

CHAPTER 6

PRESENTATION AND DISCUSSION OF RESULTS

6.1 INTRODUCTION

Chapter 6 presents the results of the quantitative and qualitative components of the study; these results will provide the basis for the formulation of guidelines and recommendations pertaining to appropriate responsible policies and measures preventing negative tourism impacts and reinforcing positive ones. Interpretation of the main patterns of perceptions of socio-cultural impacts revealed in this chapter will thus prepare the way for an appropriate course of action to ensure the development of responsible township tourism management in South Africa, which will receive attention in chapter 7.

The results of the quantitative and qualitative research are presented as follows in this chapter:

RESEARCH METHODS USED	DATA ANALYSIS PERFORMED	SECTION RESULTS ARE DISPLAYED
Qualitative: <ul style="list-style-type: none"> • Semi-structured personal interviews • Participant Observation 	Content analysis Field notes	6.3.1 6.3.2
Quantitative (Likert Scale Instrument): <ul style="list-style-type: none"> • Demographic profile of respondents • Distribution of responses to socio-cultural impact statements • Factor Analysis and Item Analysis 	Univariate Bivariate Multivariate	6.2 6.4.1 6.4.6; 6.4.7

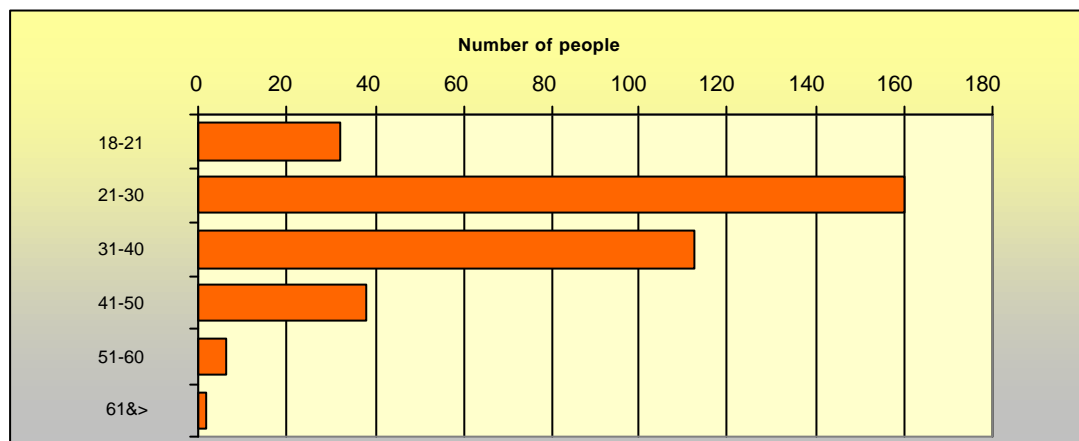
Table 6.1 SECTION REFERENCE FOR QUANTITATIVE & QUALITATIVE RESULTS

6.2 GENERAL DEMOGRAPHIC INFORMATION

The research sample for the quantitative component of the study comprised 350 household heads, identified through systematic random sampling, in the 14 main tourism hubs in Soweto. Respondents interviewed were generally well distributed across gender, age, income levels and education. Demographic information concerning respondents' gender, age, their educational level, household income, income from tourism, and years of residence in Soweto appears in the figures in this section. (See Appendix C) The purpose of presenting a demographic profile is to

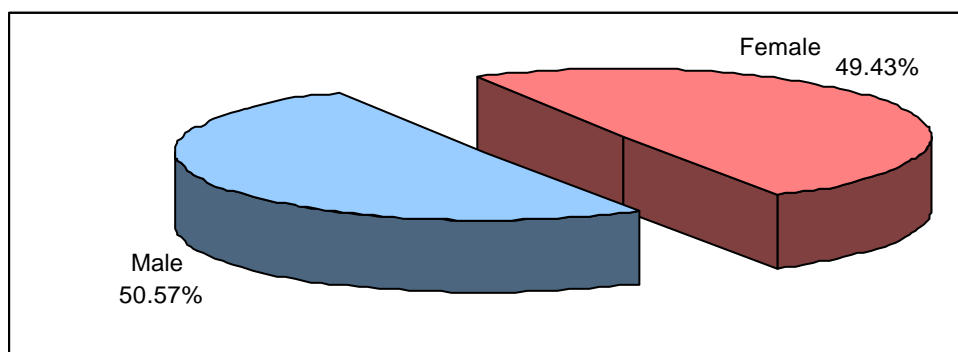
offer further insight into Soweto’s historical development, people, lifestyle, culture, religion and tourism potential. As has been pointed out, the demographic profile of Soweto may be taken as representative of many other townships in South Africa that currently operate as tourism sites; the circumstances revealed in this case study are thus analogous to those prevailing in townships in all provinces of South Africa.

Figure 6.1 THE DISTRIBUTION OF AGE GROUPS OF THE 350 RESPONDENTS INTERVIEWED



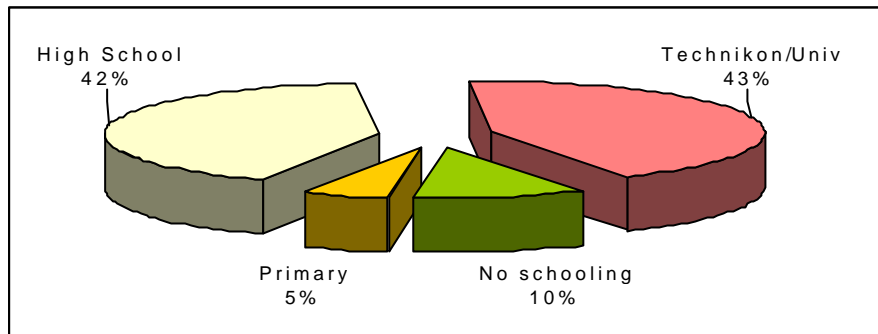
Most of the respondents fell within the age group 21–30, followed by those in the age group 31–40. These two age groups represent the main working force in the Soweto community, and are responsible for bringing in the main source of household income.

Figure 6.2 GENDER PROFILE OF RESPONDENTS



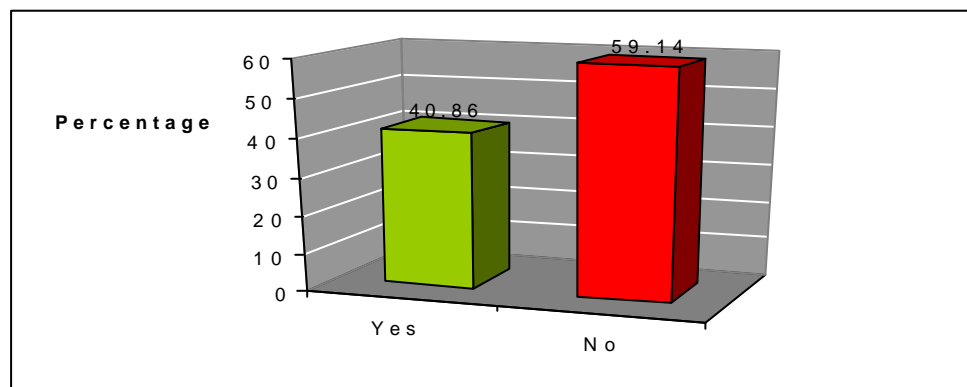
Very good representativeness in terms of gender was noted, with male respondents accounting for 50,57% and females for 49,43% of the sample. Tests for any significant differences in respondent perceptions using the demographic variable of gender are discussed in section 6.4.8 of this chapter.

Figure 6.3 ACQUIRED EDUCATIONAL LEVEL OF THE 350 RESPONDENTS



Of the respondents, 10% lacked any form of schooling whatsoever, and 5% had only primary schooling. The majority of the respondents had secondary school and tertiary education, with 42% having attained a high school education and 43% a technikon or university qualification. The educational levels of respondents allowed the researcher to gain further insight into the demographic profile of respondents interviewed at tourism hubs. Tests for any significant differences in perceptions of respondents using the demographic variable of income from tourism are discussed in section 6.4.8 of this chapter.

Figure 6.4 RESPONDENTS DERIVING INCOME FROM SOWETO BASED TOURISM



(Yes) indicates household income derived from tourism

(No) indicates household income not derived from tourism

For both the quantitative and qualitative components of the study, households in the host community were selected from the following categories:

Type 1: Residents who are in continuous and direct contact with township tourists, because they depend on township tourism and would perhaps be unemployed without it.

Type 2: Residents in townships who have no contact with tourists or see them only in passing and whose household income is not derived from township tourism.

As mentioned in the previous chapter, these two categories of respondents were selected so as to allow key comparisons to be made and tests to be carried out on the basis of respondents' perceptions and their demographic characteristics of income, gender and community attachment. Of the respondents, 40,86 earned an income from township tourism, and 59,14% did not. Tests for any significant differences in socio-cultural perceptions of respondents using the demographic variable of income from tourism are reported on in section 6.4.8.

Figure 6.5 DISTRIBUTION OF MONTHLY HOUSEHOLD INCOME

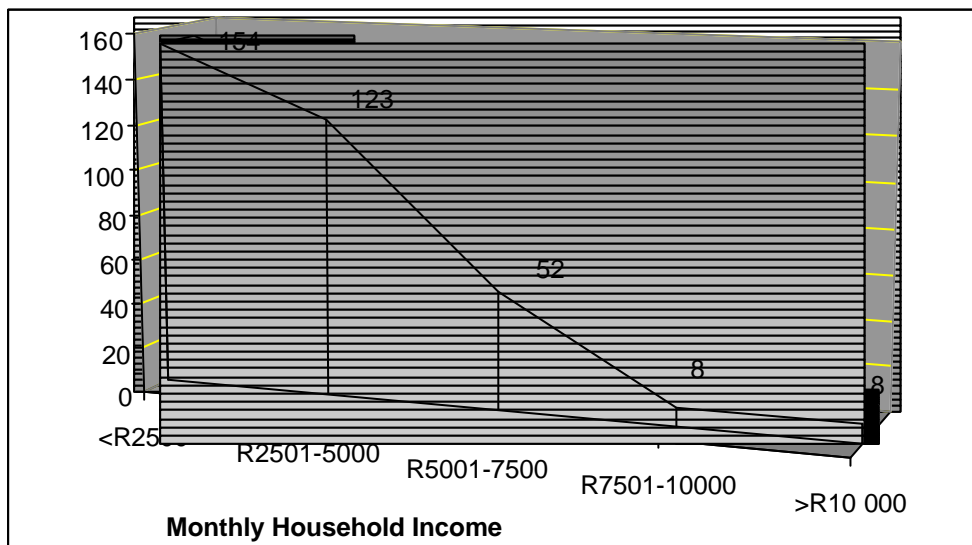
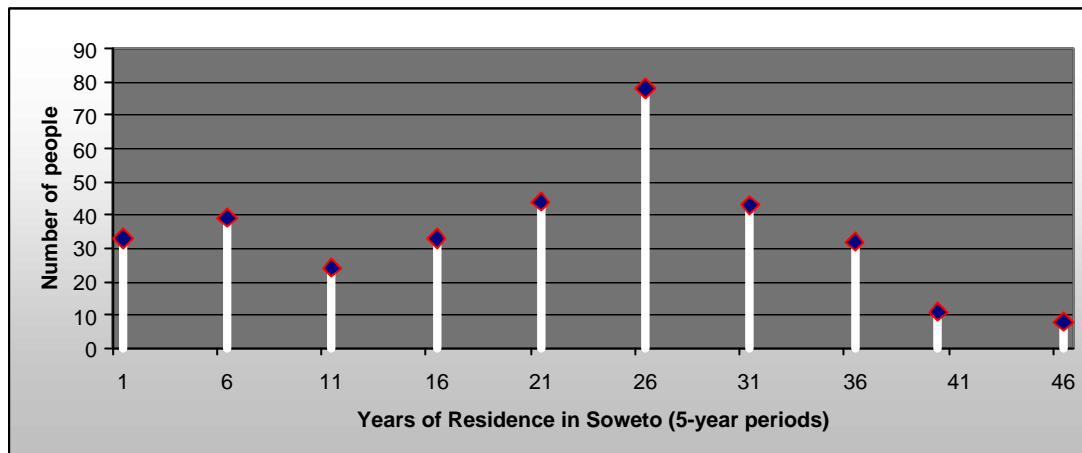


Figure 6.5 illustrates the distribution of monthly household income across the sample of 350 respondents interviewed in the quantitative study. 154 respondents earned an income below R2 500; 123 respondents earned an income of between R2 500 and R5 000; 52 respondents earned an income of between R5 001 and R7 500, and only 16 respondents earned an income above R7 501.

