

Bridging the demand and supply gap in community tourism

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Abstract

While the benefits of sustainable tourism such as job creation, income generation and improved quality of life have often attracted many communities to invest in tourism development, frustration generally sets in when the anticipated benefits fail to materialise. Many townships in South Africa can identify with this situation as the success stories of townships such as SOWETO and Khayelitsha have not been successfully replicated in their communities.

The purpose of this study is to explore ways of bridging the demand and supply divide as a strategy in the implementation of sustainable community tourism in townships, particularly in the Soshanguve township north of City of Tshwane. The study employs the quantitative methodology in collecting two sets of data; one on visitors (demand-side) expectations of township tourism and the other survey on residents perceptions on the strengths and weaknesses of the Soshanguve township product offering (supply environment). An analysis of the two sets of data reveals both similarities and gaps between the demand-side expectations of township tourism and the Soshanguve township product and supply environment. The recommendations from this study emphasis the importance of incorporating visitors expectations in the tourism development strategy but more importantly, ensuring that the full range of the township product offering is effectively communicated to potential visitors. This is necessary because South African townships are generally misconstrued to offer homogenous heritage and cultural products.

Key words: community tourism, tourism demand, supply environment, Soshanguve township



Source: http://showme.co.za/pretoria/files/2014/05/DSC_0094.jpg

Introduction

Tourism has been widely acknowledged as one of the fastest growing sectors in the global economy, contributing more than 265 million jobs (8.9%) and USD 6, 990.3 billion (9.5%) to the Gross Domestic Product (GDP) of the world (WTTC, 2014). It therefore comes as no surprise that many governments and communities have identified the tourism sector as the one-stop panacea to solve their economic problems (Acha-Anyi, 2014; Park & Stokowski, 2009; Iorio & Wall, 2012; Liu, 2006; Iorio & Corsale, 2010). However, research points to the fact that poorly planned and managed tourism development has not always yielded the desired results as this has instead strained scarce resources and even provoked hostilities in some cases (Lepp, 2007; Shrestha, Stein, & Clark, 2007). Hence many models have been proposed in order to bridge the gap between visitors' expectations and the supply environment.

The conceptual framework for this study is based on the theories of sustainability, the tourism system and community tourism. These are briefly explained below in order to contextualise the study.

Theory

The concept of sustainability

The concept of sustainability gained prominence after the publication of the World Commission on Environment and Development (WCED) report *Our Common Future* which defined sustainable development as “[meeting] the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987:43). Keyser (2009:24) points out that the attainment of sustainable development necessitates a balance between economic efficiency, environmental integrity and social justice. According to Nelson, Butler and Wall (2007:59) sustainable tourism “

is developed and maintained in an area (community or environment)

in such a manner and at such a scale that it remains viable over an infinite period and does not degrade or alter the environment (human or physical) in which it exists to such a degree that it prohibits the successful development and well-being of other activities and processes.”

This study adopts the United Nations World Tourism Organization (UNWTO, 2005:4) definition of sustainable tourism development as development that

“meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future [and] leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity, and life support systems.”

The tourism system

According to Leiper (1990, cited in Fletcher *et al.*, 2013), a basic tourism system consists of three elements, namely the tourists, the geographical elements, and the tourism sector (Figure1). The tourists are the actors in this system as it is they who initiate the act of travel, enjoy the experience, and recount the fun memories. The three geographical elements in Leiper's model examine the source market (demand environment) for tourism (traveller-generating region), the transit route region (consisting of the activities and attractions to be visited en route), and the destination of visitors (supply environment) which is where the motive for undertaking the journey is found. The final element in Leiper's model is the tourism sector which encompasses the businesses and organisations responsible for delivering the tourism experience or product (Fletcher *et al.*, 2013).

