with the following similar questions:-

Question 3.5 whose primary aim was to determine where the land is located if the responses to the question above were to be positive.

Question 3.6 whose major objective was to assess the problems impeding the identification of the land if the responses to the main question were to be negative.

Since the response provided to the key question was negative, the following factors were identified as impeding the identification of such a land by the municipal authority:-

- Lack of funds.
- Lack of understanding the significance of tourism in job creation and economic advancement by the local authority itself.

According to the respondents the local authority in question must drum up the support of the private sector to provide funding for job-creation projects, including tourism. It should also find some innovative ways of launching fund-raising campaigns for projects aimed primarily at alleviating poverty and creating jobs for the unemployed.

#### **5.3.1.6 Tourism Projects to be introduced**

Question 3.7 (Appendix B) was formulated to determine which tourism projects is the Dihlabeng Municipal Authority going to introduce, to boost job creation and economic development. None of the interviewees could respond to the question - suggesting that they do not have any knowledge of the plans of the local authority as far as the process of job creation is concerned.

#### **5.3.1.7 Partnership Between the Local Authority and the Business Sector**

Question 3.8 (Appendix B) was meant to establish if there is a partnership between the Dihlabeng Municipal Authority and the business sector to ensure tourism growth and job creation or not. A small section of the interviewees (23%) indicated that they are aware of efforts to establish such a partnership, while the majority (77%) gave a negative response to this question.

#### **5.3.1.8 Training Meant to Capacitate Entrepreneurs**

The primary aim of question 3.9 (Appendix B) was to determine if there is any training meant to capacitate entrepreneurs so that they can create jobs and contribute to the overall economic growth of the area or not. The question was also negatively responded to by about 80% of the respondents. The findings gathered by the researcher negate the policy of the Tourism White Paper (1992) and the Consolidated Tourism Act (1993) that all tiers of the government are inherently responsible for training tourism entrepreneurs so as to circumvent the prospects of failure amongst them (cf. Literature Review - under Tourism development in South Africa).

#### **5.3.1.9 Organisation of Accommodation Facilities**

Question 3.10 (Appendix B) was formulated to find out whether the existing accommodation facilities in Bethlehem are well organised to cater for the needs of potential users or not. An overwhelming majority of the interviewees (100%) gave a positive response to this question.

This stance augurs well for the image of tourism in the area. It is critically important to ensure that the existing services and products are re-defined and re-developed to keep abreast of modern developments in the globalised economy as tastes of tourists keep on moving with times as well.

#### **5.3.1.10 Adequacy of Tourism Services and Products**

The prime purpose was to determine whether tourism services and products of Bethlehem district are adequate to lure local and foreign tourist or not. This question was met with mixed responses with half (50%) the interviewees saying no and the other (50%) opting for a yes. The respondents maintained that this scenario could possibly change for the better if the capacity of tourism services and products is maximized so that they can keep on attracting travellers locally and abroad.

#### **5.3.1.11 Suggestions to intensify Job Creation**

As far as Question 3.12 was concerned enough room was left for a free flow of responses from the interviewees as to how job creation in Bethlehem can be intensified.

A wide range of answers given to this question included the following:-

- 25% of the respondents felt that people with vested interest must be brought on board to drive tourism in Bethlehem and Bohlakong.
- 10% of the interviewees indicated that The Dihlabeng Municipal Authority must generate some clear-cut strategies of supporting tourism and business in general.
- 17% of those interviewed hinted that there is a dire need to re-develop and improve the existing potential vested in the Saulspoort Dam, Loch Athlone, Highlands Mokete, Arts and Sports Festival.
- 12% of them were in favour of the idea that the movement of business to the east of town must be checked.
- A relatively higher percentage of 20 strongly felt that more funding must be provided for job creation.
- 6% of the participants indicated that the local government must provide subsidies for tourism projects so that entrepreneurs can improve their businesses.
- 10% of those interviewed reported that the private sector must be lobbied to provide funding and training for job creation projects.

## **5.4 CONCLUDING REMARKS**

This survey has brought to the surface a number of critically important factors regarding an assessment of the potential of tourism to create job opportunities in Bethlehem. Some of the findings of this survey correspond with previous research findings and theoretical framework used in the research whereas the opposite holds true with others. Conclusion and recommendations on the research findings will be made in Chapter 6.

## **CHAPTER 6**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **6.1 INTRODUCTION**

This chapter will deal with conclusions and recommendations reached in terms of what was discovered. A summary of the objectives of the study would be given and be compared with the conclusions in terms of how much and in which way has the goal been achieved. The extent to which the hypothesis has been confirmed would also be given.

#### **6.2 SUMMARY OF THE OBJECTIVES OF THE STUDY**

- 6.2.1 To assess the socio-economic status of the residents of Bethlehem.
- 6.2.2 To identify both natural and cultural resources of the study area.
- 6.2.3 To assess resources that can be developed with a view to augment the socio-economic vibrancy of Bethlehem.
- 6.2.4 To assess the conduciveness of the environment in Bethlehem to tourism development.
- 6.2.5 To identify mechanisms and development strategies put in place by the Dihlabeng Municipal Authority and other stakeholders to address the plight of the unemployed by creating tourism-related jobs.

#### **6.3 A COMPARISON OF THE OBJECTIVES OF THE STUDY WITH THE CONCLUSIONS**

**Objective 1:** To assess the socio-economic status of the residents of Bethlehem.

The socio-economic status of the residents of Bethlehem and Bohlokong have been assessed, analysed and interpreted. The most problematic issue identified is the large number of respondents in the Township (40%) without any form of education. For these respondents' the capacities to create jobs in the tourism industry are restricted. The major reasons are the level of illiteracy as they are not able to read and write. In the food and service departments of the tourism business it is a basic requirement to be able to read, write and make basic calculations. They are restricted to cleaning and gardening services of which there are already an oversupply of labour. In Table 5.2 it was established that the study area received a high level of population immigration. In the township these newcomers originate mainly from farms in the area or retrenched mineworkers. Job opportunities are further limited with the oversupply of unskilled labour. It is only those with a higher education and skills that are able to manage to be employed. Evidence from the literature survey pointed out that education and training is fundamental to the success of the development of the tourism industry.

**Objective 2:** Identification of natural and cultural resources of the study area.

Surveys were conducted on the present tourism resources and activities in the study area. Appendix C has been attached to illustrate such resources and activities. The study area has a wide variety of resources that can enhance the potential of tourism to create jobs for the unemployed.

In the comparative study of the provinces it is clear that the Free State Province and specifically the Eastern Free State has stiff competition from the KwaZulu-Natal Mpumalanga, the Northwest Province and the Northern Province. They represent a wealth of natural and wildlife features. Uniqueness is found in the cultural, historical and services that can be provided. Special sport and annual events as hosted by the Town of Bethlehem contributed greatly to enhance the tourism potential of the study area.