Figure 6.6 DURATION OF RESIDENCE IN SOWETO

The majority of the respondents had been living in Soweto for between 21 and 31 years. This indicates a fairly stable community in terms of those respondents interviewed. The majority of these respondents would be aware of the transformations Soweto has undergone in the transition from the pre-apartheid to the post-apartheid era. These respondents would also have experienced a decade of democracy whilst resident in Soweto. A test of significance in any relationship between community attachment and perceived socio-cultural impacts appears in section 6.4.8.3.

6.3 QUALITATIVE RESEARCH RESULTS

6.3.1 Results from semi-structured in-depth personal interviews

The researcher chose to analyse the content of the in-depth interviews holistically, and to report the recurring themes in their original form so as to reflect a real-world setting; direct quotes allow respondents' voices to be heard. Responses were divided into those reflecting positive and those reflecting negative perceptions, and appear in sections 6.3.1.1 and 6.3.1.2 respectively.

To give meaning to residents' perceptions, it is necessary to understand the stage of tourism development currently being experienced by the community under review. From the findings it is possible to correlate residents' perceptions of tourism impacts with a particular stage of tourism development in the host community. As previously noted, Ap and Crompton (1993) describe the development of tourism as progressing through the stages of embracement, tolerance, adjustment, and withdrawal. These stages correspond to the tourist area life cycle theory developed by Butler (1980), who

postulated a link between tourism development and the attitudes of residents to tourists. As the number of visitors to a region increases, residents who at first were overwhelmingly positive in their attitudes towards their guests develop increasing reservations concerning the long-term benefits of the presence of the visitors. Therefore, as the growth of and demand for tourism increase in an area, the impacts on the community gradually become more apparent and more negative.

Examining the results of the in-depth interviews provided below against the backdrop of the theories proposed by Ap and Crompton (1993) and Butler (1980), the researcher found Soweto to be in the stage of embracement or exploration and involvement. This conclusion was reached on the basis of the current willingness of Soweto residents to accept tourists into their community and the observation that residents' perceptions of honesty, generosity, and trust in people are increasing. The stage of exploration is typified by new-found curiosity in travelling to the area, and the commencement of the establishment of services to serve the needs of the travelling public. If the respondents' economic, social and cultural impact responses are considered in the context of tourism development models explored in chapter 4, it is possible to conclude that tourism development in Soweto is in the initial stages of development.

Host communities' attitudes towards and perceptions of tourism development and tourists were found to fluctuate continuously between the negative and the positive. Whilst respondents demonstrated a predominantly positive feeling towards tourists and township tourism, they were also able to point out some specific negative impacts. The results in the sections below indicate the range of positive and negative perceptions of socio-cultural impacts of township tourism revealed by the in-depth interviews. These perceptions do not differ from those frequently cited in the literature (Pizam & Milman, 1986; Allen et al., 1988; Ap & Crompton, 1998), and are also clearly evident in the quantitative component of this study.

6.3.1.1 Positive perceptions

Notes were taken during the in-depth personal interviews or, where permission was given for recordings to be made, the interviews were recorded and subsequently transcribed. Comments were noted and the recurring positive perceptions then

grouped into clusters. The following is a composite reflection of respondent's responses. These included the following:

- ? *Township tourism has resulted in new opportunities for careers in tourism, more people taking up employment in tourism. Youth now have a new area to develop their interests in. Township tourism helps to keep the youth off the streets and will benefit their future. Has created opportunities for the locals to enter the tourism industry, find jobs as tour guides and tour operators.*
- ? *Soweto tourism has resulted in the locals becoming more aware of what tourism is all about. They have increased their hospitality skills. The locals are beginning to broaden their knowledge about international tourism, foreign places, and people. There is a cross-cultural exchange of learning taking place.*
- ? *Tourism has encouraged the entrepreneurial spirit amongst the community. Shebeens, restaurants and bed and breakfasts have developed. Many hawkers are selling of their art and crafts, as well as local cuisine.*
- ? *Township tourism has led to the upkeep and development of infrastructure, new facilities and amenities (restaurants, shops, night clubs, taverns, museums, craft centres) for both locals and tourists.*
- ? *Township tourism has our people interested in local art and traditions. Renewal of cultural traditions and practices, song, dance, music, food and crafts, has resulted because of tourism.*
- ? *Leads to conservation of cultural practices and our political landmarks and monuments, like Mandela house.*
- ? *It will gradually improve the economy, creates employment. The appearance and image of Soweto is improving, and the economy of Soweto will soon be well developed.*
- ? *Foreign tourists sometimes make huge donations to our clinics, schools and churches.*
- ? *Tourists are genuinely interested in the lifestyles, cultures, traditions of the locals showing respect and recognition for them. Locals have been instilled with a sense of pride about their heritage and culture. They treat locals with respect, dignity and equally. They are not perceived as being intrusive.*
- ? *Township tourism helps promote Soweto as a destination to foreign countries and promotes its Africanism together with its various art forms, food, music, song, dance, and crafts to other countries. Many locals have received recognition for their talents and skills and even have had the opportunity to travel abroad.*
- ? *Township tourism has allowed black and white people the opportunity to interact in the township, something that was very rarely seen prior to 1994. Townships were being*

perceived as no-go areas and stereotyped as dangerous and a home to criminals and hijackers. This new opportunity helps to dispel this stereotype and allows for harmonious interactions between and across different race groups. Helps to break down stereotypes as well.

6.3.1.2 Negative perceptions

Recurring negative perceptions were noted and grouped into clusters by the same means. These perceptions included the following:

- ? *Crime in tourist hubs is a problem. Now those tourists arrive carrying expensive cameras and money, it could create a breeding spot for criminals. Security should be improved, tourists are at risk as well as the local community. In the process locals can be endangered. Street children increases and they follow the township tourism route.*
- ? *Tour companies bring in tourists in short fleeting trips. This does not provide the opportunity for tourists to interact enough with locals and for them to spend money at the local craft centres. Some tourists just don't spend their money in Soweto and actually buy their crafts outside the township.*
- ? *The locals in Soweto have not been adequately consulted on the development and planning of Soweto tourism. This leads to resentment between those that have started tourism business and those who have not. This also leads to resentment between those locals not involved in tourism, and the tourists. Locals can become aggressive and arrogant towards tourism when they do not participate in tourism or have not been made aware or consulted.*
- ? *There is concern for the local community who are not participating in tourism or seem to have a don't take care attitude for tourism or tourists in the area.*
- ? *Tourism benefits are in the hands of a few. It seems like tourism benefits only those close to the hot spots, i.e. the struggle/political route, key ANC activists' homes and other high-profile or prominent people of Soweto. Many areas are neglected and thus locals left out.*
- ? *Tourists do take photos of the locals without any permission. Locals should be compensated if they are asked to pose for photos and have the right to know what the photos will be used for. Locals find that tourists who don't seek permission, very intrusive. There should be proper rules of conduct for tourists, i.e. tourists should be briefed on how to behave in Soweto, i.e. not intrude on peoples home, and take photos of anything and everything.*
- ? *There is not enough evidence of development and the benefits brought by tourism. Locals believe that there is much talk around tourism, and even the tourists continue to come, but they don't see the rewards.*

- ? *Locals will appreciate it if government development planners from tourist offices like GTA and DEAT could inform them about present and future tourism development and planning, its benefits and impacts. They believe that locals should be provided with tourism awareness workshops, training, small business/entrepreneurial skills.*
- ? *Locals believe that there are certain health risks placed when coming in contact with tourists from abroad.*
- ? *Traditional African culture is being commercialised because of township tourism. Here people sell culture or trivialise their culture for the sake of tourists to make a profit.*
- ? *Locals believe that government and GTA should provide more marketing efforts and support for Soweto as a destination as well as profile and promote its bed and breakfasts and art/crafts. There is no official body to promote and organise Soweto tourism. More funds and donations should be made available by the local government and private sector to assist people kick starts their businesses.*
- ? *Certain people and the youth tend to copy and adopt tourists lifestyle, attitude, behaviour and dress.*
- ? *Prices of certain local crafts and food have been inflated as a result of the presence of tourists.*
- ? *Some tourists give the feeling of superiority to locals and locals feel inferior. Tourists show no interest in interacting with the locals, speaking to them, but simply hear the messages of the tour guides. Those that do decide to speak have communication problems.*
- ? *Township tourism has encouraged the increase of beggars and street children along main tourist routes.*
- ? *Some locals have a problem with tour guides, because they don't ask permission to bring tourists into their areas, tour guides seem to control where the tourists go and spend, they believe that tour guides are receiving kickbacks. They are not aware of the messages being given to the tourists, and they sometimes are just rude to the locals. Local people are unhappy about the tour guides and operators presently conducting tours in Soweto. They believe that the majority live outside Soweto and should not be given preference to conduct tours but rather the locals should. Again, who decides on this and who should manage this process.*

6.3.1.3 Interpretation of reported perceptions

The above findings show that support for the tourism industry is strong among respondents purely on economic grounds and where culture becomes an instrument to create harmony between the different races in South Africa. Both the positive and the negative perceptions arising from the in-depth personal interviews coincide with the characteristics of the three socio-cultural factors extrapolated in the quantitative component of this study. There tended to be a difference in opinion amongst those already generating an income from tourism and those not doing so. Respondents who had a direct business relationship with township tourism exhibited more positive attitudes than those with no direct relationship to the industry. It is important to note that while certain attitudes confirm the results of similar studies, a number of others are unique to Soweto.

Responses to the effect that township tourism has allowed black and white people the opportunity to interact and that the stereotypical views of townships as no-go areas that are dangerous and a haven for criminals and hijackers are being dismantled echo the opinion of Dyer, Aberdeen and Schuler (2003). Locals were perceived to have increased their awareness of tourism and hospitality and begun to broaden their knowledge about international tourism, foreign places and people due to the cross-cultural exchange of learning taking place. Other responses to the effect that township tourism has fostered a renewed interest in local art, craft and traditions, and that locals have been instilled with a sense of pride about their heritage and culture were in keeping with what has been noted by Hashimoto (2002).

