

“Perceptions and attitudes of the community towards tourism impacts and sustainable development. The case study of eMpophomeni in Pietermaritzburg (South Africa)”

AUTHORS	Nsizwazikhona Simon Chili
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Nsizwazikhona Simon Chili (South Africa)

Perceptions and attitudes of the community towards tourism impacts and sustainable development. The case study of eMpophomeni in Pietermaritzburg (South Africa)

Abstract

The study examines perceptions and attitudes of the community towards the impact of tourism and its sustainability as it is perceived as an alternative developmental philosophy that can serve as a panacea to alleviate poverty from communities. Social exchange theory is used to achieve the aforementioned. Since the role of residents is crucial within the sustainability paradigm, it is therefore important that their perceptions and attitudes on tourism impact towards sustainable development are understood and assessed. The study investigates and examines a range of variables involved in determining township community attitudes and perceptions towards tourism impact on development and sustainability and as a result social exchange theory is used. Literature is comprehensively reviewed on resident attitudes and perceptions towards tourism impact and sustainable development and social exchange theory are used in determining the above regarding variables involved. The findings reveal that negative perceptions of residents on tourism impact in the township of eMpophomeni offset positive outcomes. The study also reveals that long-term planning as a component of sustainable tourism, full community participation and environmental sustainability within tourism are inextricably linked and related to support for tourism and to the positive impacts of tourism.

Keywords: community, attitudes, perceptions, sustainable development, sustainable tourism, social exchange theory.

JEL Classification: O10.

Introduction

According to Xukui and Zhang (2008) the standard of the development of the society is sustainable development that applies to all fields, whatever it is economic, political or regional tourism. Sustainable development is to meet the needs of people without posing a hazard on future generations. The core of sustainable development is development that requires a strict control of population, improved quality and protected environment that promotes economic and social development under the premise of sustainable development use of resources (Mingtai and Jinhua, 2007). Poverty reduction in communities is an important part to be achieved through sustainable tourism development with the rights of communities to tourism resources being equal. That is why Jiekuan and Mei (2013) postulate that people of all countries and regions and of all generations boast an equal right to development. Sustainable development means an existence of jobs that last long enough for residents to sustain their livelihoods until they decide to retire. This study is therefore conducted to investigate the perceptions of the community of eMpophomeni on tourism impacts as it is always linked inextricably with the existence of sustainable development. Many tourism studies suggest that for tourism to benefit communities their involvement and participation is paramount. According to Gursoy et al. (2002) in order for the development of tourism to generate economic benefits it has to be supported by residents. Many researchers have found that residents' perceived

impacts are strongly related to support for tourism. Impact studies have often argued that tourism can generate jobs, income, tax revenue, strong infrastructure, and improved standard of living, business opportunities and hard currency (Hsu, 2000).

The literature also identified the benefits arising from the social, cultural and environmental aspects of tourism. These benefits include renovated recreational facilities, and a wider offering of leisure activities, a cleaner community appearance, more events, shopping opportunities, better preservation of historical buildings and other cultural assets and a better quality of life in general (Gursoy et al., 2002). In short, studies confirmed that residents who benefit most from economic gains and sociocultural improvements are more likely to support tourism. So it has become the concern of this study to assess and examine perceptions and attitudes of the researched community on the extent of tourism impact, development and its sustainability at eMpophomeni Township as Choi and Murray (2009) argue that people's attitudes are strengthened by their experiences, and have strong associations with their values and personality.

The trigger action of the study is also on the premise and assertion of the related studies as they claim that residents that benefit from tourism support and embrace it positively since their livelihood is gradually changed and impacted upon positively. That is why this study explicitly or implicitly seeks to investigate how the residents of eMpophomeni perceive tourism in terms of their social development and how their well-being is impacted upon and if the impact is positive to what extent is it sustainable? In other words the study seeks to

examine the attitude of the community on the impact of tourism in their lives, the extent of tourism development and its sustainability.

