

## Residents' Perceptions of the Socio-cultural Impacts of Tourism: A Case Study of the Tokyo Sexwale Community in Jeffrey's Bay, South Africa

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### Abstract

The main aim of this study was to examine the residents' perceptions of socio-cultural impacts in the Tokyo Sexwale community in Jeffrey's Bay, South Africa. A quantitative study (n=400) was conducted to determine the Tokyo Sexwale residents' perceptions of the socio-cultural impacts of tourism in Jeffrey's Bay. The findings indicated that local residents have noted positive and negative socio-cultural impacts in their community and Jeffrey's Bay at large, as a result of the growth in tourism. In addition, the findings also revealed that the majority of the respondents were knowledgeable in terms of what tourism was all about and its impact on the community. The implications of this study are that local government and specifically the local tourism authority, despite all the good policy frameworks in South Africa, fail to consider the community as a key stakeholder in tourism development. So even though a community may be knowledgeable about tourism and its potential to bring about change, they may not necessarily be engaged as a stakeholder and included in tourism initiatives.

**Keywords:** Tourism; socio-cultural impacts of tourism; community participation; stakeholders; townships

### Introduction

According to George (2015), tourism is the biggest and fastest growing industry in the world. Therefore, tourism is one of the leading drivers of economic growth for most countries. This view is supported by Strydom, Mangope and Henama (2019) who posit that tourism has become the largest single sector of world trade. According to the World Travel and Tourism Council (WTTC) (2020), tourism contributed 10.3% to the gross domestic product (GDP) globally and generated 330 Million employment opportunities in the world in 2019. Therefore, tourism contribution to the global economy is quite significant. In South Africa, tourism contributed 7% towards the GDP in 2019 making it one of the key economic sectors in the country (WTTC, 2020). Many of the employment opportunities in tourism are offered both in urban and in rural areas, where resources have unlocked the tourism potential. Where these tourism resources are located, it also creates opportunities for tourists (visitors) and the communities (hosts) to interface. may not necessarily be created in the rural areas, or small



towns of South Africa, as tourists generally do not travel to the rural areas. This study explores one particular facet of that interface, by focusing on the community (hosts) and their perspectives about tourism, specifically the impacts of tourism. Therefore, the main aim of this study was to examine the residents' perceptions of socio-cultural impacts in the Tokyo Sexwale community in Jeffrey's Bay, South Africa.

Even though the existence of tourism at the destination presents many positive impacts, tourism can also generate negative impacts. Some of these impacts include an increase in crime rates (Fletcher, Fyall, Gilbert & Wanhil, 2013), a decline in traditions (Cooper & Hall, 2008), overcrowding and traffic congestion (George, 2015). These impacts tend to affect local host communities and should be understood from this perspective. Host communities are regarded as one of the major stakeholders in tourism since they are most affected by tourism planning and development. Therefore, an awareness regarding their perceptions about tourism and its impacts is important for decision-makers (Eshliki & Kaboudi, 2012). Acha-Anyi (2016) states that there is a need for greater planning in tourism which will question the issue of stakeholder management. As pointed out previously, the community is a key stakeholder in tourism development, yet their involvement is not always a given. Deery, Jago and Fredline (2012) argue that studies concerning the social impacts of tourism are both substantial and on-going practice for communities where tourism is developed. However, most of them have been conducted in developed countries. Thus, few studies have been conducted in the developing world (Eshki & Kaboudi, 2012; Sharpley, 2014; Manivannan, 2015; Alrwajfah, Almeida-García & Cortés-Macías, 2019). From the South African perspective, Slabbert (2013) asserts that there are limited studies that sought to investigate the impacts of tourism on South African communities. Although Jeffrey's Bay, the case study area in this study, as a destination is recognised as one of the best surfing destinations in the world, little is known about the local Tokyo Sexwale community and its perceptions regarding the impacts of tourism. The purpose of this paper was, therefore, to examine the socio-cultural impacts of tourism in Jeffrey's Bay as perceived by the residents of the Tokyo Sexwale community. Section hereafter provides a theoretical framework by focusing on community participation. The purpose of this section is to highlight the critical role that communities play in tourism development.