The majority of respondents similarly believed that township tourism would lead to the conservation of cultural practices and political landmarks/monuments. Appreciation was shown of the employment benefits generated by tourism through the acknowledgement that township tourism has resulted in new opportunities for careers in tourism as more people are taking up employment in tourism, and the youth have a new area in which to develop their interests. This type of tourism was said to have created opportunities for the locals to enter the tourism industry and find jobs as tour guides, tour operators, and entrepreneurs. Respondents further expressed the belief that the creation of employment through tourism would gradually improve the local economy. Previous research conducted in South Africa has provided similar

evidence that employment is one of the most sought-after benefits of tourism development (Briedenhann & Wickens, 2003).

Respondents emphasised that tourism had encouraged an entrepreneurial spirit amongst the community in that shebeens, restaurants, and bed and breakfasts have developed, and many hawkers are selling arts and crafts at tourism hubs. This finding is analogous to the assertion made by Koh (2000) that tourism growth is driven by entrepreneurial development. Respondents in favour of tourism alleged that the appearance and image of the township was improving, and that the economy of Soweto would soon be well developed. Benefits in terms of the upkeep and development of infrastructure and new facilities and amenities catering for both locals and tourists were similarly identified.

Despite a generally positive attitude, however, the respondents also acknowledged that negative impacts were occurring as a consequence of the development of township tourism, and thus not all were of the opinion that tourism impacted positively on local culture. Older respondents in particular voiced concern that traditional African culture was being commercialised and claimed that certain locals sell or trivialise their culture to tourists to make a profit. Moreover, tourists were perceived as at times displaying a lack of interest in cross-cultural interaction, as some tourists were said to appear to feel superior to locals, and unwilling to interact with them, preferring simply to listen to the commentary supplied by the tour guides. Communication difficulties exacerbate this perception, with language barriers frequently inhibiting host-guest interaction.

The behaviour of tourists was on occasion seen as impolite and intrusive, with tourists often taking photographs of the locals without permission. The sentiment was expressed that locals should be compensated if asked to pose for photographs and have the right to know the purpose for which photos are taken. Respondents noted that locals find tourists who fail to seek permission very intrusive, and stated that tourists should be briefed on how to behave. Some respondents expressed concern that crime in tourism hubs had escalated, stating that wherever tourists arrive carrying expensive cameras and money, criminals often loiter. They expressed a need for improved security, as both tourists and the local community are at risk. Other social

problems attributed to tourism included an increase in the number of beggars and street children along main tourist routes.

The most negative comments were those pertaining to the inequitable distribution of economic and employment benefits amongst local residents; local people were said to be unhappy about the tour guides and operators currently conducting tours in Soweto, as they fail to ask permission to bring tourists into their areas and seem to control where the tourists go and spend their money. Respondents voiced the belief held by some that tour guides are receiving kickbacks. They further expressed the belief that the majority of the guides live outside Soweto, and voiced the argument that locals who know the area better should be given preference when it came to conducting tours. Another respondent identified the problem as relating to the fact that tour companies bring tourists only on brief trips; this gives tourists insufficient opportunity to interact meaningfully with locals and to spend money at the local craft centres — some tourists in fact do not spend their money in Soweto, and buy their crafts elsewhere. Tourism benefits are perceived to be in the hands of only a few, with one respondent commenting that tourism appears to benefit only those living close to the hot spots such as the struggle/political route or the homes of prominent ANC activists and other high-profile people of Soweto; those not living close to these hubs are excluded from tourism activities. For many residents there was insufficient evidence of tourism benefits. Despite much talk of tourism and the presence of tourists in the township, the majority of the respondents claimed not to see any tourism-derived rewards.

Much recrimination concerning the shortcomings of township tourism was directed at government. Respondents pointed out that the absence of an official body to promote and organise Soweto township tourism, and expressed the opinion that public sector marketing and support for Soweto as a tourism destination is called for. Also necessary, in their view, are funds and grants to assist local people in setting up businesses. Respondents argued that they have not been adequately consulted about the development and planning of tourism. This has led to resentment between local people who have started tourism businesses and those who have not, and antipathy between residents who do not benefit from tourism and tourists. Respondents called for information pertaining to present and future tourism planning and development

and its associated costs and benefits, and expressed the view that local people should be provided with workshops and training in tourism awareness, establishing small businesses, and entrepreneurial skills.

There is, therefore, evidence that different sectors of the community in Soweto are not uniformly exposed to the benefits of tourism development. The mix of positive and negative perceptions presented above may be attributed to the fact that the original expectations of the benefits of township tourism may have been unrealistic (and so impossible to fulfil) and that the benefits are perceived to accrue to only a small number of people. However, in those cases where the expectations of the benefits were met, the social costs were either initially overlooked or excessively discounted, and local residents are now beginning to question whether their visitors are an unqualified blessing or not.

6.3.2 Results derived from the researcher's field notes during participant observation

From the inception of this study in 2001, the researcher made notes on observations in the field and recorded conversations with various stakeholders during visits to Soweto. Aside from the qualitative fieldwork carried out in the form of in-depth semi-structured interviews, the researcher made field notes during six township tours conducted by different tour operators. In addition to these tours the researcher was invited to participate in tours to Soweto organised and conducted by Johannesburg Tourism and Gold Reef Guides. During the course of many of these tours, the researcher noted assertions by township residents that tourism is a mixed blessing. Some saw it as an intrusion, while others benefited from the financial and cultural exchanges offered by the tours.

On one of the researcher's field trips to Soweto, a local entrepreneur explained that township people are not always in favour of the tours that now pass regularly through the township; some of these give them the feeling of living in a zoo. This particular entrepreneur felt that there should be greater interaction between tourists and the local people, and to this end she has been encouraging her neighbours to welcome her guests, and promoting the idea that the more visitors the community receives, the more they, as local suppliers, will benefit (Ramchander, 2003). In similar vein, on the basis of observation in the field, the researcher noted that tour guides consider that

too many companies run safari-style drive-through tours, where tourists snap photos and gawk at the surrounding poverty from behind the windows of air-conditioned buses. After snapping up their postcards and African masks, most tourists leave with only the most fleeting of contact with the ordinary people (Ramchander, 2004).

Incidents reported to the researcher included a resident's having seen a guide stop his bus in the township and allow tourists to throw money at the people below. Another guide reported the embarrassment caused by two guests' demanding that local children dance for their cameras (Ramchander, 2003). Many township residents are still alarmed by visitors in their neighbourhood. According to a tourism development officer working in the area, the tours have had some "negative impact". There has been an invasion of privacy, with tourists intruding into people's homes. Guides, however, insist that the tours are not an attempt to make a voyeuristic theme park out of poverty, claiming that they brief tourists on acceptable behaviour and offer them an opportunity to interact with residents (Ramchander, 2003).

A more positive contribution, however, is made by those tour operators who allow tourists to meet locals in the township taverns, jazz clubs and restaurants. Some residents claim they are being exposed to the world through these tourists. The researcher received numerous reports of benefits to the community in the form of donations by tourists to schools, families, community projects, clinics and artists (Ramchander, 2003).

From the researcher's field notes and observations it can thus be concluded that communities living in and around the main tourism hubs in Soweto are unquestionably affected, whether negatively or positively, by township tourism. For a tourism-based economy to sustain itself in local communities, the residents must be willing partners in the process. Their attitudes toward tourism and perceptions of its impact on community life must be continually assessed. A systematic analysis of the tourism impacts revealed by the present study may assist government planners, local decision-makers and tourism promoters to identify real concerns and issues in order for appropriate policies and actions to be implemented.

6.4 QUANTITATIVE RESEARCH RESULTS

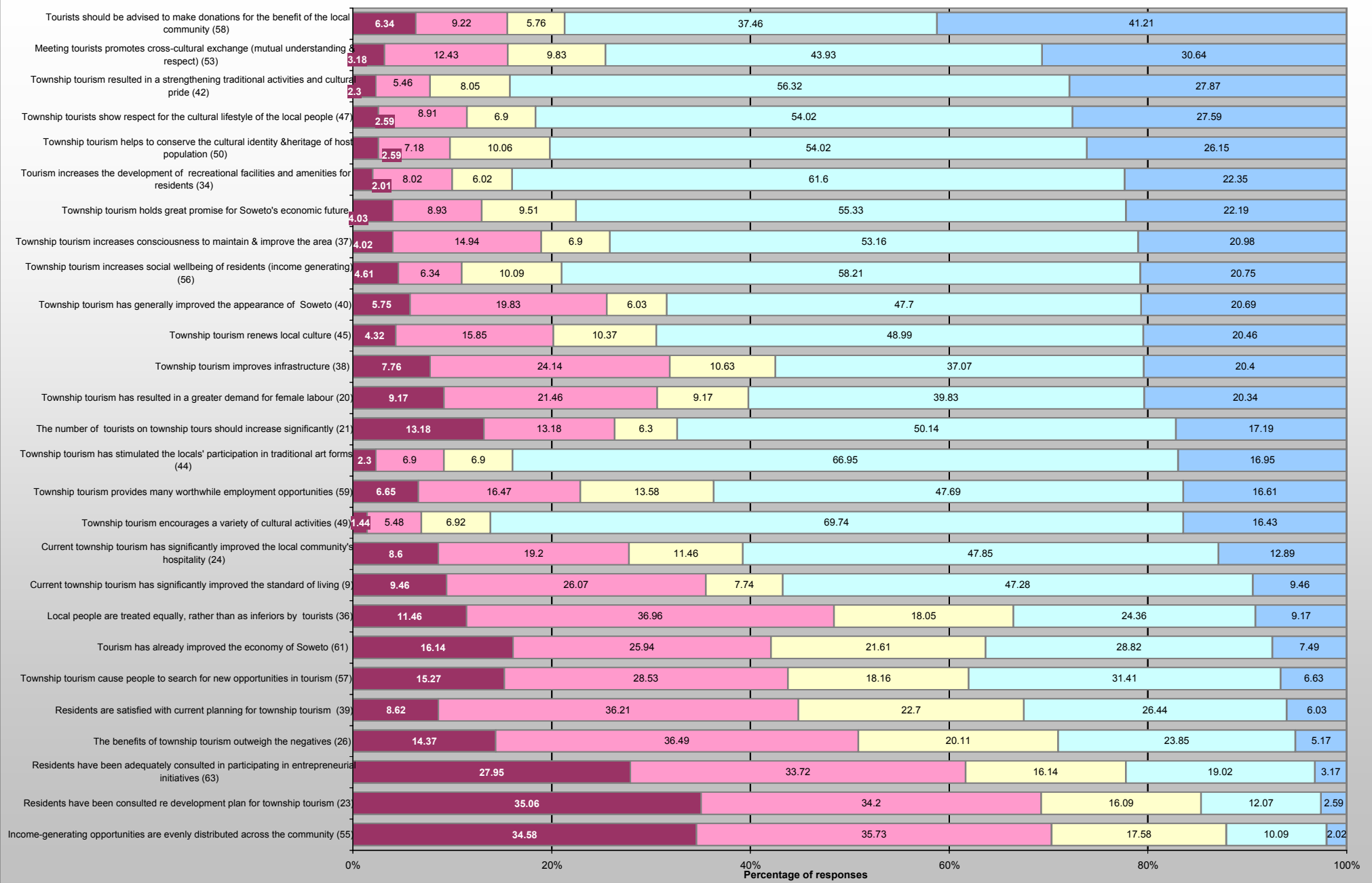
6.4.1 Distribution of responses to socio-cultural impact statements

Descriptive statistics is so named because it describes the general characteristics of a set or distribution of scores (Jennings, 2001). Frequencies, means and standard deviations are the descriptive statistics used in discussing the distribution of responses gathered during the quantitative component of this study. In the context of this study, frequency refers to the number of times a response (level of agreement) was given to the 57 impact variables appearing on the Likert scale used. The use of descriptive statistics in displaying frequency distribution makes data more comprehensible. The stacked graphs in figures 6.7 and 6.8 present the frequency distribution in the form of percentages for all responses (according to level of agreement) to the 57 socio-cultural impact statements included in the questionnaire distributed to respondents.

