

# Quality of life and tourism impacts: a community perspective

Dr. Acha-Anyi P Nkemngu  
Tshwane University of Technology,  
Private Bag X680, Pretoria, 0001  
Tel: +27 12 382 3584  
Fax +27 (0) 12 382 4611  
[acha-anyipn@tut.ac.za](mailto:acha-anyipn@tut.ac.za)

## Abstract

This study proposes a conceptual model for optimising local community support and active participation in tourism development. Empirical data is collected and analysed on residents' perceptions of various elements of tourism impacts based on the sustainable tourism triple bottomline and how respondents think tourism will affect their quality of life and community life. Literature on the Social Exchange Theory (SET) and the Theory of Reasoned Action (TRA) is reviewed in order to determine the considerations that residents are likely to make in deciding whether to support tourism or not. Hence, the paper concludes that optimising community participation in tourism requires giving due diligence to residents' perceptions of tourism impacts and the effects these are likely to have on their quality of life and their community.

**Key words:** Quality of life, tourism impacts, local community

## 1. Introduction

It is a common truism that various impacts accrue from tourism development, thus inevitably affecting the quality of life of host communities (Acha-anyi, 2014, Styliadis, Biran, Sit & Szivas, 2014, Kim, Uysal & Sirgy, 2013). Though the degree of impacts may differ between communities, Social Exchange Theory (SET) supports the view that the extent of support for tourism development among community residents will depend on the perceived benefits of tourism development to both individual community members and the community as a whole. It is therefore strategically important to gain insight into the host community's perceptions on the potential impacts of tourism development and the effects of these on their personal quality of life and the community in general.

This paper duly recognises the plethora of tourism literature discussing the relationship between host communities and tourism development (Zahra & McGehee, 2013, Sebele, 2010, Tosun, 2006). Alongside this community

perspective to tourism development is the volume of research propounding the economic and socio-cultural benefits of tourism to communities, leaving many decision makers with the dilemma of whether to invest in tourism as a means to community development or not (Banks, 2010). However, tourism that is planned and enjoys stakeholders' participation can be quite beneficial to communities through job creation, income generation, infrastructure development among others (Lee, 2013). The contribution of this paper to the community benefit from tourism discourse is to illustrate through empirical research that residents' perceptions on the impacts of tourism development and the implications on their quality life can be used as a basis to make informed decisions on whether to use tourism as a means to orchestrate community development or not. Using the SET and the Theory of Reasoned Action (TRA) as a basis, the paper concludes on the potential for the sustainable development of tourism in the community.

## 2. Literature analysis

### 2.1 Theories related to community tourism

Several theories have been put forth to explain effective stakeholder participation and management. This study examines the Social Exchange Theory (SET) and the Theory of Reasoned Action (TRA) as the theoretical premise for analysing the perceptions of residents of the Soshanguve community on potential tourism impacts in their community and the effects on the quality of life in the township.

#### **Social Exchange Theory (SET)**

Social Exchange Theory holds that people or communities tend to trade their support for projects in exchange for the benefits they stand to get from those initiatives. In other words, the local residents' support for tourism will depend to a large extent on the benefits that they get or are likely to get from tourism. Hence it is by weighing the economic, social, cultural and environmental concerns that residents of a community decide whether to support tourism ventures or not (Lee, 2013; Frauman & Banks, 2011; Nunkoo & Ramkissoon, 2011). Residents' attitude towards tourism is one indicator of its successful application as a development tool. This is illustrated by the fact that attitude is related to behaviour, hence favourable attitudes towards tourism would translate to pro-tourism behaviour manifested in pro-conservationist behaviour and participation in tourism (Lepp, 2007).

#### **Theory of Reasoned Action (TRA)**

Ajzen and Fishbein (1980) explain the relationship between positive attitude and positive behaviour using the Theory of Reasoned Action (TRA). This hierarchical model states that one's behaviour is determined by behavioural intent which in turn is influenced by attitudes and subjective norms (perceived social pressure for a particular behaviour) and both of these stem from one's set of

beliefs. Research has established the validity of this (TRA) in a tourism context as it has been observed that tourists' perceptions about a certain activity influence their attitudes towards the activity and subsequently affect their behaviour when they participate in the activity (Kim, Kim & Goh, 2011; Sekhar, 2003; Lee, Graefe & Burns, 2004). This implies that if local residents have positive perceptions about tourism, their attitudes would be favourable to tourism development and they would behave and act in a friendly way towards tourism resources and tourists.