**Objective 3:** An assessment of resources that can be developed with a view to augment the socio-economic vibrancy of Bethlehem. Both the positive and negative tourism components of Bethlehem have been recorded to get a clear idea about the overall development of tourism resources in the study area. It could be safely concluded that the Eastern Free State is studded with a sound tourism infrastructure such as roads, railway lines, and airport and telecommunication networks. Over and above these other resources that can enhance the socio-economic vibrancy of the area include, amongst others, the following:

- Various sport codes e.g. golf, cycling, hot air balloon show, biking, boating etc.
- Nature reserve.
- Museums.
- Agric/hunting-related facilities.
- Festivals and annual events.
- Accommodation and entertainment facilities.
- Support services e.g. conference facilities.
- Arts and crafts production.

**Objective 4:** To assess the conduciveness of the environment in Bethlehem to tourism development.

The survey has brought to the fore the following conclusions:

There is a dire need for an accelerated tourism development in the area because it (tourism) is perceived to be:

- Stagnant.
- There is an acute lack of balance amongst the forces that drive tourism in the area.
- The current tourism industry practices are quite inadequate.

The major impediments to tourism development are perceived to be:

- Lack of funding.
- Lack of advertising.
- The diminished role played by the local government in tourism development.

**Objective 5:** To identify mechanism and development strategies put in place by the Dihlabeng Municipal and other stakeholders to address the plight of the unemployed by creating tourism-related jobs:

The survey has revealed the following conclusions:

- Even though tourism has the capacity to create jobs in the Eastern Free State such jobs are comparatively few and subjected to a large number of temporary positions.
- The leading economic sectors are presently agriculture, manufacturing and business that comprises, amongst others, tourism, is the second principal employer in the area.
- The Free State Province (5% of the national market) including the study area is presently not one of the most important producers of tourism products and services.
- Self-employment is recently the most important job-creation initiative that plays a cardinal role in terms of alleviating poverty in the study area. These opportunities are restricted to retail and street-corner sales, while few attempts have been made to manufacture home products as is required in the tourism industry.
- The benefits that accrue out of tourism development do not filter down to all people in the area, specifically to the uneducated and poor in the Township.
- Tourism does contribute to the costs of providing economic and social infrastructure such as water, sewerage and communication in the communities of the Eastern Free State.

## 6.4 HYPOTHESIS TESTING

- According to Objective 1 it is awkward to infer exactly the relationship between the respondents' socio-economic statuses and their capacity to create tourism –related jobs for the unemployed and the poor in the study area. The results in this regard can neither be extended to the whole population nor be integrated within the theoretical framework used in the research.
- According to Objective 2 it was revealed that the Eastern Free State is endowed with a variety of cultural and natural resources. In comparison with its main competitors the study area, Eastern Free State and the Free State Province do not presently have the unique

outstanding attractions that would make it a leading province in South Africa. If more attention could be paid to the development of tourism resources it can contribute towards creating jobs for the unemployed.

- Objective 3: It is true that the Eastern Free State has varied resources that can be developed further to augment its socio-economic vibrancy. The more developed the resources are the more jobs could be ushered in for the unemployed and the poor.
- According to Objective 4 it has been negatively revealed that the environment in the Eastern Free State is not as yet quite conducive to tourism development. Amongst the factors that stifle tourism development is lack of funding for tourism projects, lack of advertising of tourism products and services and the diminished role played by the local government in the tourism industry.
- According to Objective 5 it is true that:
  - The jobs created in tourism in the Eastern Free State are few.
  - Tourism is not yet a major employer of the people.
  - The benefits that accrue out of tourism do not filter down to all people.
  - There is a lack of concerted efforts that need to be taken to intensify the process of job creation in the area.
  - Implicitly more money funnelled into the tourism industry could lead to more sustainable jobs being created for the jobless people.

**Hypothesis: The greater the variety of tourism resources and related experiences that a particular rural town is endowed with, the more job opportunities can be created.**

The hypothesis is positively verified as the study area can fulfil the projected prognosis. It is however hampered by its internal human resource capacity to exploit the tourism potential of the study area.

## 6.5 RECOMMENDATIONS

**Objective 1:** To assess the socio-economic status of the residents of Bethlehem.

On the basis of the results the following recommendations - which have a practical bearing on education - can be advanced:

- That the residents of the entire study area be exposed to some basic education and in-service training that will empower them to be active participants in the tourism industry. This is based on the notion that the more educated they are (i.e. from a tourism point of view) the more productive they would be and the more jobs they could create for the unemployed and the poor of the Eastern Free State.

- The study area lacks new workable tourism development that is aimed at the creation of cultural and historical ventures that have the potential to involve the disadvantage section of the society.
- The research results in 5.2.1.4 cast some doubts on the overall expertise of tourism product owners and stakeholders. To eradicate this problem the following measures must be introduced:
  - More investments must be channelled into the area.
  - Tourism product owners must be capacitated with relevant knowledge and skills so that they can run their tourism ventures more professionally and effectively.

**Objective 2:** To identify both natural and cultural resources of the study area.

The results in 5.2.1.1.6 indicate that the Eastern Free State is one of the most important producers of tourism products and services. What remains to be done is:-

- Further refinement and re-classification of the resources in terms of categories and their power to set tourism in motion so that those that are still lagging behind in this respect can be re-identified and re-developed. The rating scale for such a power should also be developed or adapted from the existing ones. Capitalising on successful ventures and the creation of new ventures must receive urgent attention.
- ✱ ➤ The stakeholders must strive towards quality products and services.
- The keeping of records of products and services by owners themselves. This is informed by the outcome of the results in 5.2.1.11 and 5.2.1.12 that tourism product owners in the area do not have proper records of the utilisation by visitors of their tourism products and services and therefore it cannot be applied to the planning process.
- ✱ ➤ Incentives and rewards must be introduced at all tiers of government for professionally run tourism ventures.

**Objective 3:** To assess resources that can be developed with a view to augment the socio-economic vibrancy of Bethlehem.

- The results in 5.2.1.1.3 indicate that Bethlehem has a vibrant tourism infrastructure like roads, railway lines and airport. The area also has an invigorating climate, a stunning scenic grandeur coupled with the creation of a positive tourism milieu. It is therefore recommended that this sound infrastructure should be maintained throughout to enhance the positive aspects already put in place.

**Objective 4:** To assess the conduciveness of the environment in Bethlehem to tourism development.

The results in 5.2.1.5 vividly indicate that tourism development in this area is stagnant. This scenario can possibly change for the better if:-

- Funding can be facilitated for new and additional tourism projects.
- ✖ ➤ All the stakeholders can be robustly brought on board to provide and most importantly exchange ideas on how to turn tourism into a force to reckon with.
- ✖ ➤ It also indicates that there is indeed a need for an accelerated tourism development in the area so as to strongly circumvent the high rate of unemployment.