The graphs in figures 6.7 (negative attitude responses) and 6.8 (positive attitude responses), are easily interpreted, since the levels of agreement and disagreement are arranged from the highest percentage of responses to the lowest percentage of responses on a particular impact variable. In this way the impact variables calling for the greatest concern can be very easily, identified and addressed by the tourism manager and planner for present and future township tourism development and planning. These socio-cultural impact variables have been identified by the researcher and are given a closer examination in section 6.4.3 and 6.4.4.

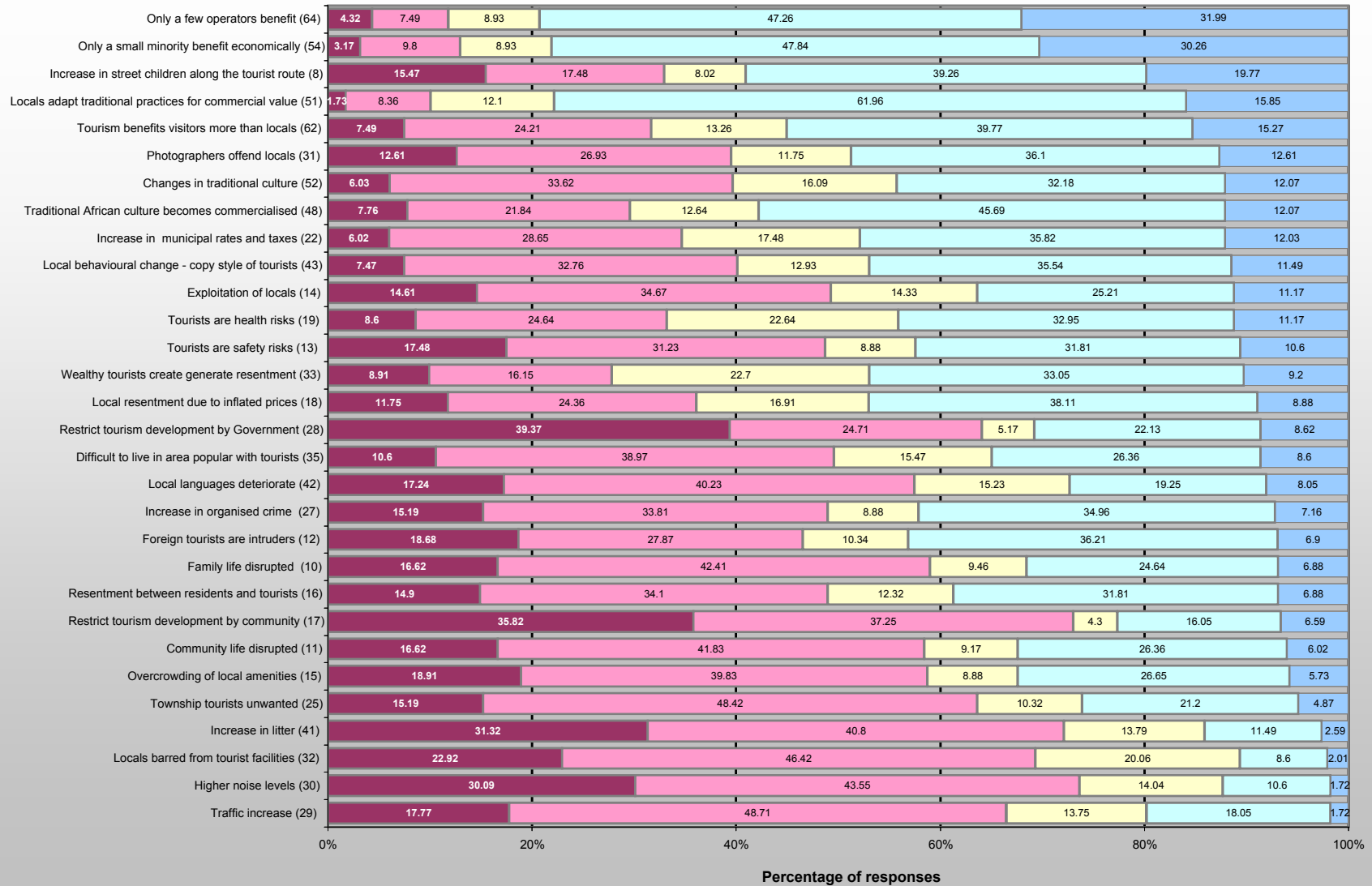
A complete frequency distribution of responses is presented in Appendix C.

(Variables numbers given within brackets)



(Variables numbers given within brackets)

Strongly Disagree Disagree Unsure Agree Strongly agree



6.4.2 Responses to impact variables given by respondents who derive income from tourism and those who do not

Organisation of the coded data into frequency distributions enabled the researcher to comment further on the data by using measures of central tendency. Overall positive and negative responses to impact variables were divided along the two target groups of residents used in the sample population. As already noted, the following categories of respondents were selected from the host community:

Type 1: Residents who are in continuous and direct contact with township tourists; because they depend on township tourism and would perhaps be unemployed without it, they welcome visitors.

Type 2: Residents in townships who have no contact with tourists or see them only in passing and whose household income is not derived from township tourism.

The two categories of respondents were selected so as to achieve a fair representation of the host community's perceptions of socio-cultural impacts and to allow key comparisons to be made. To accomplish this, measures of central tendency (mean and standard deviation) were performed on the data. The strength of the mean is that, unlike other measures, it is calculated on the basis of all the values in the distribution. In the sections that follow, a higher mean value indicates a stronger level of agreement with the socio-cultural impact statements.

According to Finn et al. (2000) the standard deviation is the most useful measure of dispersion in that it utilises all the data in the distribution. The standard deviation compares each value in a distribution with the mean. In other words, it examines the variance of the data around the mean, and so says something about the representativeness of the mean for the data set (Finn et al., 2000; Jennings, 2001). Generally speaking, the smaller the standard deviation, the more concentrated the data around the mean; the greater the standard deviation, the greater the dispersion (Jennings, 2001). In the current study standard deviations were also used in the application of ANOVA tests during comparison between groups.

For a complete frequency distribution of means and standard deviations, refer to Appendix C.

6.4.3 The most positively perceived socio-cultural impacts

Frequency distribution and measurements in the form of means and standard deviations (SD) for the most positively perceived impact variables are reflected in the tables below. A higher mean indicates a stronger level of agreement with the statement. Table 6.2 reflects higher mean values for both groups of respondents (type 1 and type 2), indicating an overall strong agreement with the positive impact statements.

Type 1: Respondents with household income derived from tourism

Type 2: Respondents with household income not derived from tourism

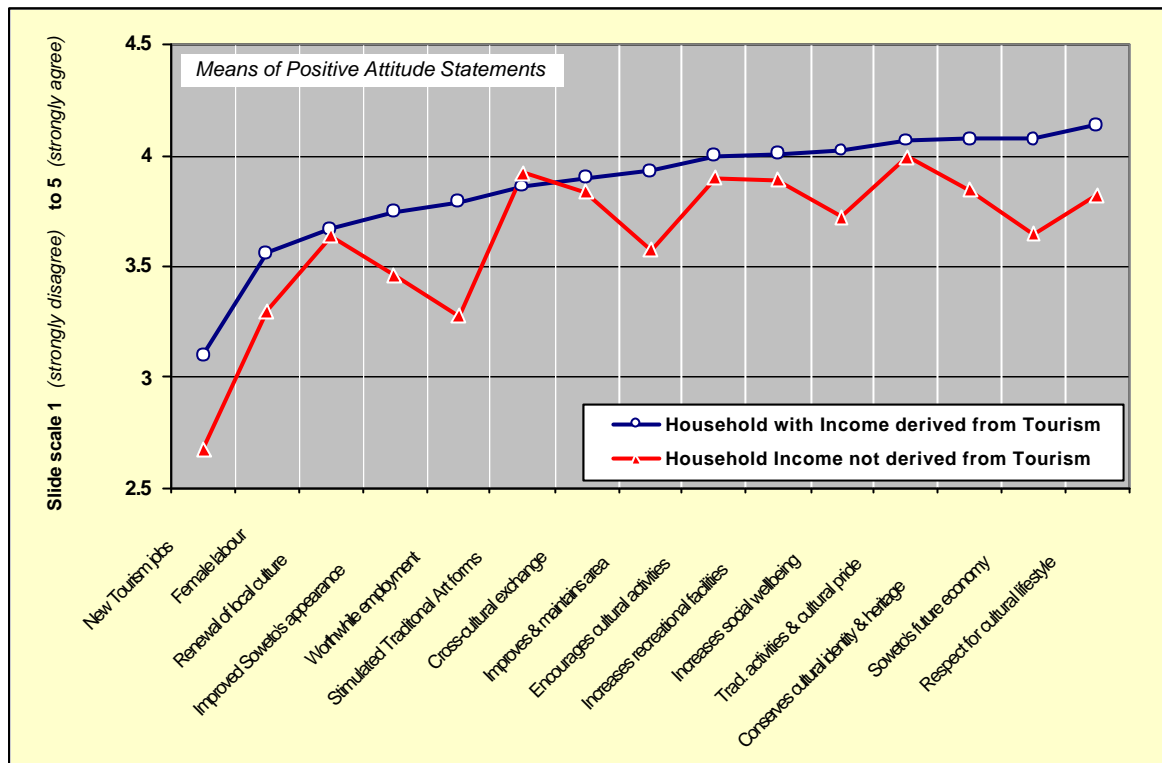
V = The socio-cultural variable number on the questionnaire

V	POSITIVE ATTITUDE STATEMENT	TYPE 1		TYPE 2	
		Mean	Std Dev	Mean	Std Dev
20	Township tourism has resulted in a greater demand for female labour.	3.56	1.20	3.30	1.32
34	Tourism development increases the development of recreational facilities and amenities for residents.	4.01	0.79	3.89	0.94
37	Township tourism has made residents more conscious of the need to maintain and improve the appearance of the area.	3.93	0.94	3.58	1.15
40	The development of township tourism has generally improved the appearance of Soweto.	3.75	0.99	3.46	1.29
42	Tourist interest in culture has resulted in a strengthening of traditional activities and cultural pride.	4.07	0.81	3.99	0.94
44	Township tourism has stimulated the locals' interest in participating in traditional art forms.	3.86	0.76	3.92	0.90
45	Local culture is being renewed as a result of township tourism.	3.67	0.98	3.64	1.18
47	Township tourist show respect for the cultural lifestyle of local people.	4.14	0.82	3.82	1.03
49	Tourism encourages a variety of cultural activities by the local population.	4.00	0.59	3.90	0.86
50	Township tourism helps to conserve the cultural identity and heritage of the host population.	4.08	0.73	3.85	1.05
53	Meeting tourists promotes crosscultural exchange (greater mutual understanding and respect one another's culture).	3.90	0.98	3.84	1.15
56	By creating jobs and generating income, township tourism promotes an increase in the social wellbeing of residents.	4.02	0.72	3.72	1.11
57	Township tourism has lead to more people leaving their former jobs for new opportunities in tourism.	3.10	1.15	2.68	1.22
59	Township tourism provides many worthwhile employment opportunities for Soweto residents.	3.79	0.88	3.28	1.25
60	Township tourism holds great promise for Soweto's economic future.	4.08	0.71	3.65	1.14