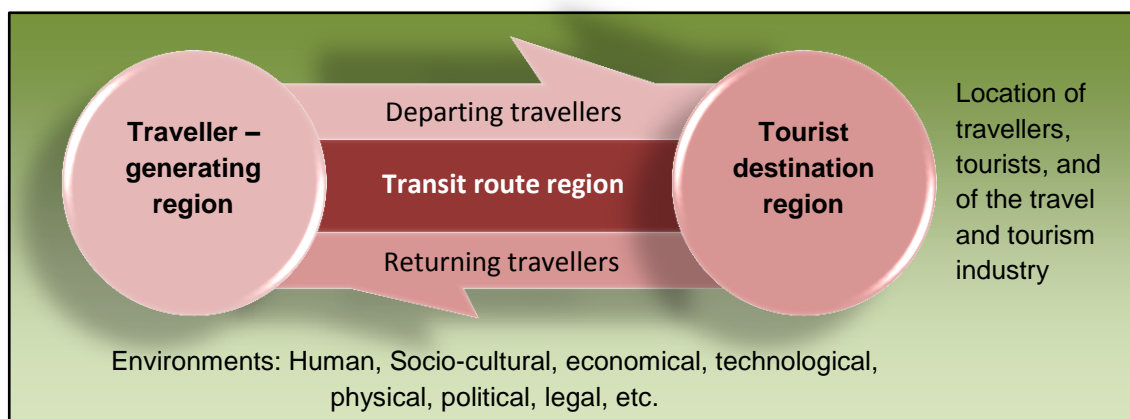


Figure 1: A basic tourism system

Source: Leiper (1990 cited in Fletcher et al., 2013)

While Leiper's basic tourism system provides a snapshot of the tourism industry and illustrates how the different elements relate, it however presents a simplistic picture of a rather complex industry with numerous stakeholders who sometimes have divergent interests (Fletcher *et al.*, 2013).

Community tourism

Spenceley (2008) defines community tourism as "tourism which is owned and/or managed by communities with the aim of generating wider community benefit". In the same vein, Choi and Sirakaya (2006) argue that the main aim of community tourism should be to improve the residents' quality of life by maximizing local economic benefits, protecting the natural and built heritage, and providing a high quality of experience for the visitors. However, taking a slightly different view, Petric (cited in Viljoen & Tlabela, 2007) emphasizes that community tourism should aim at giving visitors personal contact with the physical and human environment of the countryside, and allow them to participate in the activities, traditions and lifestyles of the local people. Community tourism shall be used in this study to refer to tourism ventures in which local people exercise at least fifty percent of ownership and management, and participate in the provision of quality

services to tourists and the tourism industry.

Methodology

This study adopted a quantitative approach in collecting two sets of data; the first, a demand side survey to gain insight into the holiday determinants of potential visitors to Soshanguve Township and the second, a supply-side survey to explore the prevailing tourism situation in Soshanguve Township through a residents' survey.

Demand-side survey (potential visitors to Soshanguve)

The purpose of this survey was to explore the holiday determinants of the respondents through an understanding of their preferred holiday activities, factors influencing their holiday destination-choice and their motivations for visiting a township in order to establish the possible gaps with the existing tourism environment in Soshanguve Township.

Sampling frame

Cooper and Schindler (2001) define the sampling frame as the exhaustive list of elements or population from which the sample for the study is to be drawn. The City of Tshwane (COT, 2008) indicates that five million tourists visit the city annually. The sample frame for this

study consisted of all five million visitors to the City of Tshwane Metropolitan Municipality as anyone of them could have been there during the study period from 23 to 27 September 2013.

Sampling method

A convenience non-probability sampling method was used in the selection of the 401 (N) respondents, as every visitor to the City of Tshwane during the study period had a “nonzero” chance of taking part in the study. This number (401) conforms to the sample size required to validate the study (Sekaran, 2003; Krejcie & Morgan, 1970). These studies validate a sample of 384 (N) for a population of one million and above (Krejcie & Morgan, 1970).