To accomplish the above objective it is recommended that:

- ✓ ➤ Tourism-related activities and services be well co-ordinated and not be disjunctively controlled.
- ✖ ➤ The entrepreneurs be provided with excellent opportunities so that they can express their tourism flair.

The research results in 5.2.1.6 clearly indicate the existence of an imbalance in terms of the forces that control the tourism industry in Bethlehem. The odds seem to be heavily loaded in favour of the private sector as opposed to the public and the local government.

- It is therefore recommended that both the public and local government be aggressively involved in the decision-making process to give more substance to the notion that tourism has to revolve more around the former and the latter.

**Objective 5:** To identify mechanisms and development strategies put in place by the Dihlabeng Municipal Authority and other stakeholders to address the plight of the unemployed by creating tourism-related jobs.

The results in 5.2.1.7 undoubtedly reveal that the factors that hinder tourism development are:-

- ✓ lack of money
- ✓ lack of advertising
- ✓ lack of research
- ✓ rigid by-laws

It is therefore recommended that:-

- A full-scale investigation into various strategies of funding tourism projects be instituted.
- A well co-ordinated and cost effective marketing strategy be pursued to promote tourism services and products.
- An appropriate research be conducted to guide tourism in general.
- The local government must implement flexible by-laws and regulations to speed up the process of job creation.

The results in 5.2.1.8 reveal more or less the same scenario as that posited in 6.3.6 above that the following mechanisms must be put in place to improve the standard of tourism in Bethlehem:-

- A substantial amount of money must be funnelled into tourism projects.
- More people and not just the so-called experts must be actively involved in tourism.
- An aggressive intervention of the local government as opposed to a laid-back role it seems to be currently playing.

The results in 5.2.1.12 reflect that very few jobs have been created in tourism in the area despite the great potential to usher in such jobs.

- It is recommended that a people-centred approach should be pursued to create as many sustainable jobs as is possible.

The research results in 5.2.1.20 clearly reveals that the current tourism industry practices in Bethlehem are inadequate in terms of creating jobs.

To turn this situation around it is recommended that:-

- More tourism projects be introduced and funded adequately.
- The present and would-be tourism entrepreneurs be given proper training.
- A balance between African and euro-centric aspirations be struck.
- The overall needs of tourists must be roundly satisfied.
- Many job opportunities must be created to address the needs of all including the marginalised ones.
- A speedy implementation of tourism management policies.

## 6.6 FINDINGS AND RECOMMENDATIONS BASED ON NON-SCHEDULED INTERVIEWS WITH THE INFORMED OTHERS

### 6.6.1 SUMMARY OF THE INTERVIEWS

Some of the findings posited hereunder confirm some major findings gathered by means of a survey conducted to assess the potential of tourism to create job opportunities in Bethlehem. The findings are follows:-

- A vibrant transport network and communication system adds more value to the tourism infrastructure of the area (cf. 5.2.1.3 - confirmed by the outcome of the interview in 5.3.1.1).
- There is a critical shortage of money for tourism projects in the area (cf. 5.2.1.4 and 5.2.1.7 - confirmed by the outcome of the interview in 5.3.1.5).
- There is a glaring lack of enthusiasm on the part of the local government to vigorously develop tourism in the area (cf. 5.2.1.4 and 5.2.1.7 - confirmed by the outcome in 5.3.1.5).
- The private sector must be lobbied to provide funds for tourism projects including the SMME (cf. 5.2.1.6 - confirmed by the outcomes of the interview in 5.3.1.2 and 5.3.1.10).
- There is no aggressive strategy put in place to market tourism products and services in the area (cf. 5.2.1.7 - confirmed by the outcomes of the interview in 5.3.1.2 and 5.3.1.4).
- The Dihlabeng Municipal Authority seems to be playing an armchair role as far as job creation is concerned (cf. 5.2.1.8 - confirmed by the outcome of the interview in 5.2.1.15).
- The existing accommodation facilities are well organised to cater for the needs of potential users (cf. 5.2.1.11 - confirmed by the outcome in 5.3.1.10).

### 6.6.2 RECOMMENDATIONS

The recommendations given below are derived from an interview with the informed others. These recommendations still overlap with some recommendations given to problems that were identified through or exposed by an empirical investigation into the potential of tourism to create job opportunities in Bethlehem.

- Sufficient funds must be mobilised for tourism projects.
- By-laws and regulations that are relevant to tourism must be implemented to pave the way for job creation to be rolled out.
- Entrepreneurs involved in tourism must be well trained to manage their businesses efficiently.
- Incentives must be provided for marketing tourism in the area.
- People with vested interests must be involved in the running of tourism.

- A well-defined set of strategies must be generated to support tourism in the area.
- More tourism projects need to be introduced to create many sustainable job opportunities.

## 6.7 SIGNIFICANCE OF THE STUDY

The survey has undoubtedly revealed that the Eastern Free State is endowed with a rich diversity of both natural and cultural resources which need to be harnessed further if they are to set tourism in motion. It also provided the correct database of tourism resources that can be used for planning in future.

Furthermore the survey has revealed some factors to be in place to achieve the projected notion that the greater the variety of tourism resources and related experiences that a particular rural town is studded with, the more job opportunities can be created. This is said in view of the fact that the creation of more jobs is stifled, in some instances, by the following factors:-

- An acute lack of funding for more enterprising tourism projects.
- Lack of advertising of tourism products and services.
- Inflexible laws used by the local government to regulate business in general.
- Lack of clear-cut commitment on the part of the local government to unequivocally support tourism.
- Lack of appropriate knowledge and skills on the part of the tourism product owners to run their business effectively and professionally.

The practical implications of the survey are as follows:-

- All the stakeholders in tourism must launch a full-scale investigation into various strategies of acquiring more funds for tourism-related ventures to accomplish the objective of job creation in the study area.
- The Dihlabeng Municipal Authority must embark on an aggressive campaign to market tourism products and services with a view to lure more tourists and business people into the study area.
- The local government must change its policies regulating business in general to leave enough room for emerging industries such as tourism.
- The local government must garner a renewed sense of enthusiasm and commitment to support tourism and create jobs for the unemployed.
- Tourism product owners must be vigorously trained to run their ventures productively so that more sustainable jobs could be created.

## 6.8 CONCLUDING REMARKS

Bethlehem is one of the areas in the Eastern Free State that is studded with a wide variety of tourism resources. Mention could be made of its stunning scenic grandeur, wildlife, historical and cultural assets. The present stakeholder relationship within the tourism environment is not conducive to tourism development. The proximity of the area to major towns and cities counts in favour of possible future tourism development projects. Tourism can create employment opportunities in Bethlehem provided the main impediments, as previously highlighted in the presentation, analysis and interpretation of the research results, are robustly dealt with. With more funding, creativity of the local government, appropriate training to entrepreneurs, more stakeholder-involvement, aggressive marketing, new and additional projects, tourism can indeed create job opportunities for the poor and unemployed in this part of the Eastern Free State.