1= Strongly Disagree 2= Disagree 3=Undecided 4=Agree 5=Strongly Agree

Table 6.2 THE MOST POSITIVELY PERCEIVED ATTITUDE STATEMENTS

Figure 6.9 THE MOST POSITIVELY PERCEIVED ATTITUDE STATEMENTS



Responding to the impact statements on the Likert scale questionnaire, respondents perceived the following items as having the most positive socio-cultural impacts on their community and were in agreement that township tourism:

- ? has resulted in a greater demand for female labour
- ? increases the development of recreational facilities and amenities for residents
- ? has made residents more conscious of the need to maintain and improve the appearance of the area
- ? has generally improved the appearance of Soweto
- ? has resulted in a strengthening of traditional activities and cultural pride
- ? stimulates the locals' interest in participating in traditional art forms
- ? results in local culture being renewed and greater respect for the cultural lifestyle of the local people
- ? encourages a variety of cultural activities by the local population
- ? helps to conserve the cultural identity and heritage of the host population
- ? promotes cross-cultural exchange (greater mutual understanding and respect for one another's culture)

- ? promotes an increase in the social well-being of residents by creating jobs and generating income
- ? has led to more people leaving their former jobs for new opportunities in tourism
- ? provides many worthwhile employment opportunities for Soweto residents
- ? holds great promise for Soweto’s economic future

6.4.4 The most negatively perceived socio-cultural impacts

Frequency distribution and measurements in the form of means and standard deviations for the most negatively perceived impact variables are reflected in the tables below. A higher mean indicates a stronger level of agreement with the statement. In table 6.3, there are higher mean values for both groups of respondents (type 1 and type 2), showing an overall strong agreement with the negative impact statements.

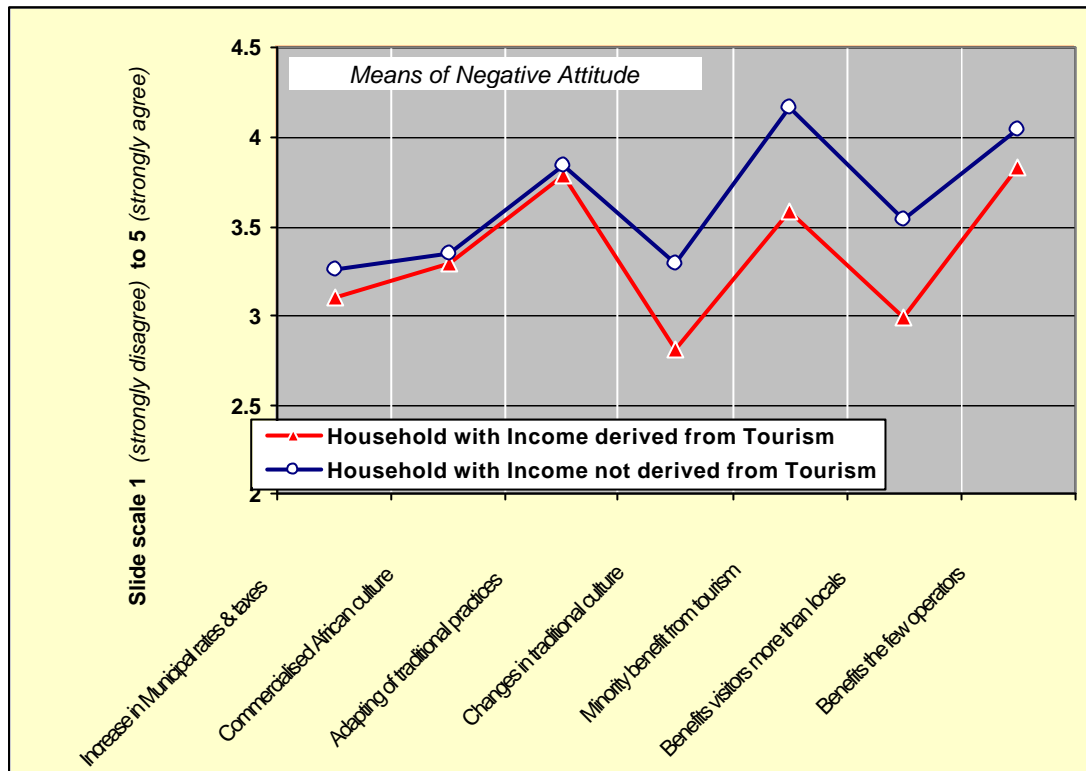
V	NEGATIVE ATTITUDE STATEMENT	TYPE 1		TYPE 2	
		Mean	Std Dev	Mean	Std Dev
22	Township tourism will gradually result in an increase in municipal rates and taxes.	3.10	1.01	3.26	1.25
48	Traditional African culture in Soweto is being commercialized (sold) for the sake of tourists.	3.29	1.02	3.35	1.36
51	Locals often respond to tourist needs by adapting traditional practices to enhance their commercial value.	3.79	0.72	3.84	0.94
52	Township tourism causes changes in the traditional culture of local residents.	2.82	0.98	3.30	1.25
54	Only a small minority of Soweto residents benefit economically from tourism.	3.59	0.04	4.16	0.96
62	The development of township tourism in Soweto benefits the visitors more than the locals.	2.99	1.13	3.54	1.21
64	Township tourism in Soweto is in the hands of a few operators only.	3.83	1.01	4.04	1.07

1= Strongly Disagree 2= Disagree 3=Undecided 4=Agree 5=Strongly Agree

Table 6.3 THE MOST NEGATIVELY PERCEIVED ATTITUDE STATEMENTS

See Appendix D for a complete list of means and standard deviations.

Figure 6.10 THE MOST NEGATIVELY PERCEIVED ATTITUDE STATEMENTS



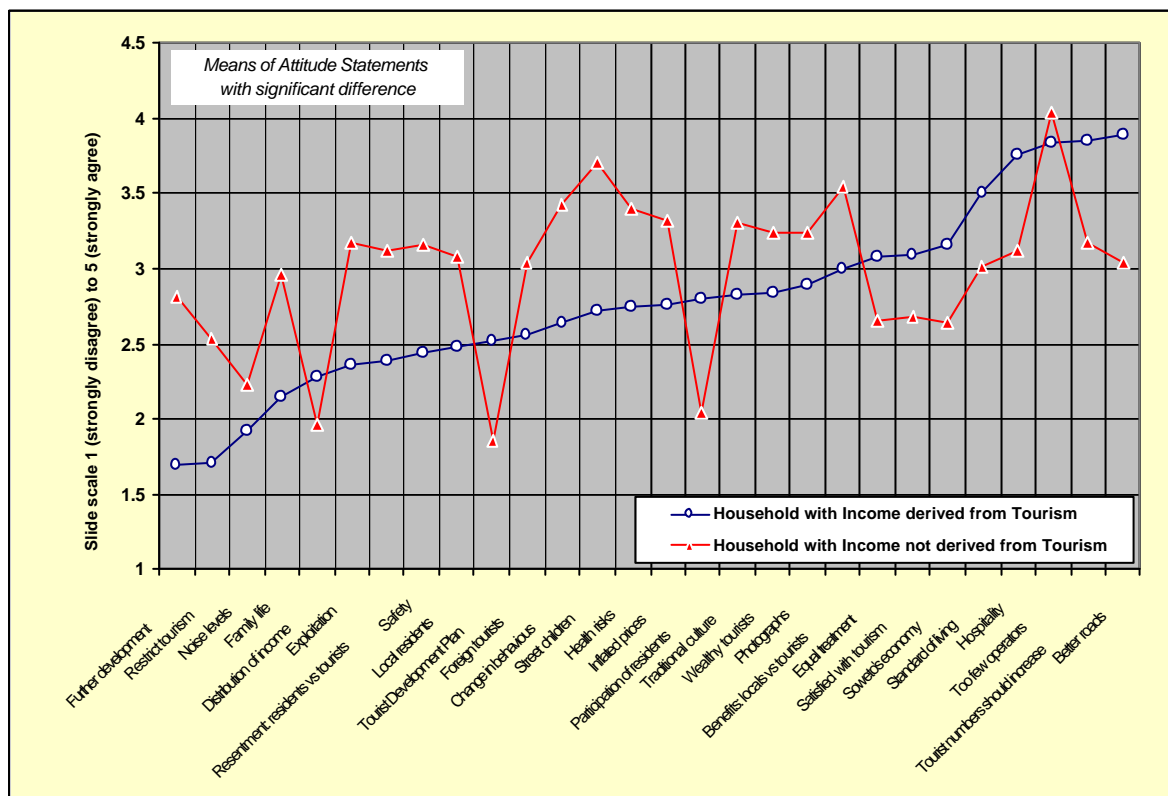
Responding to the impact statements on the Likert scale questionnaire, respondents perceived the following items to have the most negative socio-cultural impacts on their community, and were in agreement that township tourism results in:

- ? an increase in municipal rates and taxes
- ? traditional African culture in Soweto being commercialised for the sake of tourists
- ? locals responding to tourist needs by adapting traditional practices to enhance their commercial value
- ? changes and adaptations of traditional culture of local residents
- ? only a small minority of Soweto residents benefiting economically from tourism
- ? Soweto visitors benefiting more from tourism than the locals do
- ? Soweto tourism being in the hands of a few operators only

6.4.5 Difference in perceptions based on the demographic variable of income from tourism

The various sections of the local community are not uniformly exposed to the benefits of tourism developments. As would be expected, those sections deriving more benefits from tourism view tourism more favourably than those that do not. Positive attitudes and support for township tourism are thus significantly related to personal benefits from tourism. The results of this study are thus consonant with social exchange theory as proposed by Ap (1992), which explains residents' attitudes to tourism. According to social exchange theory, assessments of community support can be made by understanding host residents' characteristics (such as age, acquired educational levels, previous employment in the tourism industry, levels of income and whether they earn income deriving from tourism-related jobs) and by linking these to negative or positive attitudes towards tourism. Respondents employed in the tourism industry and whose household income depended on tourism were more favourably disposed towards tourists than those not employed in the industry.

Figure 6.11 DIFFERENCE IN PERCEPTIONS BASED ON THE DEMOGRAPHIC VARIABLE OF INCOME FROM TOURISM



See Appendix D for a complete list of means and standard deviations.

Figure 6.11 reveals a significant difference in responses to 28 impact statements between residents who derived an income from tourism and those who did not. Respondents with a direct business relationship with tourism tended to have more positive attitudes towards tourism than those with no direct business relation with the industry, and respondents with immediate family members working in tourism-related businesses tended to have more positive attitudes towards tourism than those without. This study is therefore consonant with other studies that have found that residents benefiting from tourism have a higher level of support for tourism and thus report more positive impacts (King et al., 1993; Ap & Crompton, 1998).

The present study reveals that tourism not only created jobs and business opportunities, but also helped to stabilise the local economy, provided cultural exchange between hosts and visitors, and helped to improve community and recreation facilities. Furthermore, it was found that tourism improved the standard of living, increased availability for recreation and entertainment, promoted cultural exchange, promoted the cultural identity of the host community, and increased the demand for preservation of historical and architectural monuments.