1. Literature review

According to Mi (2014) the core of sustainable development is development, but it requires strict control of population, to improve quality, protect the environment and promote economic and social development under the premise of sustainable use of resources. Development is the prerequisite of sustainable development; people are the central body of sustainable development as comrade Jiang Zemin pointed out, “we should never satisfy our needs by destroying next generation’s future” (Mi, 2014). This study focuses on the existence of tourism and its sustainability in the township of Mpophomeni, and perceptions and attitudes of the community towards sustainability as it results from tourism and its impacts. The researcher argues that tourism positive impacts and sustainability goes hand and gloves, so the absence of the other aspect adversely affects the other. The suggestion by the researcher is that if there are no tourism activities taking place in the area obviously sustainability is not evident enough. Cultural activities are supposed to be the main product in the area especially because township flair is what makes them distinct and unique. Language spoken by those who grew up in the township, unique culture and style, their fashion and the way they walk is what should be used as a trump card for tourism development unfortunately it’s not the case. It has therefore become a challenge for all tourism role players both private and public to address what makes the above not able to benefit township dwellers especially because the uniqueness of an area is what sells in tourism.

Sustainable tourism development offers a platform to build, enhance and strengthen tourism in developing countries given that it is grounded on the principles of sustainable development based on three major dimensions, namely environmental, economic, and socio-cultural (Murphy and Price, 2005). The three dimensions are not mutually exclusive but rather intertwined, and a balance must be achieved to ensure long-term sustainability (Nicolas and Thapa, 2010; UNEP/WTO, 2005; 2011b). According to the UN World Tourism Organisation, sustainable tourism development should adhere to the following principles (UNWTO, 2011b).

Tourism development has been identified as an effective way to revitalize the economy of a destination, whether rural or urban (Chen & Chen, 2010). However, tourism industry relies heavily on the local residents’ perception, attitude for participation and support (Andriotis, 2005; Yoon,

Gursoy, & Chen, 2001). An understanding of local residents’ perceptions of tourism impacts and their attitudes towards tourism development is fundamental for success and sustainability of any type of tourism development (Chi & Dyer, 2009). Though a wealth of research has examined residents’ perceptions and their attitudes toward tourism impacts and sustainable tourism development, especially in developed countries, they are still a relatively new concerns for tourism researchers and scholars of developing countries including South Africa. In South Africa presently, not so many studies of this kind have been attempted the reason being that tourism is new in country as an industry. At least in a developing country such as Vietnam, several studies have been conducted by Long (2011) and Long & Kayat (2011). South Africa like other emerging governments in developing countries had just begun to discover the potential of tourism for economic growth and probably economic development achieved through sustainable tourism development especially in rural and urban communities (Timothy, 2003).

South Africa again, being driven by foreign and domestic investment, many destination areas developed rapidly often without a full participation of local communities (Byrd et al., 2009). However, it is ambitious to claim that public participation in tourism development and sustainability brings harmony to the development process (Bramwell, 2010). For example, Stone & Stone (2011) claim that sometimes, active participation in tourism development may increase conflict among local communities and other stakeholders, and this precisely implies that the impact of tourism in communities can be both positive and negative. Differences in perceptions and attitude about the impact of tourism and tourism development could end up causing a conflict among the stakeholder groups and local communities (Bryrd et al., 2009).

This research paper represents the preliminary findings from the study of Mpophomeni residents’ perceptions on tourism impacts and sustainable development. This study is important since the constant question faced by many destinations is how to plan for optimal tourism development, while at the same time minimizing the impacts of its development on the resident population. One approach is to consider residents’ opinions on perceived impacts as a means of incorporating community local people’s reaction into tourism development (Jackson, 2008). Hence, a systematic analysis of tourism impacts and support for tourism development perceived by Mpophomeni residents can assist local authorities, planners, community decision makers, tour-operators, and tourism promoters to identify real concerns and issues in order to implement appropriate and effective policies and actions in the area, thus optimizing the benefits and minimizing the problems associated with tourism.

This study proposes an inclusive resident-centric approach to sustainable tourism development in communities rather than a top-down approach. In other words the author of the paper argues that negative perceptions and attitudes of communities are always perpetuated by their exclusion in tourism business ventures planned in their area. The arm's length attitude of business people to communities ultimately impacts adversely on tourism development plans. By birth right communities possess land ownership therefore it has become inevitably and virtually expected that the Mpophomeni community will also be inquisitively resistant and opposed to support tourism business ventures and activities that were planned exclusively for their area. In most cases tourism development objectives are hardly achieved when inclusivity is overlooked (Long & Kayat, 2011). The study claims that residents with a positive perceived tourism impact are more likely to support additional tourism development and have higher willingness to participate in an exchange with visitors.