Data collection

The data was collected between 5 and 27 September 2013. Visitors to various City of Tshwane Metropolitan Municipality attractions were randomly approached and asked if they would like to take part in the study. To ensure that the respondents were visitors and not just residents walking around, a brief explanation of the purpose of the study was followed by a question asking the respondents about their place of origin. Those who were not residents and accepted to participate in the study were handed the questionnaire for completion. However, a number of respondents complained that the questionnaire was very long as it had three pages. Out of the 401 (N) questionnaires successfully completed, 26% were collected at the Union Buildings, 22% from Freedom Park, 11% from the Voortrekker Monument, 34% from the South African Police Museum, 1% from Burgers park, 3% from Church Square and 3% from various events around the city.

Data analysis

Data collected using the questionnaires was captured on Excel spreadsheets and sent to the statistical consultation services of the North West University where it was analysed using the SPSS (Statistical Package for Social Sciences) software programme. Descriptive statistical

methods were then used to portray a general perspective on the issues considered important by visitors (demand-side).

Supply-side (Soshanguve residents) survey)

This survey was aimed at gaining insight into the Soshanguve tourism situation through a survey of residents' perceptions regarding the most attractive things/places in their community, the prevalence of tourism businesses in Soshanguve and what they consider to be the greatest challenges to tourism development in the township. Through a juxtaposition of these supply-side situation with the demand-side holiday determinants the study will ascertain any possible gaps and recommend ways of mending or minimising such differences.

Sampling frame

The residents' survey considered all the inhabitants of the Soshanguve community as part of the study population. With a population of 403 162 residents (Statistics South Africa, 2011) each one of these had the possibility of being selected for the study.

Sampling method

In line with Sekaran (2003) and Krejcie and Morgan (1970) a sample of 429 community members successfully completed the questionnaire. This is in conformity with the 384 (N) sample size required to validate a study on a population of 1, 000, 000 (N) and above. Here again a convenience non-probability sampling method was employed, thereby giving all residents available at the study scene an equal opportunity of being selected (Sekaran, 2003).

The questionnaire was split into two sections: section A dealt with biographic data of the respondents, while section B investigated the residents' perceptions regarding the strengths and challenges to tourism development in Soshanguve Township.

Data collection

Open-ended questions were used in collecting data from the respondents. This was to give the respondents the opportunity to explore every aspect of relevance to the question asked and avoid the limitations imposed by other data collection methods such as a likert scale.

Data analysis

Data collected using the questionnaires was captured on Excel spreadsheets and sent to the statistical consultation services of the North-West University where it was analysed using the SPSS (Statistical Package for Social Sciences) software programme. Descriptive statistical methods were then used to portray a general perspective on the issues considered important to the residents.

Results

Demographic profile of visitors to the City of Tshwane

The demographic statistics reveal that 55% of the visitors who took part in this study were males, with 50% of all

respondents aged between 21 and 30 years. Most of them indicated that English was their home language, followed by Setswana with 19%. The fact that 30% of the visitors originate from Gauteng province is hardly surprising, but the fact that 25% of them are international visitors is a pleasant surprise. Also surprising is that the Western Cape province provides more visitors (10%) than many of the other provinces closer to Gauteng province. However, most of the respondents (44%) earn less than R25, 000 per annum, probably explained by the fact that attractions such as the Union buildings, Church Square and Burgers Park have free entrance and thus attract low income earners. Nonetheless, there is a positive indicator in the fact that 16% earn between R25, 000 and R75, 000, 10% between R151, 000 – R250, 000, and another 10% earn more than R500, 000.

Preferred holiday activities of the visitors

The focus of the following section was to explore the activities that the respondents would like to engage in during their holiday as seen in Table 1 below.