The provision of jobs for residents is obviously an important by-product of tourism, but respondents also viewed tourism as a means of helping them learn, share, and preserve their culture. From the study it can therefore be concluded that tourism as a factor of change can affect traditional family values, cause cultural commercialisation and lead to an increase in the crime rate. Tourism may nevertheless also be a factor in the preservation of traditional culture rather than its dissolution. In many instances, traditions, customs and institutions in the process of vanishing under the impact of industrialisation and urbanisation have been revived and have gained a new spirit and meaning on becoming tourist attractions. Tourism contributes to the revitalisation of traditional cultures because the need to preserve, display, adorn and boast of the cultural resources arises only when there is an opportunity to exhibit these resources to others.

Positive attitudes tend to be associated with the economic role of tourism, while negative attitudes revolve around social concerns. Further, tourism development may

create conflicts in the destination community due to socio-cultural differences, economic welfare, and purchasing power gaps between the host community and tourists. Cultural differences within the local population may lead to favourable or unfavourable responses toward tourism, depending on the degree of similarity of the lifestyles of the residents and the tourists. The difference between the culture of the poor inhabitants and that of the tourists makes the former more fearful, apathetic and withdrawn when confronted with the latter. The fear that tourists cause the weakening of valued customs and traditions and the feelings of envy resulting from the enormous difference between the lifestyles may produce strong feelings of hostility toward tourists among poor inhabitants.

The fact that the costs and benefits of tourism are not evenly distributed within the local population leads to internal power and interest conflicts. Studies have revealed that tourism changes power relationships and increases interest conflicts within a destination. As a result of redistribution of political power, the groups that are negatively affected become hostile and resentful towards the newly developing elites. If tourism enters into a community via strangers and does not become an integral part of the socio-economic life of the community, it is likely that the dominant response towards it will be one of resistance. However, if tourism involves a significant proportion of the local people who expect to gain important socio-economic benefits from it, and if tourism is effectively integrated into the community, the initial response will probably be one of acceptance.

6.4.6 Factor analysis

Factor analysis is a generic term for a family of statistical techniques concerned with the reduction of a set of observable variables to a small number of latent factors (Rummel, 2002; Massey, 2003). It has been developed primarily for analysing relationships among a number of measurable entities (such as survey items). The primary purpose of factor analysis is data reduction and summary. This statistical technique was chosen in this instance because of its capacity to identify underlying constructs or dimensions, or factor relationships, among data for which there is little theory or scale development (Reese & Lochmuller, 2003). Factor analysis includes a variety of correlational analyses designed to examine the interrelationships between variables (Reisinger & Turner, 2003). It is thus designed to examine the covariance

structure of a set of variables and to provide an explanation of the relationships among those socio-cultural variables in terms of a smaller number of unobserved latent variables called factors (Reese & Lochmuller, 2003). The main applications of factor analytic techniques are therefore (1) to reduce the number of variables and (2) to detect structure in the relationships between variables, in other words, to classify variables. See Appendix E for the results of factor analysis.

6.4.6.1 Results of factor analysis: principal component method using direct oblimin rotation

Factor analysis (principal component method using direct oblimin rotation) was conducted using SAS version 8 to determine the dimensions (factors) of 57 impact variables associated with township tourism impacts in Soweto.

Dunteman (1994:157) affirms that “[p]rincipal component analysis is a statistical technique that linearly transforms an original set of variables into a substantially smaller set of uncorrelated variables. Its goal is to reduce the dimensionality of the original data set”. A small set of uncorrelated variables is much easier to understand and use in further analyses than a larger set of correlated variables. Factor analysis therefore helps to reduce the number of variables on the scale to core factors, since a single variable on its own cannot measure socio-cultural impacts meaningfully (Reisinger & Turner, 2003). Theoretically the Likert scale questionnaire designed for this study had four constructs (scales) comprising a total of 57 socio-cultural impact variables. The value of factor analysis and item analysis lay in the ability to reduce the original 57 socio-cultural impact variables on the Likert scale to a few core factors. A factor makes it possible to measure a particular perception more broadly, reducing any possibilities of chance (Churchill, 1979). In this study the constructs were reduced by means of item and factor analysis to three factors.

All items from the scale having a loading score below 0,3 were excluded from the analysis — in other words, those items that did not load well were removed. 12 items did not load saliently due to either low variance or extraneous content. After eliminating these items, 45 items (impact variables) from respondent data were reduced to three factors with similar characteristics. The results of factor analysis (factor loadings) are presented in table 6.4 below.

Factor 1 = Socio-economic

Factor 2 = Cultural and physical (appearance)

Factor 3 = Participation n benefits

A higher factor loading is indicated in bold print.

FACTOR 1 SOCIO – ECONOMIC IMPACTS				
V	ITEMS	COMPONENT 1	COMPONENT 2	COMPONENT 3
V8	Township tourism will encourage an increase in Street children along the tourist route	0.381	-0.036	0.147
V9	The current level of township tourism has significantly improved the standard of living of Soweto residents	0.411	0.083	0.157
V10	Family of local residents has been disrupted by the presence of tourists	0.742	0.070	-0.169
V11	Community life has become disrupted as a result of the development of tourism in Soweto	0.725	0.037	-0.070
V12	Local residents view foreign tourists as intruding into their community	0.723	-0.008	0.088
V13	Residents feel that their safety is affected as more tourists are encouraged to visit Soweto	0.663	0.066	0.150
V14	Local people are being exploited because of the growth of township tourism	0.449	0.103	0.054
V16	An increase in tourists into Soweto will lead to resentment between residents and tourists	0.760	0.026	-0.046
V17	The Soweto community should take steps to restrict tourism development	0.563	0.288	-0.201
V18	Local resentment is generated because of the inflated prices for the tourist market	0.597	0.090	0.124
V19	Contact with tourists may introduce health risks to the host community	0.534	-0.005	0.234
V21	The number of tourists on township tours should increase significantly	0.731	0.081	-0.093
V22	Township tourism will gradually result in an increase in municipal rates and taxes	0.530	-0.042	-0.116
V25	Local residents oppose the presence of township tourists in the Soweto region	0.818	-0.012	-0.137
V26	The benefits of township tourism outweigh the negatives	0.356	0.036	0.196
V27	Township tourism increases the rate of organized crime in the Soweto region	0.593	0.016	0.329
V28	Government should restrict further development of township tourism in Soweto	0.832	-0.048	-0.356
V31	Tourists taking photographs of local people can cause great offence to locals	0.590	0.096	0.182
V33	Tourists who are seen to be wealthier than the majority of the residential population are more likely to generate resentment	0.650	-0.098	-0.037
V35	Local residents are the ones who really suffer from living in an area popular with tourists	0.749	-0.041	-0.040
V39	Residents are satisfied with the manner in which township tourism development and planning is currently taking place	0.396	0.157	0.209
V43	Local people alter their behavior in an attempt to copy the style of tourists	0.568	-0.049	-0.181
V48	Traditional African culture in Soweto is being commercialized (sold) for the sake of tourists	0.455	0.041	0.064
V61	Tourism has already improved the economy of Soweto	0.454	0.043	0.155

Table 6.4 FACTOR LOADINGS (USING BMDP 4m – FACTOR ANALYSIS SOFTWARE)

FACTOR 2		CULTURAL/PHYSICAL		
V	ITEMS	COMPONENT 1	COMPONENT 2	COMPONENT 3
V15	Further growth in Soweto tourism will result in overcrowding of local amenities by tourists	0.160	0.433	0.087
V24	The current level of township tourism has significantly improved the local community's hospitality toward strangers	0.041	0.419	0.024
V29	Township tourism has increased traffic problems in Soweto	0.123	0.388	0.025
V30	The noise levels caused by township tourism is not appropriate for a residential community	0.235	0.354	-0.338
V34	Tourism development increases the development of recreational facilities and amenities for residents	0.223	0.439	-0.114
V37	Township tourism has made residents more conscious of the need to maintain and improve the appearance of the area	-0.029	0.548	0.189
V30	The development of township tourism has generally improved the appearance of Soweto	0.042	0.603	0.369
V41	Township tourism in Soweto has lead to more litter in the streets	0.116	0.293	-0.329
V42	Tourists interest in culture has resulted in a strengthening of traditional activities and cultural pride	-0.049	0.675	-0.031
V44	Township tourism has stimulated the locals' interest in participating in traditional art forms	-0.094	0.600	-0.053
V45	Local culture is being renewed as a result of township tourism	-0.154	0.531	0.111
V46	Interacting with tourists leads to a deterioration of local languages	-0.035	0.373	-0.034
V47	Township tourists show respect for the cultural lifestyle of the local people	0.145	0.624	-0.183
V49	Tourism encourages a variety of cultural activities by the local people	0.027	0.524	-0.185
V50	Township tourism helps to conserve the cultural identity and heritage of the host population	-0.006	0.617	-0.241
V53	Meeting tourists promotes cross-cultural exchange (greater mutual understanding and respect for one another's culture)	-0.085	0.599	0.183

Table 6.4 FACTOR LOADINGS (USING BMDP 4m – FACTOR ANALYSIS SOFTWARE)

FACTOR 3		PARTICIPATION IN BENEFITS		
V	ITEMS	COMPONENT 1	COMPONENT 2	COMPONENT 3
V23	Soweto residents have been consulted and made aware of the tourism development plan for township tourism	0.271	0.041	0.377
V54	Only a small minority of Soweto residents benefit economically from tourism	0.307	-0.098	0.320
V55	Income-generating opportunities created by township tourism development are evenly distributed across the community	0.200	0.023	0.451
V63	Soweto residents have been adequately consulted in participating in entrepreneurial initiatives in township tourism	0.300	0.150	0.372
V64	Township tourism in Soweto is in the hands of a few operators only	0.285	0.042	0.362
Chronbach's Alpha Reliability		0.933	0.870	0.695
Percentage Variance explained		23.19	8.41	3.81
Eigenvalue		11.74	4.68	2.52

Table 6.4 FACTOR LOADINGS (USING BMDP 4m – FACTOR ANALYSIS SOFTWARE)

See Appendix E for the results of factor analysis.

Table 6.4 reveals the factor structure of perceptions of socio-cultural impacts to consist of three dimensions: socio-economic (factor 1), cultural and physical (factor 2), and participation in benefits (factor 3). Each factor is therefore a combination of survey items explaining maximum variation in a combination of characteristic scores (Dunteman, 1994; Reisinger & Turner, 2003). As consecutive factors are extracted, they account for less and less variability. The decision to stop extracting factors is made when there is very little 'random' variability left (Reisinger & Turner, 2003). Factors that account for less and less variance are therefore extracted.

The naming of factors is determined by the characteristics of which they are made up, as explained below:

Factor 1 — Socio-economic: Factor 1 loads strongly on 24 variables. These variables address issues such as the economic role of tourism at a personal and community level (standard of living). They relate to the various social costs and benefits of township tourism, which include congestion; crowding; the encouragement of street children; disruption of family and community life; tourist intrusion; crime and safety; exploitation of locals; resentment between hosts and tourists; inflated local prices and health risks. Socio-economic impacts involve the more immediate changes in the social structure of the community and adjustments to the destination's economy and industry.

Factor 2 — Cultural and physical: Factor 2 loads strongly on 16 variables. This factor allows for the measurement of variables concerned with cultural, physical and environmental issues, such as overcrowding; traffic problems; recreational facilities; appearance of Soweto; strengthening of traditional cultural activities; cultural pride; interest in traditional art forms; renewal of culture; deterioration of language; cultural lifestyle; conservation of cultural activities and cross-cultural exchange as a result of township tourism. Cultural impacts focus on the longer-term changes in a society's norms and standards that will gradually emerge in a community's social relationships and artefacts.