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## APPENDIX A

UNIVERSITY OF THE NORTH  
(QWAQWA CAMPUS)  
SCHOOL OF ENVIRONMENTAL SCIENCE  
MASTERS RESEARCH PROJECT  
2001

THE POSSIBILITY OF TOURISM TO CREATE JOB OPPORTUNITIES IN THE RURAL AREAS OF THE EASTERN FREE STATE: A CASE STUDY OF BETHLEHEM.

### QUESTIONNAIRE

In this study we are interested in measuring the quality of life of the people of Bohlokong, Bethlehem and Bakenpark – that is, the strategies put in place by the whole community and the local government to create jobs for the unemployed poor and to promote sustainable tourism. Your cooperation, effort and time in providing the necessary information will be highly appreciated by the School of Environmental Science. The areas above are growing and with your candid assistance they can grow in stature and tourism excellence.

**RESEARCHER: T.A. PHOOFOLO**  
**STUDENT NO : 9300503**

INTERVIEWER: ..... DATE: .....

CODING : ..... DATE: .....

DATA CONTROL : ..... DATE: .....

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## SECTION 1: SOCIO-ECONOMIC INFORMATION

In this section an information pertaining to socio-economic background of the interviewee is requested. You are asked to provide an answer to each question by MARKING WITH AN X WHERE APPROPRIATE:

- |   |                              |
|---|------------------------------|
| 1.1 Respondent's Number (to be assigned by data entry supervisor) | <input type="checkbox"/> 1-2 |
| 1.2 An area's Name .....  | <input type="checkbox"/> 3   |
| 1.3 Status of Household Residency                                 |                              |
| 1.3.1 South African   | <input type="checkbox"/> 4   |
| 1.3.2 Foreigner   | <input type="checkbox"/> 5   |
| 1.3.3 Temporary   | <input type="checkbox"/> 6   |
| 1.3.4 Other (specify) .....                                       | <input type="checkbox"/> 7   |
| 1.4 Community Status  |                              |
| 1.4.1 Member of community   | <input type="checkbox"/> 8   |
| 1.4.2 Local Authority (councilor/official)                        | <input type="checkbox"/> 9   |
| 1.4.3 Tourism product owner                                       | <input type="checkbox"/> 10  |
| 1.4.4 Tourism employee  | <input type="checkbox"/> 11  |
| 1.5 Highest Qualification level                                   | <input type="checkbox"/> 12  |
| 1.5.1 None  | <input type="checkbox"/> 13  |
| 1.5.2 Primary   | <input type="checkbox"/> 14  |
| 1.5.3 Secondary   | <input type="checkbox"/> 15  |
| 1.5.4 Diploma / degree  | <input type="checkbox"/> 16  |
| 1.6 Length of stay in this town (in years)                        |                              |
| 1.6.1 0 - 5   | <input type="checkbox"/> 17  |
| 1.6.2 5 - 10  | <input type="checkbox"/> 18  |
| 1.6.3 10 - 15   | <input type="checkbox"/> 19  |
| 1.6.4 15 - 20   | <input type="checkbox"/> 20  |

## SECTION 2: THE LEVEL OF TOURISM DEVELOPMENT

In this section an information pertaining to the level of tourism development in your area is collected. Please MARK THE APPROPRIATE ANSWER WITH AN X.

- |  |   |
|--|---|
| 2.1 Respondent's number  | <input type="checkbox"/> <input type="checkbox"/> 1-2 |
| 2.2 An Area's Name .....   | <input type="checkbox"/> 3                            |
| 2.3 Does your area have a sound tourism infrastructure?                  | <input type="checkbox"/> 4                            |
| 2.3.1 Yes (if yes, proceed to 2.5 below)                                 | <input type="checkbox"/> 5                            |
| 2.3.2 No (if no, proceed to 2.4 below)                                   | <input type="checkbox"/> 6                            |
| 2.4 A lack of infrastructure is attributable to:                         |   |
| 2.4.1 Lack of capital  | <input type="checkbox"/> 7                            |
| 2.4.2 Lack of governmental initiative                                    | <input type="checkbox"/> 8                            |
| 2.4.3 Lack of transport networks   | <input type="checkbox"/> 9                            |
| 2.4.4 Lack of investments  | <input type="checkbox"/> 10                           |
| 2.4.5 Other (specify) .....  | <input type="checkbox"/> 11                           |
| 2.5 A sound tourism infrastructure is attributable to:                   |   |
| 2.5.1 Abundant transport networks  | <input type="checkbox"/> 12                           |
| 2.5.2 Sufficient investments   | <input type="checkbox"/> 13                           |
| 2.5.3 Expertise of tourism product owners                                | <input type="checkbox"/> 14                           |
| 2.5.4 Overall economic development                                       | <input type="checkbox"/> 15                           |
| 2.4.5 Other (specify) .....  | <input type="checkbox"/> 16                           |
| 2.6 How do you regard tourism development in your area?                  |   |
| 2.6.1 Growing  | <input type="checkbox"/> 17                           |
| 2.6.2 Stagnant   | <input type="checkbox"/> 18                           |
| 2.6.3 Declining  | <input type="checkbox"/> 19                           |
| 2.6.4 Saturated  | <input type="checkbox"/> 20                           |
| 2.7 Is there a need for an accelerated tourism development in your area? |   |
| 2.7.1 Yes  | <input type="checkbox"/> 21                           |
| 2.7.2 No   | <input type="checkbox"/> 22                           |
| 2.8 What is the tourism industry in your area like?                      |   |

- 2.8.1 People-oriented ☐23
- 2.8.2 Private-sector-oriented ☐24
- 2.8.3 Local government-oriented ☐25
- 2.9 Mention any factors that hinder the level of tourism development in your area:
- 2.9.1 ..... ☐26
- 2.9.2 ..... ☐27
- 2.9.3 ..... ☐28
- 2.10 Would you offer some suggestions as to how the standard of tourism in your area can be improved:
- 2.10.1 ..... ☐29
- 2.10.2 ..... ☐30
- 2.10.3..... ☐31

### SECTION 3: JOB CREATION INITIATIVES

In this section an information on the strategies put in place by all stakeholders and the local government to create jobs through tourism is collected. Please MARK WITH AN X THE MOST APPROPRIATE ANSWER:

- 3.1 Respondent's number ☐☐1-2
- 3.2 An area's Name ☐3
- 3.3 Does the tourism industry in your area have the capacity to create jobs?
- 3.3.1 Yes ☐4
- 3.3.2 No ☐5
- 3.4 How do you regard tourism-related jobs created in your area?
- 3.4.1 Many ☐6
- 3.4.2 Few ☐7
- 3.5 Are the jobs referred to 3.4 above sustainable?
- 3.5.1 Yes ☐8
- 3.5.2 No ☐9
- 3.5.3 Uncertain ☐10