Earlier researchers and scholars have suggested that despite the availability of research on residents' perceptions and attitudes toward tourism and its impacts, it is necessary to conduct research on this topic in other geographical locations, in different settings, and over a period of time in order to not only reinforce earlier findings but also identify and explore other factors that may influence the host residents' to those issues (Andriotis, 2004, 2005; Lee, Li & Kim, 2007).

According to Ha Long (2012), every study of tourism impacts is unique because it is related to its own characteristics, which makes it difficult to derive its worldwide validity. It implies the need for the study of tourism impacts on residents in each specific region.

According to Julio (2001) tourism has been referred to as a "goose that not only lays a golden egg, but also fouls its own nest". Like many other industries, it is often used as a national or regional development tool (Jackson, 2008). Academic circles in South Africa have generally accepted tourism development as a driving force in local economies and regard it as an effective way for minority nationality regions to pull themselves out of poverty (Meyer, 2009). However, tourism development without community engagement that integrates local values and environment can bring forth socio-cultural, environmental and economic damage to local communities (Long & Kayat, 2011).

In general, tourism development within a host community often impacts the community both in negative and positive ways. These impacts are often classified into economic, socio-cultural and environmental tourism impacts (Nepal, 2008).

Economic tourism impacts have effects on economic base of residents. Long (2011) argues that positive elements such as employment opportunities, economic growth, higher standard of living, infrastructure development, as well as negative elements such as inflation, economic instability, seasonal temporary employment, tax burden emerge. The economic, social and cultural life of residents within communities can be impacted positively by elements such as quality of life improvement, intercultural communication and understanding, resurgence traditional practices, and pride in community (Bramwell, 2010). The impacts of tourism on the environment that also comprise of positive elements are also identified, and they include the preservation of historical buildings and monuments, and improved areas' appearance (Byrd, 2007). There are also negative elements such as crime rate and tension increasing, authentic loss, residents' attitude worsening, overcrowding, the pollution of air, soil, water, noise, litter, traffic and parking congestion, the depletion of natural resources and land construction (Bramwell, 2010). It is then becoming explicitly evident that it's the above contrasting elements especially the negative ones that evoke anger and trigger conflict among the communities. So the purpose of this study is to understand and make good judgement from different views perceived by the community of Mpophomeni about the impacts of tourism and sustainable development.

In general, there is a divergence of perceptions about the impacts of tourism by residents of host communities. Residents with a positive perceived tourism impact are more likely to support traditional tourism development and have higher willingness to participate in an exchange with visitors. On the other hand, residents are likely to oppose tourism development when they perceive more costs than benefits brought about by tourism development (Chen & Chen, 2010; Jackson, 2008). According to Kuvan & Akan (2005) the trade-off between benefits and costs is often explained through social exchange theory, which suggests that individuals will engage in and support activities if the perceived benefits are greater than the perceived costs. Consequently, if residents believe that the benefits of tourism exceed its potential costs, they will be supportive of tourism development (Gursoy, Chi & Dyer, 2009).

2. Study area

Mpophomeni being a study area is a predominantly a black township situated 12 kilometres from Howick in the KwaZulu-Natal Midlands region (uMngeni Municipality Council 2012, p. 21). It was originally established in 1964 as a dormitory suburb for black laborers who came from rural areas to Howick town to work at SARMCOL (South African Rubber Manufacturing Company Limited) and also to work in

construction of the Midmar Dam. Most of the Mpophomeni dwellers were forcibly removed from where Midmar Dam is today and Howick West known by the George Ross Farm. Mpophomeni derives its name from the world renowned Howick waterfalls (Zulu Mpophomeni Tourism Experience, 2012).

Today Zulu Mpophomeni Tourism experience (2012) claims that the population of Mpophomeni had identified an opportunity for economic development, which would benefit the entire community. The source also claims that unemployment in the township alone was standing at 82% at that stage. The global growth of special interest tourism had been reflected in the experience of the community when hosting guests from

Germany, Norway and Belgium who stayed with the township families in preference to hotels. Zulu Tourism experience (2012) also claims that the increase of international guests in the area from countries mentioned above made the community to realize that there was a considerable further development potential in Bed and Breakfast and cultural township tours. However, in spite of the tremendous expansion of the industry as postulated or claimed above, it is so vital to get the perceptions, attitudes and knowledge of local residents of Mpophomeni since there is very little known about how they themselves perceive tourism as an empowering industry that translates to sustainable development in their area.