Factor 3 — Participation: Factor 3 loads strongly on 5 variables. Factor 3 can be used to measure the extent to which consultation has taken place, since the variables address issues of benefits and participation of the local community in township tourism development and planning in Soweto.

6.4.6.2 Eigenvalues

One of the most popular criteria for deciding on the number of factors to retain is an eigenvalue greater than 1 (Dunteman, 1994). This simple criterion seems to work well, in the sense that it generally gives results consistent with the researcher's expectations. If a factor has a low eigenvalue, it contributes little to the explanation of variance in the variables and may be ignored in favour of more important factors. In this study the eigenvalues of the three factors, as reflected in table 6.4, are 11,74%, 4,68%, and 2,52% respectively.

The eigenvalue for a given factor measures the variance in all the variables accounted for by that factor. The eigenvalue is not the percentage of variance explained, but rather a measure of 'amount', used for comparison with other eigenvalues (Dunteman, 1994). A factor's eigenvalue may be computed as the sum of its squared factor loadings for all the variables. As shown in table 6.4, the three factors explain 23,19%, 8,41%, and 3,81% of the variance in the data respectively. The three-factor solution thus explained 35,41% of the variance in the correlation matrix. For a graphical representation refer to figure 6.12.

6.4.6.3 Chronbach's alpha coefficient of reliability

The statistical tool used in determining internal consistency is Chronbach's alpha, which is a statistical test of how well the items in a scale correlate with one another. The reliability of the scale is the extent to which repeated use of the scale at different times under the same conditions will lead to the same results (Ryan, 2000). Hence, in this instance, reliability is related to whether the three scales (factors) will yield the same result each time if used to measure the same perception repeatedly. If a scale is not reliable, it cannot be valid, because it is not properly measuring anything at all, let alone measuring the right thing.

Chronbach's alpha was calculated for each factor. In deciding on an acceptable Chronbach's alpha value, it should be remembered that there are no exact rules and that the research purpose should be kept in mind. In standardised tests, acceptable values have ranged from 0,6 to higher, where 1 is the ultimate value. A lower case of reliability is proven when the Chronbach's alpha reliability yields values of lower than 0,6 (Chronbach, 1951). Chronbach's alpha reliability coefficients were computed and the results for all three factors in the current study showed acceptable levels of reliability.

The internal consistency was calculated for each factor formed and each showed a relatively high reliability value (high Chronbach's alpha value). As indicated in table 6.4, all three factors yielded reliability values above 0,6 thus furnishing strong and acceptable factors. Factors 1 and 2 are particularly strong, achieving a Chronbach reliability of 0,942 and 0,891 respectively, whereas factor 3 achieved a slightly lower Chronbach's alpha value of 0,695, although this is still considered satisfactory. The lower value might have been the result of there being only five items in the scale. The internal consistency of the overall index was proven to be substantial and the reliability was acceptable.

6.4.7 Validity of scales and item analysis

The validity of a scale instrument is the extent of its ability to measure what it sets out to measure (Dunteman, 1994). Although validity was examined through factor analysis, factors were formed not only on the basis of the pure statistical results, but also as a result of the incorporation of the theory.

A scale is said to have content validity if the survey items being combined can be judged to give a comprehensive and balanced coverage of all the characteristics of each factor (Dunteman, 1994). For the purposes of content validity, all the items being combined must clearly relate theoretically to the factor in question (see table 6.5). Once the factor analysis was completed, item analysis using the ITEMAN™ Test Program was conducted to confirm that items comprising the three factors did in fact belong together. This process of evaluating each item as a way of estimating the internal consistency of the instrument is referred to as item analysis, and is the key to

building scales (Dunteman, 1994). In other words, the researcher needs to investigate whether the items on each of the factors correlate well.

In item test analysis the correlation of each item with a selected criterion is found, and weakly correlating items are dropped. For the original item test analysis, refer to Appendix F. When the weakest items are dropped, reliabilities (alpha) of the original scales usually rise. When dropping weak items ceases to produce rises in alpha, the final form of the scale has been reached. This entire procedure ensures that the items selected are best able to measure what they were intended to measure. Items that measure the same underlying construct should be related to one another; in other words, the scale should be unidimensional.

Table 6.5 shows the results of the item test analysis following the removal of weak item scale correlations. If the inter-item scale correlation were perfect, then every item would contribute equally to each factor on the scale. Naturally, some items contribute more than others, and those that contribute little will correlate poorly with the total for each factor. In the current study the minimum coefficient correlation for a factor item to be included in the final scale was deemed to be 0,30, as recommended by Reese & Lochmuller (2003). Items that failed to meet the 0,30 minimum coefficient criterion were removed. By removing these items the researcher increased the overall reliability and validity of the instrument for use in future studies.

Refer to figure 6.12 (page 163), for a graphical presentation of the results from the factor analysis and item test analysis procedures.

SOCIO - ECONOMIC

V	ITEMS	ITEM MEAN	ITEM VARIANCE	ITEM SCALE CORRELATION
V8	Township tourism will encourage an increase in Street children along the tourist route	2.696	1.885	.44
V9	The current level of township tourism has significantly improved the standard of living of Soweto residents	3.212	1.445	.50
V10	Family of local residents has been disrupted by the presence of tourists	3.372	1.472	.73
V11	Community life has become disrupted as a result of the development of tourism in Soweto	3.367	1.453	.73
V12	Local residents view foreign tourists as intruding into their community	3.152	1.641	.73
V13	Residents feel that their safety is affected as more tourists are encouraged to visit Soweto	3.132	1.736	.70
V14	Local people are being exploited because of the growth of township tourism	3.163	1.604	.50
V16	An increase in tourists into Soweto will lead to resentment between residents and tourists	3.183	1.496	.74
V17	The Soweto community should take steps to restrict tourism development	3.797	1.595	.60
V18	Local resentment is generated because of the inflated prices for the tourist market	2.920	1.443	.65
V19	Contact with tourists may introduce health risks to the host community	2.865	1.349	.60
V21	The number of tourists on township tours should increase significantly	3.450	1.646	.72
V22	Township tourism will gradually result in an increase in municipal rates and taxes	2.808	1.330	.53
V25	Local residents oppose the presence of township tourists in the Soweto region	3.479	1.270	.78
V26	The benefits of township tourism outweigh the negatives	2.690	1.289	.45
V27	Township tourism increases the rate of organized crime in the Soweto region	3.149	1.559	.67
V28	Government should restrict further development of township tourism in Soweto	3.641	1.977	.74
V31	Tourists taking photographs of local people can cause great offence to locals	2.908	1.631	.63
V33	Tourists who are seen to be wealthier than the majority of the residential population are more likely to generate resentment	2.925	1.311	.60
V35	Local residents are the ones who really suffer from living in an area popular with tourists	3.166	1.394	.73
V36	Local people are treated equally, rather than as inferiors by tourists	2.828	1.409	.31
V39	Residents are satisfied with the manner in which township tourism development and planning is currently taking place	2.851	1.190	.52
V43	Local people alter their behavior in an attempt to copy the style of tourists	2.894	1.428	.54
V48	Traditional African culture in Soweto is being commercialized (sold) for the sake of tourists	2.675	1.363	.51
V61	Tourism has already improved the economy of Soweto	2.856	1.472	.52

Table 6.5 FACTOR CORRELATION ITEM ANALYSIS

CULTURAL/PHYSICAL

V	ITEMS	ITEM MEAN	ITEM VARIANCE	ITEM SCALE CORRELATION
V15	Further growth in Soweto tourism will result in overcrowding of local amenities by tourists	3.395	1.494	.53
V24	The current level of township tourism has significantly improved the local community's hospitality toward strangers	3.372	1.391	.48
V29	Township tourism has increased traffic problems in Soweto	3.628	1.053	.54
V30	The noise levels caused by township tourism is not appropriate for a residential community	3.897	1.009	.51
V34	Tourism development increases the development of recreational facilities and amenities for residents	3.943	0.782	.55
V37	Township tourism has made residents more conscious of the need to maintain and improve the appearance of the area	3.721	1.161	.57
V30	The development of township tourism has generally improved the appearance of Soweto	3.578	1.399	.63
V41	Township tourism in Soweto has lead to more litter in the streets	3.868	1.126	.42
V42	Tourists interest in culture has resulted in a strengthening of traditional activities and cultural pride	4.020	0.784	.65
V44	Township tourism has stimulated the locals' interest in participating in traditional art forms	3.894	0.710	.56
V45	Local culture is being renewed as a result of township tourism	3.654	1.212	.50
V46	Interacting with tourists leads to a deterioration of local languages	3.394	1.451	.46
V47	Township tourists show respect for the cultural lifestyle of the local people	3.951	0.932	.65
V49	Tourism encourages a variety of cultural activities by the local people	3.942	0.579	.55
V50	Township tourism helps to conserve the cultural identity and heritage of the host population	3.940	0.879	.60
V53	Meeting tourists promotes cross-cultural exchange (greater mutual understanding and respect for one another's culture)	3.864	1.169	.56

PARTICIPATION IN BENEFITS

V	ITEMS	ITEM MEAN	ITEM VARIANCE	ITEM SCALE CORRELATION
V23	Soweto residents have been consulted and made aware of the tourism development plan for township tourism	2.129	1.210	.59
V54	Only a small minority of Soweto residents benefit economically from tourism	2.078	1.063	.66
V55	Income-generating opportunities created by township tourism development are evenly distributed across the community	2.092	1.098	.66
V63	Soweto residents have been adequately consulted in participating in entrepreneurial initiatives in township tourism	2.357	1.359	.70
V64	Township tourism in Soweto is in the hands of a few operators only	2.049	1.096	.66