However, the TRA is not without its flaws as Kaiser and Gutscher (2003) and Ryan (2000) have demonstrated. These studies found that tourists' attitudes about conservation were poor predictors of environmentally compliant behaviour, probably because environmentally compliant behaviour requires a considerable amount of effort. This therefore suggests that the TRA is not a good predictor when general attitudinal measures are applied to specific (individual) behaviour patterns. In spite of the above, Lepp (2007) concludes that the TRA is still a useful model in the planning and management of community tourism as it illustrates that fostering positive attitudes among community members towards tourism could lead to positive behaviour towards tourism. It is evident from the above that the SET and the TRA provide a sound theoretical basis for involving all stakeholders, especially the local community at every stage of the tourism development process in order to ensure maximum benefit, both to the community and other stakeholders. This is therefore the motivation for the present study aimed at exploring the perceptions of residents of the Soshanguve community on potential tourism impacts in their community and the implications on both their personal quality of life and the community in general.

## 3. Research methodology

### 3.1 Study location

Soshanguve Township is situated approximately 40 kilometers to the north of the City of Tshwane central business district (Setshedi, 2007). The township shares a similar history with other South African townships by virtue of being the product of apartheid legislation enacted in the 1950s to effect racially discriminatory governance (Setswe, 2010).

However, the unique history attribute of Soshanguve Township lies in the fact that it was not designed to accommodate one, but four ethnic groups, hence its name, "So" for Sothos, "Sha" for Shangans, "Ngu" for Ngunis and "Ve" for Vendas. In addition to this historical factor is the special natural advantage that Soshanguve enjoys by having the Tswaing crater within its precincts.

The historical and natural factors mentioned above offer the Soshanguve community a unique competitive advantage over other townships. Furthermore, the City of Tshwane recognises the potential for the development of other tourism products in Soshanguve in the areas of architecture, arts, natural environment, culture and heritage, and shopping and entertainment (COT, 2005). Recent infrastructural developments especially in the road network, electricity supply to 97, 431 out of 106, 056 households, tap water provision to 62, 277 homes (Stas SA, 2013) and the opening of shopping centers such as the Soshanguve crossing and Soshanguve plaza only go to buttress the Soshanguve tourism prospects.

Unfortunately, most of the tourism potential of Soshanguve still lies untapped as evidenced in the fact that currently only a few tourists trickle to Soshanguve, mainly to see the Tswaing crater (Setshedi, 2007). Hence, prompting this study aimed at turning the situation around by developing a strategy that will maximise benefits from the tourism potential of Soshanguve.

#### *Soshanguve residents' survey*

The aim of this survey was to explore the perceptions of residents of Soshanguve

township on tourism development impacts in their community and the effects on the quality of life. Following the Social Exchange Theory (SET), this would then form the basis for understanding the extent to which the residents would support tourism development initiatives.

#### *3.2 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.

#### *3.3 Sampling method*

As already indicated, each of the 403 162 residents of Soshanguve were considered legitimate potential candidates to participate in this study. Nevertheless, 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. 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).

#### *3.4 Development of questionnaire*

The overriding goal of this questionnaire was to gain an understanding of the impacts that residents of Soshanguve expect from tourism development in their community. The theoretical foundation of this questionnaire was informed by literature on the Social Exchange Theory which holds that residents are more likely to support tourism development if they envisage the potential benefits that would accrue to them from such development (Lee, 2013, Park & Stokowski, 2009, Nunkoo & Ramkissoo, 2012:998).

The questionnaire was split into three sections: section "A" dealt with biographic data of the respondents, while section B gathered information regarding the residents' perceptions of tourism

development impacts ranging from economic to socio-cultural, environmental and infrastructural and section “C” focussed on the general perceptions regarding effects on the quality of life.