### **Theoretical framework**

Tourism can have either negative or positive impacts on a community (Giampiccolli and Saayman, 2018). As a result, the support and the participation of local communities in tourism are very important as this may prevent the feeling of resentment between the hosts and visitors (Aref, 2011). The level of resentment is likely to be quite high between the hosts and visitors if a local community is disregarded in any tourism development initiatives affecting them. On the other hand, if the local community is part of the tourism development initiatives and planning processes involving tourism, the level of resentment between the hosts and the visitors is likely to be quite low. Thus, tourism developers and local government ought to place greater emphasis on understanding the relationship between the hosts and the visitors. According to Michael, Mgonja and Backman (2013), the participation of local communities in tourism allows them to be part of the decision-making process and further enables them to take advantage of the benefits presented by tourism (Salleh, Shukor, Othman, Samsudin & Idris, 2016). Acha-Anyi (2018) states that local residents are affected directly by tourism as they reside and work in communities where tourism activities take place. Therefore, their participation in tourism will ensure that they do not consider themselves as being exploited.

Nejati, Mohamed and Omar (2014) explain that it is important to involve local communities and further ensure that their views regarding tourism are valued in order to achieve effective planning for tourism. Mugizi, Ayorekire and Obua (2017) assert that local



residents need to participate not only in planning but also in the development and management of tourism in their respective communities. This will ensure that unacceptable impacts of tourism in local communities are prevented or minimised (Acha-Anyi, 2018). In the case of South Africa, the role of communities in tourism is encouraged through legislation by the government as outlined in the following policy document: The 1996 White Paper in the Development and Promotion of Tourism in South Africa. According to South Africa (1996), communities have important roles to play in tourism. Communities should partake at all levels (national, provincial and local) to play a more pivotal role in tourism and work together with other tourism role players, including all tiers of government. They should take advantage of opportunities presented by tourism by arranging resources within their communities that will serve as tourist attractions.

South Africa (1996) further urges communities to support and actively partake and promote responsible tourism and sustainable development. They should guard against tourism initiatives that are detrimental to their environment and culture. Communities should partake in decision-making processes about key tourism developments within their communities. They should encourage radio coverage and the print media to offer information and awareness about tourism to their communities (South Africa, 1996). Mowforth and Munt (2016) claim that it is easy to encourage the principle of residents’ participation in tourism, but the actual practice is not simple as the participation may be implemented in different ways. Table 1 below explains the six types of participation, ranging from “Passive participation”, where people who are not from the local community are making decisions, to “Self-mobilisation and connectedness”, where the local residents have full control over the developments and resource use.

**Table 1: Pretty and Hine’s typology of participation**

Typology	Characteristics of each type
<i>Passive participation</i>	Local residents partake based on what they are told and what occurred.
<i>Participation by consultation</i>	Local residents may share their views but the organisers are not obligated to make use of these views.
<i>Bought participation</i>	Local residents partake with the expectations of getting something in return. Once the project ceases they have no influence.
<i>Functional participation</i>	Locals partake as results of predetermined outcomes and are involved by the external agencies.
<i>Interactive participation</i>	Local residents partake in the development plans as a joint initiative which leads to the empowerment of local groups. In this case, all views are considered in order to obtain the best outcomes.
<i>Self-mobilisation and connectedness</i>	Local residents are in control of their own activities and they make use of the external stakeholders for technical knowhow.

Source: Mowforth and Munt (2016)

Based on the above table, it is highlighted that “Interactive participation” and “Self-mobilisation and connectedness participation” are strongly associated with the expected roles of host communities in tourism, including their participation in decision-making. In support of this, Mugizi et al. (2017:210) state that “self-mobilisation and connectedness participation” is the most important type of participation as it creates a platform for local communities to make important inputs to decisions that are formed to guide the implementation of development programmes that will benefit them. The next section offers a literature review, by specifically focusing on the positive and negative socio-cultural impacts of tourism. The purpose of this section is to outline both the positive and negative socio-cultural impacts of tourism.