- 3.6 Which of the following economic sectors employ more people in your area?
- 3.6.1 Primary (e.g. hunting, fishing, agric, tourism) ☐ 11
- 3.6.2 Secondary (e.g. manufacturing) ☐ 12
- 3.6.3 Tertiary (e.g. health, law, administration) ☐ 13
- 3.7 Is your area one of the most important producers of tourism products and services?
- 3.7.1 Yes ☐ 14
- 3.7.2 No ☐ 15
- 3.8 Which job creation initiative (tourism-related one) plays a critical role in terms of alleviating poverty in your area?
- 3.8.1 Aggressive marketing of the town itself ☐ 16
- 3.8.2 Self-employment ☐ 17
- 3.8.3 Other (specify) ..... ☐ 18
- 3.9 What is the nature of jobs created by tourism in your area?
- 3.9.1 Permanent ☐ 19
- 3.9.2 Temporary ☐ 20
- 3.10 Does tourism contribute to the costs of providing economic and social infrastructure (e.g. water, sewerage, communication) in your community?
- 3.10.1 Yes ☐ 21
- 3.10.2 No ☐ 22
- 3.11 Which industry do you regard as a panacea(solution)to unemployment in your area?
- 3.11.1 Manufacturing ☐ 23
- 3.11.2 Agriculture ☐ 24
- 3.11.3 Tourism ☐ 25
- 3.11.4 Other (specify) ..... ☐ 26
- 3.12 Do the benefits that accrue out of tourism development filter down to all people in your area?
- 3.12.1 Yes ☐ 27
- 3.12.2 No ☐ 28
- 3.12.2 Uncertain ☐ 29

3.13 Can tourism increase people's amenities such as sports facilities,  
arts and culture in your area?

3.13.1 Yes ☐ 30

3.13.2 No ☐ 31

3.14 How do you regard the current tourism industry practices in terms  
of creating jobs in your area?

3.14.1 Adequate ☐ 32

3.14.2 Inadequate ☐ 33

3.14.3 Other (specify) ..... ☐ 34

3.15 Which one of the following tourism developments would you support in the rural  
towns of the Eastern Free State?

3.15.1 Casino ☐ 35

3.15.2 Snow City ☐ 36

**Thank you very much for your cooperation !!!!!!!!!!!!!!!**

## APPENDIX B

UNIVERSITY OF THE NORTH  
(QWAQWA CAMPUS)  
SCHOOL OF ENVIRONMENTAL SCIENCE  
MASTERS RESEARCH PROJECT  
2001

THE POSSIBILITY OF TOURISM TO CREATE JOB OPPORTUNITIES IN THE RURAL TOWNS OF THE EASTERN FREE STATE: A CASE STUDY OF BETHLEHEM

### PERSONAL INTERVIEW

Questionnaire designed to be answered by the INFORMED OTHERS (i.e. Town Councillors, Tourism Product Owners, Accommodation Providers and Free State Tourism Board Officials)

In this study we are interested in assessing the strategies put in place by the stakeholders engaged in tourism and the local government to create jobs for the unemployed and to promote sustainable tourism development. Your cooperation, effort and time in providing the necessary information will be highly appreciated.

**RESEARCHER: T.A. PHOFOLO**  
**STUDENT NO: 9300503**

INTERVIEWER: ..... DATE: .....

CODING: ..... DATE: .....

DATA CONTROL: ..... DATE: .....

**SUPERVISOR: PROF. W.F. VAN ZYL**

UNIVERSITY OF THE NORTH (QWAQWA CAMPUS)  
SCHOOL OF ENVIRONMENTAL SCIENCE  
PRIVATE BAG X 13  
PHUTHADITJHABA  
9866

Tel: 058 713 0212  
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## SECTION 1: SOCIO-ECONOMIC BACKGROUND

In this section an information pertaining to the socio-economic background of the interviewee is collected. MARK WITH AN A X THE MOST APPROPRIATE ANSWER:

- |   |   |
|---|---|
| 1.1 Respondent's Number (to be assigned by data entry supervisor) | <input type="checkbox"/> <input type="checkbox"/> 1-2 |
| 1.2 Township  | <input type="checkbox"/> 3                            |
| 1.3 Community Status  |   |
| 1.3.1 Councillor  | <input type="checkbox"/> 4                            |
| 1.3.2 Tourism product owner                                       | <input type="checkbox"/> 5                            |
| 1.3.3 Accommodation Provider                                      | <input type="checkbox"/> 6                            |
| 1.3.4 Tourism official  | <input type="checkbox"/> 7                            |
| 1.4 Highest Qualification Level                                   |   |
| 1.4.1 None  | <input type="checkbox"/> 8                            |
| 1.4.2 Primary   | <input type="checkbox"/> 9                            |
| 1.4.3 Secondary   | <input type="checkbox"/> 10                           |
| 1.4.4 Diploma/degree  | <input type="checkbox"/> 11                           |

## SECTION 2: CONDUCIVE ENVIRONMENT FOR TOURISM

In this section an information pertaining to how conducive the environment is to tourism as business is collected. You are asked to provide an answer to each question by MARKING WITH AN X WHERE APPROPRIATE:

- |  |   |
|--|---|
| 2.1 Respondent's Number (to be assigned by data entry supervisor)      | <input type="checkbox"/> <input type="checkbox"/> 1-2 |
| 2.2 Township   | <input type="checkbox"/> 3                            |
| 2.3 Is the environment in your area conducive to tourism development?  |   |
| 2.3.1 Yes (if yes, proceed to 2.4 below)                               | <input type="checkbox"/> 4                            |
| 2.3.2 No (if no, proceed to 2.5 below)                                 | <input type="checkbox"/> 5                            |
| 2.4 If Yes, what could be the factors that favour tourism development? |   |
| 2.4.1 .....  | <input type="checkbox"/> 6                            |
| 2.4.2 .....  | <input type="checkbox"/> 7                            |

- 2.5 If No, what could be the factors that stifle tourism development in your area?
- 2.5.1 ..... ☐ 8
- 2.5.2 ..... ☐ 9
- 2.6 Are the entrepreneurs strategically poised to optimally utilise and seize opportunities that exist in the tourism industry?
- 2.6.1 Yes (if yes, proceed to 2.7 below) ☐ 10
- 2.6.2 No (if no, proceed to 2.8 below) ☐ 11
- 2.7 If Yes, what are the entrepreneurs doing to demonstrate their readiness to utilise and seize such opportunities?
- 2.7.1 ..... ☐ 12
- 2.7.2 ..... ☐ 13
- 2.8 If No, which factors bar the entrepreneurs from utilising and seizing opportunities in tourism.
- 2.8.1..... ☐ 14
- 2.8.2 ..... ☐ 15
- 2.9. Does the Dihlabeng Municipal Authority optimise the entrepreneurs' share of the local and overseas tourism business by exploiting or using advantages of services by National, Provincial and Regional government departments?
- 2.9.1 Yes ☐ 16
- 2.9.2 No ☐ 17

### SECTION 3: JOB CREATION

In this section an information on the strategies and mechanisms put in place by the Dihlabeng Municipal Authority and other stakeholders to address the plight of the unemployed by creating jobs is collected. MARK THE APPROPRIATE ANSWER WITH AN X.