The demographic questions were open-ended relating to gender, length of stay in Soshanguve, age, educational level, occupation and attachment to the Soshanguve community. The next set of questions (8 to 11) requested information regarding any previous involvement with tourism and the respondents’ general perception of the impacts of tourism both in their personal lives and community life, ranging from “very negative” to “no effect” to “very positive”. Questions on the perceived specific impacts of tourism in the community provided a Likert scale from 1 to 5 on which the respondents had to indicate whether they “strongly disagree (1), “disagree somewhat” (2), “disagree” (3), “agree somewhat” (4) or “fully agree”. The first eight questions were on economic impacts, followed by eight questions on socio-cultural impacts, then six questions on environmental impacts, and six questions on benefits resulting from infrastructure development. The last question was open-ended requesting respondents to indicate what they see as major challenges to the development of tourism in Soshanguve.

### 3.5 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.

## 4. Findings

### 4.1 Perceptions on tourism impacts within the community

As illustrated by literature on the social exchange theory (Lee, 2013; Styliadis & Terzidou, 2014; Weaver & Lawton, 2013), residents’ support for community tourism will be guided by the perceived impacts that tourism development will bring to them and their community. Therefore, the aim of this questionnaire was to assess the residents’ perceptions of the specific economic, socio-cultural, environmental and other impacts that tourism development will have on their community and themselves.

#### a. Economic impacts

The economic impacts examined here relate to issues of job creation, income generation and support for small businesses. The residents’ perceptions of the economic impacts of tourism development in their community are reflected in Table 1.

**Table 1: Perceptions on economic impacts**

IMPACT AREA	RESIDENTS' PERCEPTION				
	Strongly disagree	Disagree somewhat	Agree somewhat	Agree	Fully agree
More jobs	8%	15%	20%	<b>33%</b>	<b>24%</b>
More income	5%	15%	25%	<b>36%</b>	19%
Financial support for SMMEs	4%	14%	28%	<b>34%</b>	20%
More training	7%	11%	<b>32%</b>	29%	21%
Less poverty	6%	15%	28%	<b>30%</b>	21%

More investment	6%	14%	<b>30%</b>	28%	22%
Increase value of land/property	6%	12%	<b>30%</b>	<b>30%</b>	22%
Tax benefit	6%	13%	<b>30%</b>	27%	<b>24%</b>

It is evident from the percentage of respondents who either agree, agree somewhat or fully agree that the vast majority of the residents surveyed perceive great economic benefits accruing to the Soshanguve community from tourism. However, 24% of those who “fully agree” think that government is going to benefit the most through tax income. Interestingly, another 24% “fully agree” that the community will benefit from tourism through job creation.

#### b. Socio-cultural impacts of tourism

This section sought to examine both positive and negative socio-cultural impacts that could result from tourism development. The perceived and mixed impacts ranged from cultural pride and peace among people to issues of crime, prostitution and sports facilities and the results are as presented in Table 2.

Table 2: Summary of perceived socio-cultural impacts of tourism

IMPACT AREA	RESIDENTS' PERCEPTION RATING				
	Strongly disagree	Disagree somewhat	Agree somewhat	Agree	Fully agree
Cultural pride	5%	14%	<b>22%</b>	<b>34%</b>	<b>25%</b>
Learn more about other cultures	4%	9%	32%	31%	24%
More peace among people	7%	13%	<b>29%</b>	<b>30%</b>	21%
More sports and recreation facilities	6%	12%	32%	30%	20%
More diseases	11%	26%	<b>22%</b>	<b>30%</b>	11%
Less crime	13%	23%	<b>19%</b>	<b>30%</b>	15%
Less prostitution	21%	22%	<b>21%</b>	<b>26%</b>	10%
Entertainment facilities	3%	12%	<b>29%</b>	<b>35%</b>	21%

The residents are quite positive about the fact that tourism will lead to an increase in pride in their culture. 25% of the respondents “fully agree” with this, while 24% “fully agree” that tourism development will provide an opportunity for them to learn more about other cultures. 21% of the respondents also fully agree with the assertion that tourism development will lead to better entertainment facilities in the Soshanguve township. Again, a good percentage of the respondents agree that tourism development will lead to the development

of more sports and recreation facilities (18%), and 17% “fully agree” that it will lead to more peace among people.

#### c. Perceptions of environmental impacts

Environmental impacts that could result from tourism development include the protection of animals and plants, and general environmental awareness and protection. On the other hand, tourism development could result in negative impacts such as littering, waste of water and other resources, and pollution among

others. The results of the respondents' perceptions are indicated in Table 3.