Table 1: Summary of visitors' preferred holiday activities

ACTIVITY	RATING			
	Not important	Less important	Important	Very important
Visit museums and galleries	9%	14%	32%	45%
Appreciate nature	6%	7%	42%	45%
Appreciate architecture	8%	17%	40%	35%
Visit historical places	6%	14%	31%	49%
Visit cultural attractions	8%	14%	35%	43%
Mountain climbing	22%	29%	26%	23%
Horse riding	26%	33%	21%	20%
Hiking	27%	31%	21%	21%
Cycling	26%	31%	24%	19%
Fishing	27%	27%	27%	19%
Hunting	29%	28%	24%	19%
Swimming	17%	20%	36%	27%

Sunbathing	19%	25%	34%	22%
Sightseeing	10%	18%	36%	36%
Dining	14%	20%	37%	29%
Dancing	22%	21%	32%	25%
Drinking	27%	21%	29%	23%

When the percentage of activities rated “important” and “very important” is added together to see the most preferred holiday activities, the statistics reveal the top five activities to be the following:

- ☒ Appreciate nature (87%)
- ☒ Visiting historical places (80%)
- ☒ Visiting cultural attractions (78%)
- ☒ Visiting museums and galleries (77%)
- ☒ Appreciate architecture (75%)

On the other hand, the statistics reveal that the most preferred activity as evident in the highest incidences of “very important” (49%) is visiting historical

places. This is followed by “appreciating nature” at 45%, visiting museums and galleries at 45%, visiting cultural attractions at 43% and sightseeing at 36%. This concludes the list of the five most preferred attractions. On the other hand, the least preferred activities, with the highest rating on the “not important” column are hunting (29%), hiking (28%), fishing (27%), drinking (26%) and cycling and horse riding at 25% each.

Once again, a factor analysis was done to shed more light on the significance of the foregoing statistics.

**Results of the factor analysis:
Activities of visitors to the City of Tshwane**

Table 2: Results of the factor analysis for preferred holiday activities among visitors

Visitor holiday activities	Impact loadings			
	Adventure activities	Cultural activities	Social activities	Outdoor activities
Adventure activities				
Cycling	.832			
Hiking	.823			
Horse riding	.802			
Fishing	.723			
Hunting	.719			
Mountain climbing	.646			
Swimming	.429			
Cultural activities				
Visiting historical places		.681		
Visiting museums and galleries		.665		
Appreciate architecture		.644		
Appreciate nature		.552		
Visit cultural attractions		.549		
Social activities				
Drinking			.783	
Dancing			.696	
Outdoor activities				
Sightseeing				-.660

Dining				-0.554
Sunbathing				-0.497
Cronbach's Alpha	0.869	0.767	0.712	0.640
Inter-item correlations	0.525	0.397	0.553	0.373
Mean values for holiday activities	2.44	3.15	2.56	2.81

The factor analysis (Table 1) reveals four patterns in the travel activities of the tourists. These have been labelled adventure activities, cultural activities, social activities and outdoor activities. Adventure activities are those characterised by some adrenalin rush or greater excitement. These include cycling, hiking, horse-riding, hunting, mountain climbing and swimming. Cultural activities lead to greater awareness and exposure to other peoples' way of life and derive from visiting historical places and museums and admiring architecture. Social activities tend to create greater interaction among people and outdoor activities are associated with being away from the house such as sightseeing, dining and sunbathing. Once more, the Cronbach's Alpha is acceptable as all the coefficients are

higher than 0.5. The inter-item correlation is even higher in this case and therefore acceptable.

The factor with the highest mean value was found to be cultural activities (3.15). This indicates that the greatest consideration among the respondents was given to cultural activities. This is quite favourable for the Soshanguve tourism strategy as the empirical results reveal a diversity of cultural attractions and the proposed strategy identifies cultural tourism as one of the unique selling points (USPs) for the community.

Factor correlation analysis: Activities of visitors to the City of Tshwane

The correlation between each of the holiday activities and all the other holiday activities is illustrated in Table 3 below.

Table 3: Factor correlation analysis for preferred holiday activities among visitors

Factor	1	2	3	4
1. Adventure activities	1.000	.384	.191	-.396
2. Cultural activities	.384	1.000	.027	-.310
3. Social activities	.191	.027	1.000	-.192
4. Outdoor activities	-.396	-.310	-.192	1.000

Note: ≤ 0.5 indicates significant correlations, 0.3 indicates visible correlations and 0.1 indicates small correlations.