Fig. 1. Mpophomeni Township in uMgungundlovu District Municipality in KwaZulu-Natal province of South Africa with Mpophomeni highlighted. Source: Zulu Mpophomeni Tourism Experience (2011, p. 16)

3. Methodology

This was a case study contemplated to generate qualitative data used within the interpretive paradigm. The case study was considered so as to analyze people and events or other systems so that the phenomenon is studied holistically. Another reason is that the researcher was so much interested and focusing on empirical inquiry that investigates a phenomenon within its real life context. According to Hennink, Hutter and Bailey (2011) interpretivists believe that reality is constructed by social actors and people's perceptions of it. They recognise that individuals with their own varied backgrounds, assumptions and experiences contribute to the ongoing construction of reality existing in their broader social context through social interaction. Interpretivist researchers favor to interact and to have a dialogue with studied participants (Neuman,

2011). The predominantly theoretical base for this study is social exchange theory. Gursoy, Jurowski, and Uysal (2002) postulate that perceptions of the exchange can be differential in that an individual who perceives a positive outcome will evaluate the exchange in different way than an individual who perceives it negatively. From a tourism perspective, social exchange theory postulates that an individual's attitudes towards this industry, and subsequent level of support for its development, will be influenced by his or her evaluation of resulting outcomes in the community (McGehee and Andereck, 2009).

This study was exploratory in nature and used a qualitative approach to collect data on residents' perceptions and attitudes of the community concerning tourism impacts and sustainable tourism development. A social exchange theory was used

when data were explored from respondents as they were answering semi-structured questions which were open ended during the interviewing process. Social exchange theory was used in the study because of various reasons besides that tourism is social in nature. Secondly, this theory includes other key concepts that serve to describe the character of social interaction which is the case for tourism sustainability and positive impact on communities. Generally speaking, social exchange theory proposes that individuals are motivated to gain rewards in social exchange which virtually takes place as tourists meet host communities.

Interviews were conducted with 20 key informants from all three target groups of stakeholders: local community, small tourism entrepreneurs and officials of the main non-profit organization in the area and all the interviewees were selected on the basis of being directly involved or affected by what is happening or should have been happening. The interviews consisted of 30 open ended questions and almost all interviews had an average length of 90 minutes. It is worth mentioning that 30 as the number of questions was determined by research questions, research problem and objectives of the study. The researcher guided, engaged the informants in discussion and recorded their informal conversation. Informants were asked to talk about their personal history with the community, the role played by small tourism entrepreneurs and the non-profit organization to the personal quality of life of the residents of eMpophomeni community to sustain tourism development. Questions asked also obligated respondents to talk about tourism influence in the community. The following questions were also asked and probed where necessary: how tourism/tourists impacted on their community; evidence of tourism development and sustainability; a question on the role of the main non-profit organization to enhance tourism development in the community of Mpophomeni was also posed. Respondents were also asked to reflect on the future of their community and this was one of the final questions as it was penultimate to a question asking about the role of the community in the decision making of tourism projects taking place in their area. In the discussion of tourism impacts informants were not restricted from talking about various aspects freely although after their response, the researcher prompted them to take note of specific aspects of the community that they might have forgotten in their previous answers. The qualitative approach to the study was guided and informed by the recommendations of Maxwell (2005) and DeCrop (2004). The guiding principles of data analysis were based on responses which answered themes that were directly addressing the problem through research questions. Briefly,

content analysis was achieved through copying and reading the transcript where brief notes were made in the margins when interesting information was found, went through the notes made in the margins and list the different types of information found (identified whether or not the categories could be linked and listed as major categories themes) or minor categories.

The initial data analysis revealed the attitude and perceptions of the community of eMpophomeni on the tourism impact and sustainable development. The interview transcripts were content analysed again to determine the impact of tourism as perceived by the community of eMpophomeni.

4. Residents' perceptions and tourism impact

Sampling had to elicit the attitude and perceptions from respondents regarding tourism impact and sustainable development in the area. Respondents had more knowledge on how tourism operates and community members who are involved on it. Ten of the respondents had lived in the community for their entire life three more having lived there for 15 years or more. Only two informants reported living in the community for less than 8 years. More than eight held multiple roles in the community combining different jobs and business interest. In terms of connections to tourism, only three were extensively involved in tourism at the time of data collection either directly through being self-employed or through a family member who is employed in the tourism business. Twelve informants did not consider tourism to be a major element of their daily lives as a result they are unanimously agreeing that tourism is not helping the community to sustain and develop them.