**Table 3: Results of perceptions on environmental impacts**

IMPACT AREA	RESIDENTS' PERCEPTION RATING				
	Strongly disagree	Disagree somewhat	Agree somewhat	Agree	Fully agree
Animal protection	10%	15%	<b>26%</b>	<b>30%</b>	19%
Plant protection	7%	13%	31%	30%	19%
Increase pollution	9%	20%	<b>28%</b>	<b>31%</b>	12%
Increase littering	11%	18%	<b>29%</b>	<b>29%</b>	13%
More waste of water	12%	18%	31%	24%	13%
Greater environmental protection	6%	17%	28%	25%	<b>24%</b>

The above statistics (Table 3) reveal that most of the respondents are more convinced of the benefits of tourism to environmental protection than any of the other areas suggested to them. This is because 52% of the respondents either "agree somewhat" or "fully agree" that tourism development will lead to environmental protection, while only 23% "disagree somewhat" or "strongly disagree". This is followed by the benefits of tourism for plant protection with 50% of the respondents "agreeing somewhat" or "fully agreeing" with this, and only 20% "disagreeing somewhat" or "strongly disagreeing". Thirdly, 45% of the

respondents either "agree somewhat" or "fully agree" that tourism will be of benefit to animal protection, while 25% "disagree somewhat" or "strongly disagree".

#### **d. Perceptions on other impacts of tourism development**

These relate to issues such as shared facilities and services, security and health. Tourism development could either lead to an improvement in any of these areas, or cause deterioration due to factors such as exceeded carrying capacity. The results of the residents survey (Table 4) once more indicate a strong perception of tourism as being beneficial to the community.

**Table 4: Results of perceived impacts on other facilities and services**

IMPACT AREA	RESIDENTS' PERCEPTION RATING				
	Strongly disagree	Disagree somewhat	Agree somewhat	Agree	Fully agree
Improved roads	6%	12%	<b>30%</b>	<b>30%</b>	22%
Greater access to public transport	3%	14%	28%	26%	<b>29%</b>
Improved water provision	3%	14%	<b>28%</b>	<b>31%</b>	24%
Improved electricity services	6%	13%	<b>28%</b>	<b>30%</b>	23%
Improved safety and security	5%	15%	<b>25%</b>	<b>33%</b>	22%
Improved health facilities	8%	11%	<b>28%</b>	<b>28%</b>	25%

The great majority of respondents have a positive perception of the infrastructural developments that will ensue from tourism development. In total, 83% of the respondents either “agree”, “agree somewhat” or “fully agree” that tourism development will result in improved access to public transport, while only 17% “disagree somewhat” or “strongly disagree”. The same situation applies to improvements in water provision, with 83% envisaging a positive change and 17% disagreeing with this. Similarly, 82% of the respondents foresee improvements in road infrastructure.

A factor analysis was conducted to gain further clarity on the various impacts of tourism development on the Soshanguve township.

#### **Results of factor analysis: Impacts of tourism development on the Soshanguve community**

Considering that the over-riding objective of this study is to develop a sustainable community tourism strategy that would impact positively on the quality of life of

Soshanguve residents, an exploratory factor analysis was conducted to ascertain the extent to which various factors would impact on this goal. Using the pattern matrix with the principal axis factoring extraction and oblimin rotation methods, five factors were extracted. With a Kaiser-Meyer-Olkin (KMO) sampling adequacy of .906 and a 60.098 percent of total variance, the results were deemed to be reliable (SPSS, Inc., 2009). Barlett's test of sphericity yielded a significant (0.000).

#### **Results of the factor analysis**

The five factors extracted from the analysis were labelled as follows: economic factors, social factors, infrastructure factors, environmental factors and recreation and entertainment factors. In other words, these factors have a propensity to influence the development of sustainable community tourism in the Soshanguve township.

The following table (Table 5) summarises the correlation coefficients (loadings) between the factor labels expressed in the vertical axis and variables indicated in the horizontal axis.