Table 6.5 FACTOR CORRELATION ITEM ANALYSIS

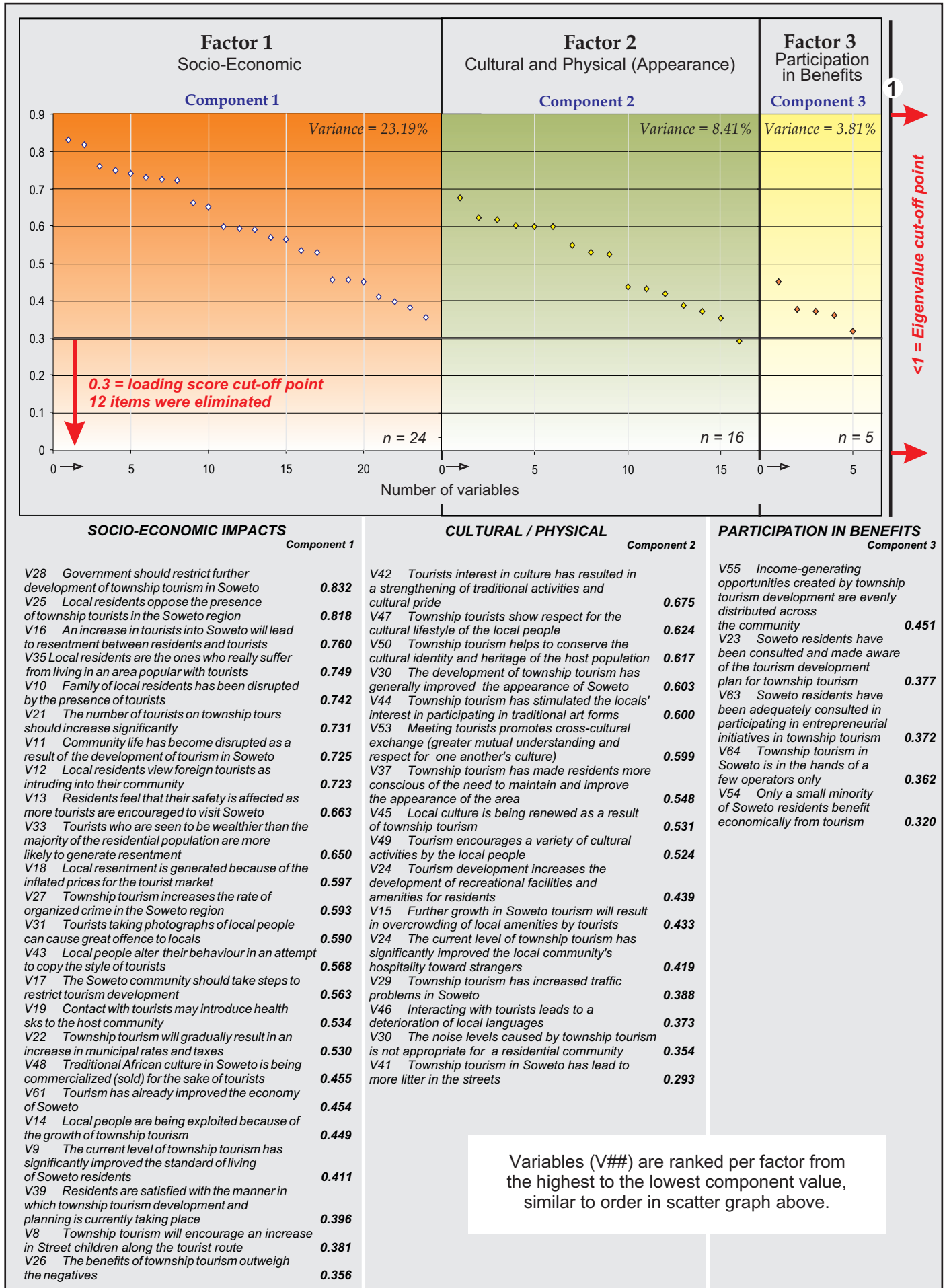


Figure 6.12: Graphical presentation of Factor Analysis Results (i.e. Table 6.4)

6.4.8 ANOVA procedures (tests of analysis of variance)

The t-test and analysis of variance make it possible to determine whether two groups have equivalent or different mean scores (Welman & Kruger, 2001). These authors state that t-tests and analysis of variance (ANOVA) determine whether an observed difference in the means of two groups is sufficiently large to be attributed to a change in some variable, or whether it could be attributable simply to chance.

Research has revealed that a number of independent variables in the host community's demographic profile can have widely differing influences on resident perceptions of tourism (Ap, 1992). Some of the independent variables (income from tourism, gender, and years of residence) identified from the literature and tested in this research are outlined here.

A series of ANOVA procedures using Duncan's multiple range test was performed to test for any significant differences in the underlying dimensions among respondents with different demographic characteristics. For the ANOVA procedure, the three factors emerging from the factor analysis were the dependent variables and the demographic variables were income from tourism, gender and length of residence in Soweto.

In interpreting the tables below, one should bear in mind that a higher mean shows a stronger level of support for that particular impact variable in each factor. In other words, on the scale:

- ? 1 = always negative
- ? 5 = always positive

There are guidelines that determine which differences are large enough to be considered 'real' and which may be due to chance. The significance level is a statement of the probability that an observed difference is due to chance. The most frequently used levels of statistical significance are 0,05 and 0,01 (Ryan, 1995). For the purpose of this study, the level of 0,05 was used as the level of statistical significance. The p-value is calculated to indicate the probability that the difference is due to chance (Ryan, 1995). For the purpose of this study, where the p-value was

<0,05, the researcher concluded that a statistically significant difference between the dependent and independent variables existed.

See Appendix G for ANOVA tests run on Duncan's multiple range.

6.4.8.1 ANOVA test: income from tourism

As noted in chapter 4 of this study, residents (or their relatives, friends, and neighbours) who depend upon tourism-based employment have been found to view tourism and tourists in a more favourable light than those who do not (Pizam et al., 1978; Tyrrell & Spaulding, 1984; Murphy, 1985; Pizam & Milman, 1986;; Pizam & Pokela, 1987). The ANOVA test carried out for the demographic variable “income from tourism” against the three factors “socio-economic”, “cultural and physical” and “participation in benefits” revealed the following:

VARIABLE	V5(1) EARN INCOME		V5(1) NO INCOME		P-VALUE
	Mean	S.D	Mean	S.D	
FACTOR 1	3.374	0.525	2.806	0.756	<.0001
FACTOR 2	3.885	0.436	3.659	0.632	<0.0003
FACTOR 3	2.439	0.739	1.954	0.660	<0.0001

Table 6.6 ANOVA TEST OF INCOME FROM TOURISM

In terms of the ANOVA test conducted on independent variable (V5) (income derived from tourism), the p-value for factor 1 (socio-economic) is < 0,0001. This means that there is a significant difference in perceptions of the construct (factor 1) “socio-economic” between respondents who earned an income from tourism and those who did not. This is confirmed by the fact that the mean of V5 (1), 3,374, is higher than the mean of V5 (2), 2,806, indicating that those who earned an income from tourism tended to view positive socio-economic impacts more strongly than those who did not.

The same applies for the second construct, factor 2 (cultural and physical), where the mean for V5 (1), 3,885, is higher than the mean for V5 (2), 3,659, and where the p-

value is $<0,0003$. This permits the conclusion that respondents who earned an income from tourism viewed the positive cultural impacts (the second construct on the scale) more favourably than those not earning an income from tourism. Therefore there is a significant difference between the two groups of respondents when responding to factor 2.

The same applies for factor 3 (participation in benefits), where the mean for V5 (1), 2,439, is higher than V5 (2), 1,954. The p-value of $<0,0001$ reveals a significant difference between the two groups of respondents. Those respondents who earned an income from tourism perceived participation in benefits (the third construct on the scale) more favourably. Respondents earning an income from tourism perceived participation, consultation and benefits as positive and actually taking place, as opposed to those not earning an income from tourism.

A significant difference was therefore recorded on all three factors with regard to the relationship of the independent variable “income derived from tourism”. This means that those residents who earned an income from tourism perceived tourism more favourably (i.e. perceived there to be positive impacts) on all three factors of socio-economic, cultural and physical and participation in benefits.

6.4.8.2 ANOVA test of gender

FACTOR	MEANS		P-VALUE
	Male	Female	
FACTOR 1	3.04268	3.02325	0.9853
FACTOR 2	3.79179	3.71009	0.1616
FACTOR 3	2.15789	2.14000	0.4901

Table 6.7 ANOVA TEST OF GENDER

Since the p-value is $>0,05$ for all three factors, there was no significant difference in the way respondents perceived socio-cultural impacts when the variable of gender was taken into consideration. There was therefore no difference in the way in which males and females perceived tourism impacts on the three factors.

6.4.8.3 ANOVA test of community attachment

- (1) Up to 15 years
- (2) 16–30 years
- (3) 31+ years

FACTOR	MEANS			P-VALUE
	Time up to 15 years	Time 16-30 years	31+ years	
FACTOR 1	3.20831	2.94689	2.99662	0.2326
FACTOR 2	3.79154	3.75341	3.70415	0.7413
FACTOR 3	2.42292	2.02581	2.07263	0.0018

Table 6.8 ANOVA TEST OF COMMUNITY ATTACHMENT

Earlier research has used length of residence as a means of measuring community attachment and found a high correlation between the two (Allen et al., 1988; King et al., 1993; McCool & Martin, 1994; Akis et al., 1996; Ap & Crompton, 1998). These studies have attempted to identify an association between perceptions of tourism and length of residence in an effort to demonstrate that the longer a respondent has lived in the community, the more negative they will be towards tourists and tourism.

The ANOVA test conducted during the present study showed a significant difference with regard to respondents who had lived in Soweto for up to 15 years (relative newcomers) with reference to the third factor (participation in benefits), with a p-value of <0,0018. Respondents who had lived in Soweto for a period of up to 15 years tended to be more positive about the participation and consultation taking place with regard to township tourism compared with respondents who had been resident in Soweto for longer. Respondents who had lived in Soweto for over 16 years therefore tended to perceive the construct “participation in benefits and consultation” in township tourism less favourably. There were no statistical differences between the demographic variable “length of residence” and the other two factors, where the p-values were >0,2326 and >0,7413 respectively. This finding supports the finding of McCool and Martin (1994), whose study revealed that residents who were strongly attached to their community viewed tourism impacts with more concern and less favourably than those fairly new (and less attached) to their community.

The characteristics of the three factors extrapolated in the quantitative study and their underlying patterns coincide closely with the results arising from in-depth personal interviews and participant observation in the qualitative component of the study. The social and cultural impacts of township tourism are often difficult to measure because they are to a large extent indirect. Nevertheless, in the present study, the findings derived from the qualitative data reinforced the results emanating from those derived from the quantitative data. The researcher was also able to prove that methodological triangulation makes it possible to investigate different experiences and effects by means of multiple methods, thereby building the strength of the study, in terms of reliability and validity in particular.

See Appendix G for ANOVA tests run on Duncan's multiple range.

6.5 SUMMARY

Chapter 6 presented the results and data analysis of both the quantitative and qualitative components of the study. The demographic profile of the respondents was presented first, followed by descriptive analysis of the results of interviews and participant observation undertaken in the qualitative study. The results from the qualitative component coincide with those characteristics constituting three factors extrapolated from factor analysis in the quantitative component of the study. The use of methodological triangulation enabled the researcher to draw on various sources of data in the research process, thereby improving the overall reliability and validity of the research results.

Supported by the various statistical tests and qualitative results, it was found that apart from obvious and visible effects on the economy and the physical environment, township tourism does contribute to social and cultural changes in the host community of Soweto as represented by the respondents selected for the study. Tourism impact studies are rare in South Africa, and those that are being or have been conducted are usually restricted to economic analysis; the socio-cultural impacts of tourism is therefore a topic that to date has been under-researched.

The results reflected in chapter 6 indicate that townships are becoming high-growth areas for the South African tourism industry. Tourist numbers will grow and

pressures on local cultures will increase. Evidence in chapter 6 demonstrates that the various sectors of the Soweto community are not uniformly exposed to the benefits of tourism development. It was found that host communities' attitudes and perceptions toward tourism development and tourists fluctuate continuously between the negative and the positive. Whilst respondents demonstrated a predominately positive feeling towards tourists and township tourism, they were also able to point out some specific negative impacts. The results also revealed that whilst locals may be antagonistic to tourist invasion, they find it extremely difficult to raise their concerns and take action. The main objective of the social-cultural impact analysis conducted was to provide developers, local authorities and managers concerned with information on host communities' perception of township tourism development in Soweto with a view to reinforcing perceived positive impacts and minimising perceived negative impacts.

In the South African context, where the vast majority of the population has had no previous exposure to tourism, support and coaching aimed at assisting communities to empower themselves with the skills needed to take decisions pertaining to tourism is imperative. As Sharpley (2000) argues, the future of tourism will be largely dependent on the adoption of the principles of community empowerment and participatory development planning. This is undoubtedly true of tourism development in black townships in South Africa.