## Literature review

### *Positive and negative socio-cultural impacts of tourism*

According to Travis (2011), socio-cultural impacts of tourism are defined as the amalgam of social and cultural aspects that have an impact on the local community as a result of its contact



with tourists and the tourism industry. Zhuang, Yao and Li (2019:3) claim that socio-cultural impacts of tourism are the “human impacts of the tourism industry, with an emphasis on changes in the quality of residents’ daily life at the tourist destinations and cultural impacts related to transformations in traditional values, norms, and identities arising from tourism”. Tourists visit different places for tourism activities, most of which are situated within host communities. Many of these tourists come from different cultural backgrounds to that of host communities. As a result, the socio-cultural impacts of tourism are more likely to occur. This view is supported by Saayman (2013) who claims that socio-cultural impacts of tourism take place at the destination through a contact between the hosts and tourists.

Several researchers have claimed that the interface between the host and the visitor provides for an interesting platform where goods, services, amenities and ideas can be exchanged (De Kadt, 1979; Sharpley, 2014; Carneiro & Eusébio, 2015). This exchange serves as a basis as to how the host and/or the visitor will engage with each other and how they will ultimately perceive their relationship. Fletcher et al. (2013) argue that if the exchange is superficial, then the host community and tourists are strongly associated with negative aspects of social interaction. On the other hand, if the exchange is more in-depth and meaningful, then the relationship may be considered to be positive in nature. In the seminal work of Mathieson and Wall (1982), the discussion of socio-cultural impacts of tourism can be structured into three parts, namely, “Tourists”, “Hosts” and “The encounter”. Tourists are causing changes in the local community due to their differences in language, culture and affluence. Tourists influence the extent of socio-cultural impacts of tourism in terms of their types and number. Hosts are responsible for providing the tourism experience within their community and are exposed to tourists through living and working in their community. The encounter happens between tourists and the host community. This encounter usually leads to differences in behaviour and expectations which create long-term effects. The extent of impacts to the host community will be based on how the encounter takes place, the stage of tourism development in the host community and the social carrying capacity of the host community (Mathieson & Wall, 1982; Tichaawa & Mhlanga, 2015). Cooper (2016) explains that the degree of disturbance experienced by local communities and their attitudes toward tourism will be determined by three key aspects. Firstly, tourist amenities at the destination in relation to where the local residents are staying are sometimes shared by the hosts and the visitors. Therefore, the degree of disturbance between the host and the visitor will determine the residents’ attitude towards tourism. Secondly, the author notes that the attitude of the residents may also be influenced by the local residents’ length of stay in the community. The longer the residents have lived in the community, the greater their experience with respect to their attitudes to tourism. Finally, the author also posits that if the local people are employed in the tourism industry or have close relatives who are employed in tourism, or organisations that are dependent on tourism, it may also affect their perspective with regard to tourism. In other words, those residents who are employed in tourism, or know someone that work in tourism or a related sector, may have a better understanding of tourism. Furthermore, if they are beneficiaries of tourism, they are likely to be more positive and about tourism. The next section highlights the positive socio-cultural impacts of tourism.

### ***Positive socio-cultural impacts of tourism***

Tourism may have positive socio-cultural impacts on local communities. These positive socio-cultural impacts on local communities may include interalia: the ability of tourism to foster local pride amongst the hosts; the propensity to promote peace and cross-cultural understanding between the hosts and the visitors; facilitate improved infrastructure for the hosts and; contribute to the preservation of culture and heritage of the hosts.