- 3.1 Respondent's Number (to be assigned by data entry supervisor) ☐☐ 1-2
- 3.2 Township ☐ 3
- 3.3 Is there any aggressive strategy or campaign launched by the municipal authority and other stakeholders to promote tourism in Bethlehem district?
- 3.3.1 Yes ☐ 4

- 3.3.2 No ☐5
- 3.4 Has the municipal authority recently ever identified land for more tourism projects to enhance job creation and economic development?
- 3.4.1 Yes (if yes, proceed to 3.5 below) ☐6
- 3.4.2 No (if no, proceed to 3.6 below) ☐7
- 3.5 If Yes, where is the land located?
- 3.5.1 North of town ☐8
- 3.5.2 South of town ☐9
- 3.5.3 East of town ☐10
- 3.5.4 West of town ☐11
- 3.5.5 Other (specify) ..... ☐12
- 3.6 If No, what could be the problems impeding the identification of such a land?
- 3.6.1 ..... ☐13
- 3.6.3 ..... ☐14
- 3.7 To boost job creation and economic development which tourism projects is the municipal authority going to introduce?
- 3.7.1 ..... ☐15
- 3.7.2 ..... ☐16
- 3.7.3 ..... ☐17
- 3.8 Is there a partnership between the local authority and the business sector to ensure tourism growth and job creation?
- 3.8.1 Yes ☐18
- 3.8.2 No ☐19
- 3.9 Is there any training meant to capacitate entrepreneurs so that they create jobs and contribute to the overall economic growth of the area?
- 3.9.1 Yes ☐20
- 3.9.1 No ☐21

3.10 Are the existing tourism products well organised to cater for the needs of potential users?

3.10.1 Yes ☐ 22

3.10.2 No ☐ 23

3.11 Are the tourism services and products of Bethlehem district quite adequate to lure local and foreign tourists?

3.11.1 Yes ☐ 24

3.11.2 No ☐ 25

3.12 Would you offer any suggestion as to how job creation in your area can be intensified:

3.12.1 ..... ☐ 26

3.12.2 ..... ☐ 27

Thank you very much for your time and effort !!!!!!!!!!!!!!!!!!!!!

## APPENDIX C

## A DATABASE OF BETHLEHEM's TOURISM RESOURCES

<i>Categories</i>	<i>Type of Activity</i>	<i>Place of Interest</i>	<i>No.</i>
Outdoor	4 x 4 Course	➤ Wolbuterskop ➤ Cambridge	
		<b>TOTAL</b>	<b>2</b>
	<b><u>Kinds of sport:</u></b>  ➤ Athletics ➤ Archery ➤ Cycling ➤ Golf ➤ Gymnastics ➤ Hockey ➤ Cricket ➤ Mountainbiking ➤ Hot Air Balloon ➤ Horse riding ➤ Rugby ➤ Soccer ➤ Tennis ➤ Air Show ➤ Watersport ➤ Volleyball ➤ Netball ➤ Basketball ➤ Squash ➤ Badminton ➤ Snooker ➤ Wrestling ➤ Angling ➤ Clay-Pigeon Shooting ➤ Canoeing ➤ Sailing Yacht ➤ Swimming	➤ Lock Athlone  ➤ Lock Athlone ➤ Lock Athlone ➤ Eagle Res ➤ Murasie ➤ Lock Athlone ➤ Camorhi Lodge	

	<ul style="list-style-type: none"> <li>➤ Boating</li> <li>➤ Mountain Biking</li> <li>➤ Hiking Trails</li> </ul>	<ul style="list-style-type: none"> <li>➤ Petronella</li> <li>➤ Lock Athlone</li> <li>➤ Wolhuterslop</li> <li>➤ Camorhi Lodge</li> <li>➤ Wolhuterskop</li> <li>➤ Pretoriuskloof</li> </ul>	
	<ul style="list-style-type: none"> <li>➤ Horse Riding</li> </ul>	<ul style="list-style-type: none"> <li>➤ Camorhi Lodge</li> <li>➤ Wolhuterskop</li> <li>➤ Pretoriuskloof</li> <li>➤ Cambridge</li> <li>➤ Bohlokong</li> <li>➤ Goble Park</li> </ul>	
	<ul style="list-style-type: none"> <li>➤ Sport Stadia</li> </ul>		
	<ul style="list-style-type: none"> <li>➤ Sport Clubs</li> </ul>	<ul style="list-style-type: none"> <li>➤ Weermag Sportklub</li> <li>➤ Goble Park Atletiekbeheer</li> <li>➤ Maluti Archery Club</li> <li>➤ Highland Wheelers</li> <li>➤ Fietsryklub</li> <li>➤ Bhm Golf Klub</li> <li>➤ Noord-Oos Gimnastiekver</li> <li>➤ Bhm Hengolvereniging</li> <li>➤ Loch Lomond Hengelklub</li> <li>➤ Bhm Hokkie</li> <li>➤ Duitse</li> <li>➤ Herdershondfederasie</li> <li>➤ Bhm Korfbal</li> <li>➤ Bhm Dorp Krieketklub</li> <li>➤ SAP Krieketklub</li> <li>➤ SAW Krieketklub</li> <li>➤ Oud Skoliere Krieketklub</li> <li>➤ Oos-OVS Krieketbond</li> <li>➤ Oos-OVS Krieket</li> <li>➤ Skydsregter</li> <li>➤ Oos-OVS Laerskole</li> <li>➤ Krieket Unie</li> <li>➤ Mountainbike</li> <li>➤ Hot Air Balloon Federation of SA</li> <li>➤ Bhm Motorfietsklub</li> <li>➤ Bhm Motorsportklub</li> <li>➤ Bhm Muurbalklub</li> <li>➤ Bhm Uithouritklub</li> <li>➤ Saulspoort Ruitersklub</li> </ul>	