**Table 5: Results of the factor analysis on perceived impacts of tourism in the Soshanguve community**

Tourism impacts on the community	Impact loadings				
	Economic impacts	Environmental impacts	Infrastructure	Conservation impacts	Recreation and entertainment
<b>ECONOMIC IMPACTS</b>					
More finance for SMMEs	.871				
More income	.718				
More training	.714				
Less poverty	.681				
Tax benefit	.658				
<b>ENVIRONMENTAL IMPACTS</b>					
Waste of water		.740			
Increased pollution		.683			
More diseases		.658			
Improved electricity		.367			

Tourism impacts on the community	Impact loadings				
Factor label	Economic impacts	Environmental impacts	Infrastructure	Conservation impacts	Recreation and entertainment
<b>INFRASTRUCTURE</b>					
Water provision			-.853		
Access to transport			-.801		
Road network			-.715		
Health facilities			-.688		
Safety and security			-.661		
<b>CONSERVATION IMPACTS</b>					
Animal protection				-.722	
Environmental protection				-.266	
<b>RECREATION AND ENTERTAINMENT</b>					
Entertainment facilities					-.688
Cultural performances					-.318
Sports and recreation facilities					-.309
<b>Cronbach's Alpha</b>	<b>0.836</b>	<b>0.687</b>	<b>0.852</b>	<b>0.800</b>	<b>0.695</b>
<b>Inter-item correlations</b>	<b>0.508</b>	<b>0.352</b>	<b>0.537</b>	<b>0.669</b>	<b>0.432</b>
<b>Mean values</b>	<b>3.43</b>	<b>3.23</b>	<b>3.59</b>	<b>3.29</b>	<b>3.50</b>

The economics factor consists of five constructs relating to more finance for small and medium size enterprises (SMMEs), more income for community members, more training opportunities for tourism sector employees, poverty reduction in the community of Soshanguve and tax benefits for the government. It is hardly surprising that the primary noticeable impact of tourism development from the community perspective is in the economic sphere in view of the pressures imposed by quality of life issues such as unemployment and poverty. This is also supported by literature on the social exchange theory which points to the fact that people are more likely to support a project if they foresee personal benefits accruing from it.

It is quite interesting to notice the awareness of community members with regard to the likely environmental costs of tourism development, despite the obvious economic benefits. This is expressed in

terms of water that may be wasted, increased pollution and the spread of diseases. However, there seems to be a perception that electricity provision will be improved.

Greater water provision, better access to public transport, an improved road network, better health facilities and greater safety and security form the constructs of the infrastructural benefits that are likely to result from tourism development in the community of Soshanguve. This is followed by the conservation impacts from better plant and animal protection and the recreational benefits from entertainment facilities, cultural performances and sports and recreation facilities.

The Cronbach's Alpha reliability test was conducted to check the internal consistency of the items in each category. The results were more than 0.5 in each case which is acceptable in exploratory



research. The inter-item correlation was also acceptable.

Even though the mean values for all the five factors are quite close (3.23 – 3.59), the factor with the highest mean value is infrastructure. This encompasses water provision, access to transport, road network, health and safety and security. It

indicates that the residents of Soshanguve township envisage the greatest impacts of tourism development accruing in this area. However, because the other mean values are quite close in range, a sustainable tourism strategy for Soshanguve should strive to spread the benefits across the all the factors.

#### Factor correlation matrix

Table 6: Factor correlation matrix on perceived tourism impacts in the Soshanguve community

FACTOR	Economic impacts	Environmental impacts	Infrastructure	Conservation impacts	Recreation and entertainment
1. Economic impacts	1.000	-.081	-.431	<b>.231</b>	-.602
2. Environmental impacts	-.081	1.000	-.286	<b>.283</b>	-.044
3. Infrastructure	-.431	-.286	1.000	-.243	<b>.416</b>
4. Conservation impacts	.231	.283	-.243	1.000	-.237
5. Recreation and entertainment	-.602	-.044	.416	-.237	1.000

Note:  $\leq 0.5$  indicates significant correlations, 0.3 indicates visible correlations and 0.1 indicates small correlations.