5. Results and discussion

The study investigated community attitude and perceptions of tourism impact and sustainable tourism development in Mpophomeni, outside Pietermaritzburg. At the heart of the Social exchange theory are concepts of equity and reciprocity. However findings of the study reveal something contrary to the theory since most residents' perceptions and perspective denote the inability of tourism to provide opportunities for them. Data analysis was executed based on themes which suggested significant limitations to economic development at Mpophomeni. These limitations related to lack of knowledge and tourism capacity, residents' perceptions on tourism economic development and residents' perceptions on sustainable development.

5.1. Lack of knowledge and tourism capacity. An official explanation from the main tourism organization in the area (interviewee 3) was explicitly revealing that lack of knowledge and

capacity from local residents about what tourism can do to alleviate poverty through job creation retards progress in the area. The other interviewee (4) seemed not to know who exactly should capacitate the community in terms of what they can do to in tourism so that they can derive cash from it. One of the community members (interviewee 10) suggested that their lack of understanding due to their ignorance and inadequate knowledge prevented them from attending meetings called by the organization aimed at helping the community to benefit from tourism. The low level of education among local residents also contributed to their lack of understanding. A Bed and Breakfast owner (interviewee 13) explained how education levels among the community had become a constraint that stifles full public participation and economic development in the area.

Unemployment rate goes hand in hand with the low level of education in South Africa and this trend is more evident in Black townships..... So Mpophomeni is no exception and because of this impediment to social-economic development the community does not believe that tourism can change their lives for the better.

Another community member (interviewee 17) agreed that the major issue was their lack of information about tourism benefits, pointing out that the majority of the residents think that tourism is for affluent people especially the white community. Although some do agree that they have natural talents but to them it can't help them to start businesses that can attract tourists especially because whites regard townships as 'no go areas for them'

5.2. Residents' perceptions on tourism economic development. There was a claim from the official of the main non-profit organization that negative attitude and wrong perceptions were a reason for economic development not to occur in the area. This stifles or affects public participation badly to the extent that meetings get postponed due to low attendances. A non-profit organization (interviewee 3) claimed that "... as local residents were usually not willing to participate in projects or programs they therefore not aware or informed and they even don't care about anything that is related to tourism". He further lamented with frustration that effecting positive change through tourism in the area is very difficult if not impossible. The response and negative attitude of the residence retards development even though they do get sponsorship and funding from private companies and the local government. The community did not differ less that the residents failed to engage with the participation

process. One of the community members (interviewee 14) stated that "their response is very low if not minimal, even if a briefing has been given". Another community member (interviewee 15) revealed that some of the residents were not concerned with what the organization was doing because they were not interested since they felt tourism could not turn their lives around. Another community member (interviewee 17) stated that most community members at Mpophomeni did not take participation opportunities seriously. Only limited number of individuals and groups who attend the public hearing process otherwise most of the residents failed to attend.

One interviewee (16) from the community stated that "residents perceived that an increase in tourist numbers would lead to alienation between them as a community and tourists". This might be indicative of the fact that tourism could not provide economic benefit at Mpophomeni.

5.3. Residents' perceptions on sustainable development. Results of the study reveal that the positive perceptions of development were off-set by negativity as few respondents believed on tangible tourism impact and support for future tourism development. This explicitly means residents who see tourism as a positive activity are more likely to support sustainable development. The perceived negative impact of tourism development was found to have a significant negative effect on support for future development. The greater the perceived negative impact of tourism development is the less positive the community residents become and think on the sustainability of tourism. In other words findings of the study revealed an existence of a negative relationship between the perceived negative impact of tourism and support for tourism development. The perception of most respondents was that the core of sustainable development which is development is not taking place in the area. They felt strongly that tourism doesn't improve quality, protect the environment and promote economic and social development under the premise of sustainable use of resources. The overall attitude of stakeholders towards tourism is negative. The residents in particular see tourism as not having the potential to develop local economy. The results show that support for the tourism industry is minimal or very little among the local residents. Residents do reveal categorically, that they could always be in favour of tourism expansion only if it is capable of changing their well-being socially and economically. Negative changes as consequences of the impacts of the tourism industry is perceived by local residents in the area. The most strongly perceived negative impact is related to lack of tourism opportunities which is

attributed to the shortage of tourism attractions in the area, lack of tourism knowledge, capacity building and training regarding on how one resident can survive through tourism activities. Almost all local residents revealed the reluctance or the inability of those racial groups that enjoy favorable financial status as one of the main reasons why tourism fails to emancipate the community of eMpophomeni.