		<ul style="list-style-type: none"> <li>➤ Oos Vrystaad Platteland Pluinbal</li> <li>➤ Bhm Pluinbal</li> <li>➤ Buite Rolbalkklub</li> <li>➤ Bhm Rolbalkklub</li> <li>➤ Oos Vrystaad Rugbybond</li> <li>➤ Oos Vrystaad Rugbyskeitsregters</li> <li>➤ Oud Skoliere Rugbyklub</li> <li>➤ Bhm Dorp Rugbyklub</li> <li>➤ Sokkerliga</li> <li>➤ Jan Bekker Amateur Stoeiklub</li> <li>➤ Bhm Tennisklub</li> <li>➤ Modelvliegtuigklub</li> <li>➤ Vliegtuigklub</li> <li>➤ Bhm Kragbootklub</li> <li>➤ Hoogland Driekamp en Kanoklub</li> <li>➤ Athlone Seiljagklub</li> <li>➤ Bhm Roeiklub</li> </ul>	
		<b>TOTAL</b>	<b>84</b>
Nature	Scenic Viewpoints	<ul style="list-style-type: none"> <li>➤ Wolhuterskop</li> <li>➤ Camorhi Lodge</li> <li>➤ Cambridge</li> </ul>	4
	Nature Reserves	<ul style="list-style-type: none"> <li>➤ Eagle Res</li> <li>➤ Camorhi Lodge</li> <li>➤ Wolhuterskop</li> </ul>	2
	Game Viewing	<ul style="list-style-type: none"> <li>➤ Camorhi Lodge</li> <li>➤ Wolhuterskop</li> <li>➤ Loch Athlone</li> <li>➤ Cambridge</li> </ul>	4
		<b>TOTAL</b>	<b>10</b>
Cultural	Museums	<ul style="list-style-type: none"> <li>➤ Nazareth Missionary</li> </ul>	1
	Bushmen Paintings	<ul style="list-style-type: none"> <li>➤ Camorhi Lodge</li> </ul>	1
		<b>TOTAL</b>	<b>2</b>
Historical	Sandstone Buildings	<ul style="list-style-type: none"> <li>➤ Civic Centre</li> <li>➤ Goble Park Commemorate Gate</li> <li>➤ Swimming Pool</li> </ul>	



	Game Hunting	➤ Wolhuterskop	1
	Bird Hunting	➤ Wolhuterskop	1
		<b>TOTAL</b>	<b>6</b>
Economic	Curio	➤ Camorhi Lodge	1
	Festivals & Annual Events	➤ SA Ballooning Championship	
		➤ Spring Bowl Tournament	
		➤ OFM Classic Cycling Rally	
		➤ Christian Festival	5
	Antique Shops	➤ Highlands Water Mokete	
		➤ Old and Nu	
		➤ Past / Present	
		➤ Spitfire	4
		➤ Yesterday's dreams	
	Art Galleries	➤ Gracia Art Gallery	1
	Arts/Grafts/Gifts	➤ Eklutique	
		➤ Fine Farming	
		➤ Jana's House	
		➤ Johan Smith Studio	
		➤ Katrintjie	
	Artists	➤ Louis Smit Artist	
		➤ Strachan's Gallery	
		➤ Jakes Graphic Art	9
		➤ Creative Farming	
		➤ Johan Smith	2
		➤ Wilme Smit	
		<b>TOTAL</b>	<b>22</b>
Accommodation & Entertainment	Bed & Breakfast	➤ Eagle Res	
		➤ Camorhi Lodge	
		➤ Birds Haven	
		➤ Die Nes	
		➤ Franci	
		➤ Jo Mari	
		➤ La Motte	
		➤ Murasie	
		➤ Nix Pub	
		➤ Panorama	
		➤ Teni Berg	
		➤ Tossie	

		➤ Traumheim	
		➤ Cottage B & B	
		➤ Aant Kloof	
		➤ Bruwer	
		➤ Nonnashoek	
		➤ Goedgedacht	
		➤ Nics	20
	Chalets	➤ Dennegeur	
		➤ Loch Athlone	2
	Hotels	➤ New Park Hotel	
		➤ Royal Hotel	
	Lodges	➤ The Loft	2
		➤ Gooseberry	
		➤ Vileria	
		➤ Fraailegen	4
	Guest Houses	➤ Cambridge	
		➤ Arran	
		➤ Birds Haven	
		➤ Camorhi	
		➤ Gable Park	
		➤ Petronella	
		➤ Fisant	
		➤ Hoogland	
		➤ Jo-Mari	
		➤ Oppie Koppie	
		➤ Panorama	
		➤ Shalon	13
		➤ Traumheim	
	Guest Farms	➤ Murasie	
		➤ Fisaunt/Bokma	
		➤ Gemsbok	
		➤ John Paul II	4
	Wedding Farm	➤ Elim Wedding Farm	1

	Overnight Facilities	➤ Wolhuterskop	
		➤ Overnight Rooms	
		➤ Shalom	
		➤ Swarina	4
	Accommodation / Entertainment	➤ Aant Kloof	
		➤ Bokmakerie/Fisant	
		➤ Cambridge	
		➤ Cottage B & B	
		➤ Gooseberry	
		➤ Hoogland	
		➤ Nonnashoek	
	Resorts	➤ Petronella	8
		➤ Loch Athlone	
	Game Ranch	➤ Ikgatholleng	2
		➤ Camorhi	1
		<b>TOTAL</b>	<b>65</b>
Recreation	Braai & Picnic Facilities	➤ Wolhuterskop	
		➤ Pretoriuskloof	
		➤ Loch Athlone	
		➤ Petronella	
		➤ Cambridge	
		➤ Swarina	6
	Cafes	➤ Continental	
		➤ Filipes	
		➤ Imperial	
		➤ Lekkerbek	
		➤ Plaza	5
	Restaurants	➤ Chicken Land	
		➤ Chicken Licken	
		➤ Die Huisie	
		➤ DJ's Take Away	
		➤ Home Foods	
		➤ Kentucky Fried Chicken	
		➤ Lauren's Health	
		➤ Lynda's Coffee Shop	
		➤ Milano's Pizzeria	
		➤ Morelig	
		➤ O' Hagans Irish Pub	
		➤ One Way Take Aways	
		➤ Spur Steak Ranch	
		➤ Star	
		➤ Steers Fast Food	

	<ul style="list-style-type: none"> <li>➤ The Last outpost</li> <li>➤ Top Grill</li> <li>➤ Wimpy Bar</li> <li>➤ Wooden Spoon</li> <li>➤ Sederhoek Farm</li> <li>➤ Athlone Beef Baron</li> <li>➤ Campanella Pizza</li> <li>➤ Cambridge</li> <li>➤ Seciba</li> <li>➤ Lynda's Coffee Shop</li> </ul>	22 1 1 1
Bar Taverns Coffee Shops		
Pubs	<ul style="list-style-type: none"> <li>➤ Nix Pub B &amp; B</li> <li>➤ O'Hagans Irish Pub</li> </ul>	2
Self Service	<ul style="list-style-type: none"> <li>➤ Dorpswerf</li> <li>➤ Swarina</li> <li>➤ Petronella</li> </ul>	3
Take Aways	<ul style="list-style-type: none"> <li>➤ DJ's Takeaway</li> <li>➤ One Way Takeaways</li> </ul>	2
Movies	<ul style="list-style-type: none"> <li>➤ Cine Theatre Complex</li> <li>➤ Stax Video Club</li> <li>➤ Plaza Video</li> </ul>	3
	<b>TOTAL</b>	<b>46</b>
Support Services	<ul style="list-style-type: none"> <li>➤ Nederduits Reformed Church</li> <li>➤ Royal Hotel</li> <li>➤ Sederhoek</li> <li>➤ Sentraal-Oos Koop</li> <li>➤ Tossies Guest House</li> <li>➤ Bethlehem Town Hall</li> <li>➤ Camorhi Game Ranch</li> <li>➤ Dennergeur</li> <li>➤ Gable Park</li> <li>➤ John Paul II</li> <li>➤ Jongeliede Hall</li> <li>➤ The Last Outpost</li> <li>➤ Die Melkskuur</li> <li>➤ New Park Hotel</li> <li>➤ BHM Information Centre</li> </ul>	14 1
Conference Facilities		
Information Centre		
Library	<ul style="list-style-type: none"> <li>➤ Bethlehem Library</li> </ul>	1
	<b>TOTAL</b>	<b>16</b>