Tourism fosters local pride: tourism can aid to renew cultural pride of the local community (Ivanovic, Khunou, Pawson & Tseane, 2009). This occurs when tourists are showing interest in and appreciation of the culture, rituals, traditional ceremonies and beliefs of the host community (Fletcher et al., 2013; Messer, 2010). As a consequence, the hosts may appreciate their culture more, as they realise that their culture is valued and has the potential to generate benefits. In a study by Jaafar, Ismail and Rasoolimanesh (2015) in Malaysia, it was revealed that local residents in selected locations near Kinabalu National Park developed a sense pride in both their national and local culture as a result of tourism. The findings further revealed that tourism encouraged the performance of cultural activities in their respective communities. A study by Tichaawa and Moyo (2019) in Zimbabwe found that tourism promoted the renewal of cultural pride and encouraged a wide variety of cultural activities in the community in order to keep the local culture alive.

Tourism promotes peace and cross-cultural understanding: tourism motivates people to travel to different places of interests and get an opportunity to learn more about other cultures (George, 2015). This interaction can also encourage peace between people from different cultural backgrounds. A study by Sharma, Charak and Kumar (2018) in Malaysia found that there was a positive relationship between peace and tourism. The findings further revealed that most of the respondents were of the view that tourism presented an opportunity to learn from other cultures. Improved infrastructure and facilities for the community: tourism can lead to the improvement of roads, telecommunications, the public transport system, entertainment facilities and restaurants at the destination in order to accommodate the needs of tourists and to encourage the growth in tourist numbers (Fletcher et al., 2013). The use of these services is intended not only for tourists but also for the local community who benefit from these improved infrastructure and facilities. In a study by Ismail, King and Ihalanayake (2011) in Malaysia, it was found that local residents recognised the importance of tourism development. The presence of tourism in their community resulted in the creation of more recreational facilities and improved public infrastructure.

Preservation of culture and heritage: the income derived from tourist-related activities at the destination is often used for preserving the culture and the heritage of the destination (George, 2015). This includes the preservation and maintenance of old buildings, cultural sites and landmarks that have cultural significance and historical value. The findings by Mbaiwa (2005) in Botswana discovered that the development of tourism in Okavango Delta has stimulated the renewal and preservation of cultural products and practices. What is evident from the above studies that were done in Zimbabwe, Botswana and Malaysia, is that all they were all completed in developing countries, where tourism plays a pivotal role in community development. Therefore, tourism was used as a vehicle to involve the local community, and at the same time, the community derived some benefit from tourism. Consequently, the communities in these studies have gained some insight into tourism and its ability to bring about positive change.

### ***Negative socio-cultural impacts of tourism***

The section below briefly outlines the negative socio-cultural impacts of tourism in local communities. Some of the negative socio-cultural impacts linked to tourism include interalia: crime that has reared its head as a result of visitors; the morality of the host being adversely affected due to the presence of visitors; culture being commodified and; the demonstration effect. Crime: tourists are easy targets of criminal activities such as robbery due to their presence at the destination and because they are usually carrying large amounts of money and valuables, like cameras, cell phones and other devices (Fletcher et al., 2013); and sometimes their unwillingness to follow through with laying charges. Thus, tourists are particularly





vulnerable when they visit destinations. Mataković and Mataković (2019) argue that specific research concerning residents' attitudes about the impacts of tourism on crime and security is less represented in the literature. Nevertheless, the assertion in the literature and previous studies revealed that the presence of tourism at the destination increases the rates of crime (Cook, Yale & Marqua, 2010; Deery et al, 2012; Weaver & Lawton, 2010).

The decline in morality in the community: the presence of tourists in the local community, may expose local residents to the different values of tourists and this may give rise to many social ills such as prostitution, crime, gambling, drinking and drug abuse (Ivanovic et al, 2009:298; Jaafar et al, 2015). A study by Nyaupane, Morais and Dowler (2006) conducted in Nepal and China found that tourism development in the community has stimulated undesirable activities such as prostitution and children's absenteeism from school.

Commodification: Ivanovic et al. (2009:299) claim that commodification "is the process of reducing culture merely to another product with a price tag". From the tourism perspective, local cultures can be used as tourism products to meet tourists' demands (George, 2015). As a result, local cultures may not be valued by tourists unless they become goods to trade. Meekaew and Srisontisuk (2012) revealed that when tourism in Chiangkhan in Thailand was at its peak, local cultures are used as a commodity to serve tourism. As a result, the value of local cultures has been reduced. The mutations in those values or cultural aspects may lead to staged authenticity.