Factor correlations observed:

- Adventure activities and cultural activities

The visible correlation (.384) between adventure activities and cultural activities in Table 3 above can be explained by the fact that both take place in relatively undisturbed environments. The correlation between the other factors was seen to be minimal.

In conclusion, the survey on visitors' preferred holiday activities has revealed that most of the respondents are inclined to visit historical places and they also appreciate natural environments. Four patterns were extracted from the factor analysis, with two of these indicating a visible correlation.

Aspects influencing holiday destination-choices

The next set of questions surveyed the factors that play a significant role in the respondents' choice of a holiday destination and the results obtained are presented in Table 4 below:

Table 4: Summary of visitors' holiday destination-choice determinants

Factors	Rating			
	Not important	Less important	Important	Very important
Finance	12%	11%	21%	56%
Distance to destination	8%	10%	47%	35%
Climate at destination	5%	15%	46%	34%
Popularity of destination	8%	18%	43%	31%
Scenic beauty	6%	14%	44%	36%
Sports facilities available at the destination	9%	25%	38%	28%
Availability of recreation facilities	7%	19%	40%	34%
Value for money	7%	11%	39%	43%
Type of accommodation	5%	18%	37%	40%
Availability of tours	11%	18%	37%	34%
Entertainment	6%	13%	40%	41%
Security	4%	10%	34%	52%
Transport	6%	12%	41%	41%
Previous visits	18%	25%	34%	23%
Season	12%	18%	40%	30%
Length of holiday	7%	21%	40%	32%
Purpose of holiday	7%	20%	38%	35%
Size of the traveling group	8%	26%	38%	28%
Availability of a holiday home	10%	26%	38%	26%
Availability of a timeshare	25%	22%	34%	19%

When grouped together in terms of the factors that the respondents consider "important" and "very important" when deciding to take a holiday, the top five considerations are:

- ✚ Security (86%)
- ✚ Value for money (82%)
- ✚ Distance (82%)
- ✚ Transport (82%)
- ✚ Entertainment (81%)

However, on the basis of the factor that the respondents consider "very important" the greatest influence on the visitors' holiday destination choice is "finance" according to 56% of the respondents, closely followed by security at 52%. Other issues such as value for money, transport, entertainment and type of accommodation are also considered very important by the respondents receiving a rating of more than 40% each.

Results of factor analysis: Aspects influencing holiday destination-choices

To give further consideration to the holiday destination choice determinants of the visitors, a principal axis factor analysis with oblique rotation (direct oblimin) was conducted. The twenty factors influencing the choice of the visitors' holiday destination yielded five factors (Table 5) with eigen-values greater than 1.0. These factors were labelled as: familiarity with the destination, physical well-being, economic considerations, safety and references from other vacations or tour operators and resulted in a total variance of 56%. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.836 and Bartlett's test of sphericity was significant (0.000).

Table 5: Results of factor analysis: Holiday destination-choices

Aspects influencing holiday destination choices	Impact loadings				
Factor label	Personal preferences	Amenities	Economic factors	Safety	Destination attributes
Personal preferences					
Holiday home	.755				
Purpose of holiday	.753				
Size of group	.676				
Length of holiday	.636				
Availability of timeshare	.552				
Season	.483				
Previous visits	.299				
Amenities					
Recreation facilities		.726			
Sports facilities		.701			
Entertainment		.334			
Scenic beauty		.251			
Economic factors					
Finance			-.566		
Value for money			-.558		
Accommodation			-.322		
Distance to destination			-.246		
Safety					
Security				-.734	
Transport				-.602	
Destination attributes					
Climate					-.677
Popularity of destination					-.446
Availability of tours					-.239
Cronbach's Alpha	0.823	0.652	0.659	0.566	
Inter-item correlations	0.406	0.316	0.492	0.310	
Mean values for destination-choice	2.80	3.02	3.49	3.62	3.00

Factor 1: Personal preferences
In factor 1 (personal preferences with the holiday destination), the decision of the respondents was influenced by the following constructs: availability of a holiday home, the purpose of the holiday, size of the group, the duration of the holiday, availability of timeshare facilities, the season and previous visits. This group can be described as psychocentric travellers as they sought familiar destinations with established facilities.