Transport	Airport Railway Lines	➤ Bethlehem Airport	1
		➤ To Durban	
	National Roads	➤ To Gauteng	
		➤ To Kroonstaad	
		➤ To Bloemfontein	4
		➤ To Durban	
	Travel Agents Tour Operators	➤ To Gauteng	
		➤ To Kroonstaad	
		➤ To Bloemfontein	4
		➤ Mann Travel	1
		➤ R.S. Mokoena	
		➤ P.H.J. Olivier	2
		<b>TOTAL</b>	<b>12</b>
		<b>TOTAL</b>	<b>301</b>

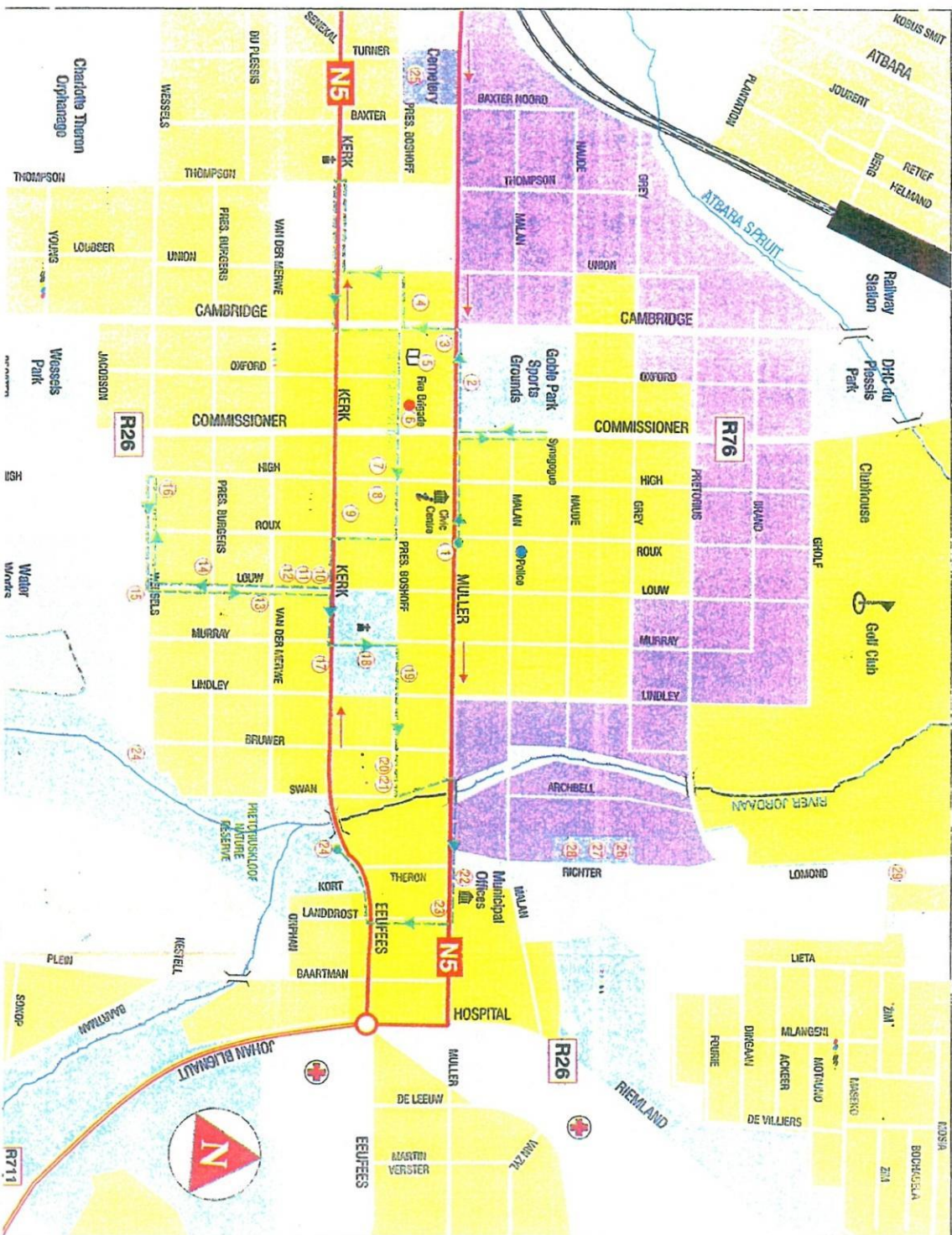
#### A SUMMARY OF BETHLEHEM'S TOURISM RESOURCES:

1. Outdoor	=	84
2. Nature	=	10
3. Cultural	=	2
4. Historical	=	38
5. Agric./Hunting	=	5
6. Economic	=	23
7. Accommodation	=	65
8. Recreation	=	46
9. Support Services	=	16
10. Transport	=	12

**GRAND TOTAL = 301**

# MAP 1

## Bethlehem Town Centre Plan



### Sandstone

### Trail (1 - 24)

- 1 Civic Centre
- 2 Goble Park
- 3 Commemorative Gate
- 4 Entrance to Swimming Pool
- 5 Presbyterian Church
- 6 Library
- 7 Fire Brigade
- 8 Government Offices
- 9 Methodist Church
- 10 Bethlehem Club
- 11 Strapp Building
- 12 St. Augustine Anglican Church
- 13 Old Magistrate's Office
- 14 Land Bank
- 15 Town House
- 16 Girls Seminary
- 17 Bethlehem College
- 18 Town House
- 19 Dutch Reformed Church
- 20 Royal Hotel
- 21 Parsonage
- 22 Parsonage
- 23 Museum
- 24 Baartman Wagon Hou.
- 25 Pretorius Kloof Bird Sanctuary (Theron Tui Original Town Fountain)

### Other Points of Interest

- 25 English Cemetery (West side)
- 26 Boer Cemetery (East side)
- 27 Gravestone: Japie Grey (Boer child hero)
- 28 Jewish Cemetery
- 29 Michael Prinsloo (Anglo-Boer War hero)