Conclusion

This paper examines the residents' perceptions and attitude towards tourism impact and sustainable development. The results of this study indicate that the residents perceived the economic impacts least favorably with tourism being unable to sustain their well-being due to the reluctance and unavailability of racial groups who enjoy better financial resources in the area. Generally speaking there is no product that can be claimed as a draw or trump card in the area except taverns that are only used by the community for entertainment. Township tourists rarely come and they don't spend more time since there is relatively nothing to attract them. As expected, residents had negative perceptions about the socio-economic impacts especially because townships in South Africa lacked resources as they were a result of the segregated group areas act. The dichotomy in responses in all questions proves that there is no sustainable tourism development in eMpophomeni and most residents within the community remain dissatisfied. Safety and security is also one of the challenges that need to be addressed in the since some studies do reveal it as one of the reasons that makes tourists from affluent groups to be afraid and avoid visiting townships. It is therefore imperative that all the role players in the area including the municipality do attend to what can spear head tourism in the area. It is also important that township tourism products such as cultural and heritage attractions, traditional cuisine, historical insights and local arts and craft are marketed enough to make tourism viable at Mpophomeni so that the socio economic impacts of tourism are achieved for the benefit of the community.

As aforementioned the study uses Social exchange theory which further assumes that individuals are goal-oriented in a freely competitive social system. Because of the competitive nature of social systems, exchange processes lead to differentiation of power and privilege in groups. This has been proven in the study where findings reveal categorically that some few residents were benefiting from tourism activities taking place in the Township of eMpophomeni. The theory also subscribes to the notion that in any competitive situation, power in social exchanges lies with those individuals who possess greater resources that provide an advantage

in the social exchange. Indeed the study reveals that the beneficiation through tourism is only enjoyed by those who have more resources and in a better position to benefit from the exchange. Findings have also contributed to the theory at a smaller scale for instance the study shows that in the township there is an absence of apparent reward for residents through tourism. So this explicitly implies that individuals in social exchanges may be primarily motivated to avoid costs in those exchanges. Costs are either punishments or forfeited rewards that result from social exchanges. That is why it's evidently correct to state that there is absolutely no sustainable development in the area and this sentiment has been perceived by most respondents.

The researcher believes that this study has made a modest attempt to add information to the absence of empirical studies available on the residents' perceptions towards sustainable tourism development in the black townships of South Africa. Most importantly a researcher of this paper argues that Gauteng is the only province with townships that seem to do well in tourism due to its political landscape. According to Ramchander (2004) the significance of urban townships in South Africa is their connection to apartheid social segregation, which makes them different from other deprived and slum areas of the world. An observation of the author of the paper is that the main research gap in literature is that research studies that do exist tend to focus more on Soweto and assume that township tourism has a positive impact in all South African townships. Previous studies conducted in Soweto focus mainly on the supply side of tourism, sociocultural aspects or small enterprise development not on the perceptions of communities on tourism impacts. Another gap is that there is not much literature on other South African townships.

Although findings of the study are limited by the nature of the sample however these findings can invariably be generalized to the population at large in eMpophomeni as residents speak with one voice with respect to perceptions towards sustainable tourism development in the area. Almost all residents of the area blame racial segregation for inability of tourism to play an integral role in the black townships. It surfaces that there is absolutely no benefits and no positive impacts that are attributed to tourism development let alone sustainability which is inextricably linked to the entire tourism activities. Sheldon et al. (2005) argue that residents benefit when tourists spend money in the local economy and create jobs as well as from the development of infrastructure that residents also utilize. Unfortunately this is not happening in the area. The study findings provide a glimpse of residents' perceptions and attitudes towards tourism in the study

area. It has also provided empirical evidence to support the findings associated with a social exchange theory. It indicates that most respondents are not favorable towards tourism since it fails to provide socio economic changes in the community. As a result community participation is not taken

seriously by residents. The researcher of the paper supports previous assertions that educating residents about the potential benefits of tourism is critical in obtaining the political support for tourism in expediting residents' participation in the industry, and in achieving sustainable community emancipation.

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