Factor 2: Amenities at the holiday destination

Visitors in this category chose their holiday destination based on the availability of amenities that could help improve their physical well-being such as recreation facilities, sports facilities, entertainment and scenic beauty.

Factor 3: Economic considerations
Economic factors were considered crucial by respondents in this category. Their decision regarding where to spend their holiday was influenced more by constructs such as finance, and how much value they would get from the money spent during the vacation, for example, on

accommodation and covering distance to the destination.

Factor 4: Safety concerns
Security and transportation at the destination were instrumental among these respondents as to where they choose to spend their vacation.

Factor 5: Destination attributes
Respondents in this group chose their holiday destinations based on the existing conditions at the destination, such as climate, popularity and recommendations of tour operators. With all Cronbach's

Alpha values measuring above 0.5, this can be said to be acceptable, together with the inter-item correlations. The factor with the highest mean value for the destination-choice determinant among the visitors is safety (3.62). This means that safety considerations should be paramount in the Soshanguve tourism strategy, as the absence of this could deter potential visitors.

Factor correlation analysis: Holiday destination-choice determinants of visitors to the City of Tshwane

Table 6: Factor correlation analysis for holiday destination-choice determinants among visitors

FACTOR	1	2	3	4	5
1. Personal preferences	1.000	.281	-.197	-.248	-.340
2. Amenities	.281	1.000	-.172	-.248	-.405
3. Economic considerations	-.197	-.172	1.000	.155	.290
4. Safety	-.248	-.248	.155	1.000	.212
5. Destination attributes	-.340	-.405	.290	.212	1.000

Note: ≤ 0.5 indicates significant correlations, 0.3 indicates visible correlations and 0.1 indicates small correlations.

Visible correlations observed

Personal preferences and amenities

It is evident from the factor analysis in Table 5.18 above that there are noticeable correlations between visitors who choose a destination because of their personal preferences for the place and those who choose to visit a destination because of the amenities at the destination.

Economic considerations and destination attributes

The correlation between economic considerations and destination attributes, such as climate, popularity and availability of tours probably exist because popular destinations already have packaged tours and this will likely make them cheaper.

Safety and destination attributes

The correlation between safety and destination attributes is more obvious than

any other because psychocentric tourists are usually quite safety conscious and therefore prefer familiar and popular destinations to places they are not sure of. It can be concluded that the strongest influence on the visitors' holiday destination choice is financial, followed by security and value for money. Furthermore, it has been established that the most significant correlation exists between visitors who make their holiday destination decisions based on cost and recommendations on conditions at the destination.

Potential demand for township tourism

The purpose of this question was to assess the potential products that townships like Soshanguve could offer to current tourists to the City of Tshwane.

a. Motivations for visiting a township

It was also important to know what the visitors enjoyed most about the township and they responded as indicated in Table 7 below:

Table 7: Motivations for visiting a township

Attraction aspect	DEGREE OF MOTIVATION TO VISIT TOWNSHIP				
	Very small extent	Small extent	Fairly great extent	Great extent	Very great extent
Participate in a cultural performance	18%	16%	23%	22%	21%
Enjoy a traditional South African meal	11%	12%	23%	24%	30%
View and buy art and craft	16%	13%	22%	28%	21%
Experience traditional dance, drama and music	9%	13%	21%	24%	33%

While the above data reveals that there is a potential demand for all four products proposed, there is, however, no overwhelming favourite product among the four. The demand for traditional dance, drama and music exceeds that of any of the other products at 33% and a very strong likelihood of demand. This is followed by the demand for a traditional South African meal at 30% and a very strong likelihood of demand, and cultural performance and demand for art and craft at 21% each.