#### Factor correlations observed:

As previously stated, the purpose of the correlation matrix is to give an indication of the correlation between a specific factor and all the other factors (Tustin *et al.*, 2005:669), with a scale of  $\geq 0.5$  indicating significant correlations, 0.3 visible correlations and 0.1 indicates a small correlation. The results presented in Table 6 reveal the following:

- ✚ Infrastructure and recreation and entertainment: Significant correlations can be observed between infrastructure, recreation and entertainment. The most probable reason for this correlation is because the development of tourism in the community will necessitate infrastructural improvements as well as facilities for recreation and entertainment.
- ✚ Environmental and conservation impacts: There is also visible correlation between the social

impacts and environmental impacts, particularly social impacts such as waste water disposal, increased pollution in the community and improved electricity which all impact on the environment.

#### 4.2 Tourism effects on personal life and community life

Based on the social exchange theory (3.3), residents are more likely to support tourism development if they see how much they stand to benefit from it. Therefore it was necessary to explore the level of benefit that the locals perceive would accrue to them and the community from tourism development. The perceptions of residents regarding the potential impacts of tourism development in the Soshanguve community are presented in the form of effects on one's personal life (Table 7) and the community (Table 8).

**Table 7: Perceptions about the effects of tourism development on personal life**

Effects of tourism	Frequency (N)	Percentage
Extremely negative	4	1%
Very negative	3	1%
Negative	21	5%
No effect	52	12%
Positive	88	20%
Very positive	119	28%
Extremely positive	143	<b>33%</b>

**Table 8: Perceptions about effects of tourism development on community life**

Effects of tourism	Frequency (N)	Percentage
Extremely negative	7	2%
Very negative	2	1%
Negative	19	4%
No effect	49	11%
Positive	64	15%
Very positive	125	29%
Extremely positive	164	<b>38%</b>

Regarding the general effects that tourism development will have on their personal and community life, most of the respondents foresee a large positive impact in both domains, with 78% agreeing that there will be an improvement in their personal circumstances and 79% envisaging a positive change in the general community.

## 5. Conclusions

This study explores the perceptions of residents of Soshanguve community on tourism impacts in their community and the effects they think these will have on the quality of life at the individual and community level. Using the triple bottomline of sustainable tourism development (economic, environmental and socio-cultural impacts) as a reference point, the following conclusions have been established:

- Most residents of the Soshanguve community perceive tourism impacts to be largely positive in their community. Results of all the impact elements analysed reveal a positive rating of 50% and above from the respondents.

- Tourism impacts in the Soshanguve community have a strong potential to yield an improved quality of life for both individual respondents and the community as a whole. This is evidenced in the views of 81% of the respondents (improved personal quality of life) and 82% (improved community life).
- Furthermore, this study validates both the SET and the TRA as useful considerations in tourism planning and development. This is supported by the fact that the generally positive perception expressed regarding tourism impacts in the community is followed by an equally positive sentiment expressed by the respondents regarding the contribution of tourism to an improved quality of life.

## 6. Implications of the study

The significance of this study in moving the tourism industry forward can be summarised as follows:

- Tourism policy needs to be realigned as suggested by the findings of this study to give greater consideration to the role of host communities in tourism development. This is based on the serious implications that residents perceive tourism development as having on improving their personal lives (81%) and community life (82%).
- Hitherto, tourism planning has traditionally allocated a passive role (Consultative) to local communities based on the assumption that residents have

little or no expertise in tourism impacts. However, the findings of this study indicate that residents are quite informed about tourism impacts and how this could affect their lives. Therefore tourism planners should work more closely with host communities and get residents actively involved in tourism planning and development.

- Based on the foregoing, this study suggests the following as a means of defining the role of host communities in tourism planning and development:

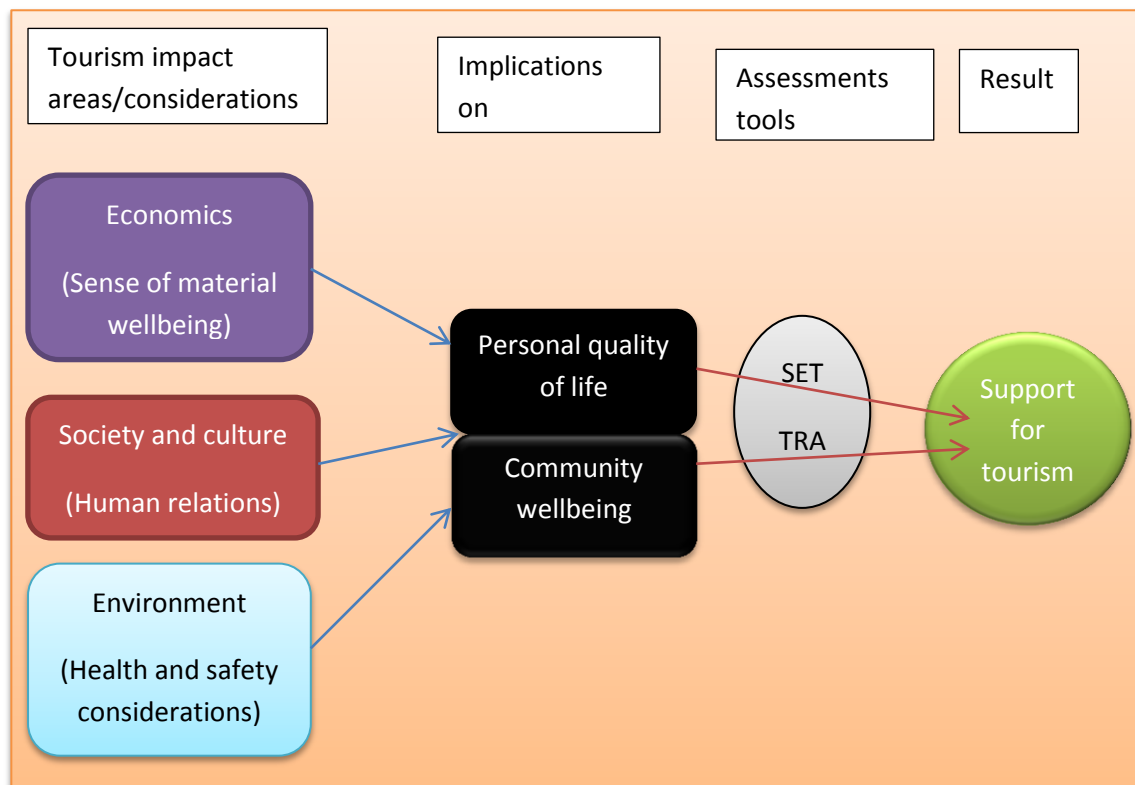


Figure 1. Conceptual model for community support for tourism

In essence, this conceptual model encapsulates the results of this study by illustrating that community support for tourism is not a spontaneous occurrence but rather the result of a well thoughtout process. This process begins with an awareness through information sharing and personal engagement by community members with tourism impacts. Through this

awareness, community members then reflect on how this will or is affecting them personally or as a community. Using the SET or TRA as assessing mechanism, the residents then weigh the benefits and cost of tourism and decide if tourism is worthy of their support or not. Hence the recommendation from this study that local communities constitute part of

the tourism development process from the beginning and due consideration be given to their perceptions and views.