Residents' survey

Most attractive things in Soshanguve

In order to obtain further insight into the sense of community attachment of the respondents, they were asked to mention the thing they consider most attractive in Soshanguve. Table 8 summarises the views of the respondents.

Table 8: Summary of most attractive things in Soshanguve

ATTRACTION ELEMENT	FREQUENCY (N)	PERCENTAGE
Natural environment	76	18%
Lifestyle and people	74	17%
Art and craft	6	1%
Cultural diversity	119	28%
History	73	17%
University	43	10%
Infrastructure	39	9%
TOTAL	430	100.0

According to 28% of the community members surveyed, what they would most like tourists to experience in Soshanguve is the cultural diversity. This ties in with the literature review which explained the origin of Soshanguve as being an amalgam of the Sothos (SO), Shangans (SHA), Ngunis (NGU) and Vendas (VE). Seventeen percent of the respondents expressed the

view that the beautiful natural environment is the best thing that visitors should experience in Soshanguve. This is followed by the friendly people and township lifestyle (17%), the rich history of Soshanguve (17%), the University environment (10%), the beautiful infrastructure (9%) and the rich art and craft with 1%.

Obstacles to tourism development in Soshanguve

The last part of the residents' questionnaire focused on balancing the impacts discussed above with any challenges that the residents perceive as

obstacles to tourism development. This was asked as an open-ended question in order to attract as many responses as possible and Table 9 presents a summary of the residents' perceptions.

Table 9: Results of the greatest challenges facing Soshanguve

Summary of the greatest challenges facing Soshanguve		
Challenge	Frequency (N)	Percentage
Crime	190	45%
Dirty environment	1	1%
Drugs	77	18%
Poor communication	4	1%
Poor facilities	7	2%
Illiteracy	47	11%
Poor investment	4	1%
Poverty	36	9%
Prostitution	2	1%
Unemployment	54	13%
TOTAL	422	100

It is evident from the statistics above (Table 9) that the greatest challenge in Soshanguve is crime according to 45% of the respondents. This is followed by drug abuse (18%), unemployment (13%), illiteracy (11%) and poverty (9%).

Conclusion to the residents' survey

In conclusion, the residents' survey has revealed that there was equal gender participation, with most of the respondents (36%) aged between twenty one and thirty years. The educational level among the respondents is quite low, with 34% not having completed grade twelve. This is probably a contributing factor to the high unemployment rate of 69%. The community attachment among the respondents can be described as high as 60% have lived in Soshanguve for more than ten years and 83% enjoy living in the community. The best thing about Soshanguve is its cultural diversity according to 28% of the respondents.

However, 84% have never worked in the tourism industry and 73% have not taken part in any tourism development initiative. Regarding the benefits from tourism development, 81% agree that it will lead to improvements in their personal quality of life, while 82% agree that it will benefit the community as a whole. The greatest challenge facing the community is crime as indicated by 45% of the community members who took part in the survey.

Tourism business sectors available

The tourism business sectors whose managers participated in the completion of the questionnaire included accommodation establishments, art and craft makers, cultural exhibitors, and tour operators among others. It is important to note that a few other tourism businesses were also mentioned in the qualitative study. A summary of the tourism business sectors identified in Soshanguve is presented in Table 9.

Table 9: Tourism business sectors identified in Soshanguve

Tourism business area	Frequency (N)	Percentage
Accommodation	5	17%
Art and craft	13	45%
Cultural exhibitions	2	7%
Natural attractions	1	4%
Tour operators	3	10%
Fashion and sports	5	17%
TOTAL	29	100

The above information (Table 9) reveals that 45% of tourism businesses that took part in this study are involved in art and craft or souvenir trade. The high prevalence of this business type is probably because of the relative ease and limited capital needed to start the business. Following this are the businesses involved in accommodation and fashion and sports with 17% each. The Soshanguve hotel and the Red Onion

hotel, founded in 1987 and 1989 respectively, are the oldest commercial accommodation establishments existing in the Soshanguve township. The other accommodation establishments appear to be relatively new (between 2 and 6 years) in operation. Table 10 below discusses the length of time over which these businesses have been in operation

Table 10: Duration of the businesses in operation

Years in business	Frequency (N)	Percentage
2-4	15	52%
5-7	9	31%
8 >	5	17%
	29	100

The youthful nature of a great majority of the tourism businesses is not surprising considering that South Africa only recently emerged in the tourism limelight.

Conclusions and recommendations

The following (Table 11) summarises the salient issues in the demand-side and supply-side perspectives in this study:

Table 11: Demand and supply side similarities and gaps

Demand-side Township tourism determinants	Supply-side Township tourism determinants
Visitors' preferred holiday activities (top five) <ul style="list-style-type: none"> • Appreciate nature (87%) • Visiting historical places (80%) • Visiting cultural attractions (78%) • Visiting museums and galleries (77%) • Appreciating architecture (75%) 	Township great attractions (top five) <ul style="list-style-type: none"> • Cultural diversity (28%) • Natural environment (18%) • Rich history (17%) • Lifestyle/entertainment (17%) • Infrastructure (9%)
Visitors' motivations for visiting a Township <ul style="list-style-type: none"> • Experience traditional dance, drama and music (33%) • Enjoy traditional South African meal (30%) • Participate in a cultural performance (21%) • View and buy art and craft (21%) 	Tourism business sectors in Soshanguve Township <ul style="list-style-type: none"> • Art and craft (28%) • Accommodation (17%) • Beauty and sport (17%) • Tour operators (10%) • Cultural exhibitions (7%)
Holiday destination-choice determinants (top five) <ul style="list-style-type: none"> • Security (86%) • Value for money (82%) • Distance (82%) • Transport (82%) • Entertainment (81%) 	Challenges facing Township tourism <ul style="list-style-type: none"> • Crime (45%) • Drugs (18%) • Unemployment (13%) • Illiteracy (11%) • Poverty (9%)

Analysis of demand and supply side similarities and differences

While the demand and supply side similarities reveal the current potential for tourism development in Soshanguve Township, the differences indicate the gaps that need to be bridged in order to develop a viable tourism sector in Soshanguve. The potential for tourism development in the Soshanguve community can be substantiated by the following demand and supply converging factors:

- The potential visitors to Soshanguve Township indicate that one of their preferred holiday activities is appreciating nature, community residents point to the natural environment as one of the great attractions in the township. This commonality is a positive indicator of the prospects of tourism development in Soshanguve as the natural environment can be marketed to tourists.
- There is further concordance between the visitors appreciating historical attractions and the community members offering a rich history.
- It is also evident that the visitors enjoy frequenting cultural attractions, especially with regards to traditional dance, drama and music. Soshanguve residents also perceive their community to be culturally diverse especially as the name Soshanguve is an abbreviation for the different ethnic groups inhabiting the area, hence SO "Sotho", Sha "Shangan", Ngu "Nguni" and Ve "Venda".
- Identified demand and supply gaps
- The most evident gap between the potential demand for Soshanguve tourism and the supply environment is the perceived level of crime or insecurity. While the visitors identify security as a top holiday destination-choice determinant, the residents consider crime as a major hindrance to the

development of tourism in their community.

- Another difference between the potential demand and supply of Soshanguve tourism can be seen in the fact that the visitors like visiting museums and galleries while Soshanguve does not offer any of these.

This study concludes that while there are significant similarities between the potential demand for the Soshanguve tourism product and the supply environment, there are however, gaps that need to be addressed in order to promote tourism development in the community. The fact that Soshanguve has most of the products that tourists are interested in buying is a positive indicator of the prospects of tourism development in the community. However, it is strongly recommended that efforts be accentuated to combat crime and mitigate the negative perceptions of insecurity in order to close the demand and supply gap. This will not only boost tourism flows to the township but equally give the residents peace of mind and a better quality of life.

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