## References

- Acha-anyi, P.N. Developing a sustainable community tourism strategy for townships: The case of Soshanguve. . Potchefstroom: North-West University. (Thesis - PhD.)
- Ajzen, I., & Fishbein, M. 1980. Understanding attitudes and predicting social behaviour. Eaglewood Cliff. Prentice-Hall.
- Banks, C. E. 2010. Disentangling the influence of community and place attachment on resident attitudes toward tourism development. A thesis submitted to the graduate Faculty of North Carolina state University in partial fulfilment of the requirements for the degree of Master of Science.
- City of Tshwane (COT). 2005. Tourism master plan: situation analysis. Pretoria: City of Tshwane.
- City of Tshwane (COT). 2012. Metropolitan Spatial Development Framework (MSDF). <http://www.tshwane.gov.za/AboutTshwane/CityManagement/CityDepartments/City%20Planning,%20Development%20and%20Regional%20Services/MSDF%202012/Chapter%201.pdf>. Date of access: 28 July 2013.
- Frauman, E. & Banks, S. 2011. Gateway community resident perceptions of tourism development: incorporating importance-performance analysis into a limits of acceptable change framework. *Tourism management*, 32(31):128-140.
- Kaiser, F.G. & Gutscher, H. 2003. The proposition of a general version of the theory of planned behaviour: predicting ecological behaviour. *Journal of applied social psychology*, 33(3):586-603.
- Kim, Y.H., Kim, M. & Goh, B.K. 2011. An examination of food tourist's behavior: using the modified theory of reasoned action. *Tourism management*, 32(3):1159-1165.
- Kim, K., Uysal, M. & Sirgy, M.J. 2013. How does tourism in a community impact the quality of life of community residents? *Tourism management*, 36(7):527-540.
- Krejcie, R.V. & Morgan, D.W. 1970. Determining sample size for research activities. *Journal of educational and psychological measurement*, 30(4):607-610.
- Lee, J., Graefe, A.R. & Burns, R.C. 2004. Service quality, satisfaction, and behavioural intention among forest visitors. *Journal of travel and tourism marketing*, 17(1):73-82.
- Lee, T.H. 2013. Influence analysis of community resident support for sustainable tourism development. *Journal of tourism management*, 34(33):37-46.
- Lepp, A. 2007. Residents' attitudes towards tourism in Bigodi Village, Uganda. *Tourism management*, 28(3):876-885.
- Nunkoo, R. & Ramkissoon, H. 2012. Power, trust, social exchange and community support. *Annals of tourism research*, 39(2):997-1023.
- Park, M. & Stokowski, P.A. 2009. Social disruption theory and crime in rural communities: Comparisons across three levels of tourism growth. *Journal of tourism management*, 30(9):905-915.
- Ryan, C. 2000. Australian tourists and their interests in wildlife based tourism attractions. (In Robinson, R., Long, P., Evans, N., Sharpley, R. & Swarbrooke, J., eds. Motivations, behavior and tourist

types: reflections on international tourism. Sunderland, UK: Business Education Publishers. p. 341-356.)

Sebele, L.S. 2010. Community-based tourism ventures, benefits and challenges: Khama Rhino Sanctuary Trust, Central District, Botswana. *Tourism management*, 31(3):136-146.

Sekaran, U. 2003. Research methods for business. a skill-building approach. 4th ed. Queensland: Wiley. 294 p.

Sekhar, N.U. 2003. Local people's attitudes towards conservation and wildlife tourism around Sariska Tiger Reserve, India. *Journal of environmental management*, 69(2):339-347.

Setshedi, G.P. 2007. Product development for Soshanguve as a unique tourism destination. GPS Architects. Pretoria. P12.

Setswe, G. 2010. Township communities and urbanisation in South Africa. (Human Sciences Research Council. Discussion guide for the 4th AMREP World Health Day workshop session on "Current Challenges in Urbanisation & Health". Burnet Institute, Monash University.) 86p

Statistics South Africa (Stats SA). 2011. Population per municipality. [http://www.statssa.gov.za/publications/Census%202011\\_data\\_supplied\\_to\\_National\\_Treasury.asp](http://www.statssa.gov.za/publications/Census%202011_data_supplied_to_National_Treasury.asp) Date of access: 21 October 2013.

Statistics South Africa (Stats SA). 2011. Population distribution for Soshanguve Township. Government of South Africa. <http://census2011.adrianfrith.com/place/799021> Date of access: 21 October 2013..

Statistics South Africa. 2013. Quarterly labour force survey: quarter 1, 2013. <http://www.statssa.gov.za/publications/PO211/P>

O2111stQuarter2013. Date of access: 8 May 2013.

Stylidis, D., Biran, A., Sit, J. & Szivas, E.M. 2014. Residents' support for tourism development: The role of residents' place image and perceived tourism impacts. *Tourism management*, 45: 260-274.

Stylidis, D. & Terzidou, M. 2014. Tourism and the economic crisis in Kavala, Greece. *Annals of Tourism Research*, 44(31):210-226.

Tosun, C. 2006. Expected nature of community participation in tourism development. *Tourism management*, 27(3):493-504.

Tustin, D.H., Ligthelm, A.A., Martins, J.H. & van Wyk, H. de J. 2005. Marketing research in practice. Pretoria: Unisa Press.

Weaver, D.B. & Lawton, L.J. 2013. Resident perceptions of a contentious tourism event. *Tourism management*, 37(15):165-175.

Zahra, A. & McGhee, N.G. 2013. Volunteer tourism: a host community capital perspective. *Annals of Tourism Research*, 42(12):22-45.