The demonstration effect: usually occurs when local communities start to adjust and change their values and modes of behaviour to match those of the tourists (Singla, 2014). George (2015) argues that the demonstration effect mostly affects young people and may lead to tension between those who want change and those who wish to retain traditional ways of life. According to Bello, Carr, Lovelock and Xu (2017), local residents acknowledged that tourism has caused them to follow Western culture in their dress, behaviour and food.

## Study area

This study was conducted in the Tokyo Sexwale community, which is one of the townships located in Jeffrey's Bay, in the Eastern Cape Province of South Africa. Jeffrey's Bay is a coastal town that has become world renown for its surfing. It boasts with one of the best right-hand surf breaks in the world and offers several surfing spots, such as the Supertubes, Boneyards, the Point and Kitchen Window (Lange, 2018). These surfing spots appeal to a wide range of surfers, from the most experienced to the novice. As a result of this offering and many kilometres of sandy beaches, plus a moderate climate throughout the year, it attracts surfers and tourists, from across the world throughout the year. The surfing has stimulated a demand for a range of accommodation establishments ranging from backpacker lodges to guest houses. The surfing "culture" has also attracted niche clothing stores, such Billabong, Ripcurl and the local brand "Country Feeling" which was started in a garage (Nighthjar Travel Guide, 2020), with these niche stores found primarily in urban centres, rather than small coastal towns. Other outdoor and adventure activities include: two beach horse trails, namely, Featherfoot and Papiessfontein beach horse trails; a diverse range of adventure activities offering fishing charters, sandboarding, ziplining, quad biking, and kayaking ([Tripadvisor](#), 2020). On the outskirts of Jeffrey's Bay are a number of Nature Reserves in close proximity to the town, which offer almost ideal locations for bird watching with up to 450 bird species being sighted in these Nature Reserves (Nighthjar Travel Guide, 2020). As a consequence, the main employment opportunities in Jeffrey's Bay are either in tourism, fishing, or a related sector, such as food and beverage. However, like most South African town and cities, Jeffrey's Bay is also plagued by segregated Apartheid planning and this is evident in the town's morphology and socio-economic make-up, which remains a challenge in contemporary South Africa.



Townships are previously disadvantaged (Black African, Coloured and Indian) residential areas in South Africa, which were neglected by the Apartheid government, in terms of infrastructure and resources. The Tokyo Sexwale community is situated between Pellsrus (another previously disadvantaged community but designated primarily to Coloured people as per the Population Registration Act of 1950 (Boddy-Evans, 2019) and Marina Martinique (an upmarket, previously advantaged community, which is also a gated community).

Obtaining the background information concerning the Tokyo Sexwale community and its population was very challenging as there was very little documented information on the community. Thus, the researchers engaged with the local Ward 2 councillor. Ward 2 covers the communities of Pellsrus, Loots Park and Tokyo Sexwale. During this engagement with the Ward councillor, it was explained that the Tokyo Sexwale community is three kilometres away from the central business district (CBD) of Jeffrey's Bay and that this community was the oldest township in Jeffrey's Bay. It was determined that approximately 5000 residents reside in this community and the majority of these residents were not originally from Jeffrey's Bay. It was further established that most of the community members were of Xhosa origin, whilst the remainder were from other ethnic or population groups, such as Zulu, Sotho, Swati and Coloured. The most spoken languages in this community were isiXhosa, Afrikaans and English. According to the Ward councillor, the Tokyo Sexwale community had a high number of unemployed people, especially the youth.

## Methodology

In an attempt to address the purpose of this study, a quantitative research approach was adopted. Using the non-probability sampling method, specifically convenience sampling, data was collected from conducting fieldwork in the Tokyo Sexwale community in Jeffrey's Bay from June 2019 to August 2019. Respondents were approached in their homes and only one respondent was considered per household. This has made the sample more representative of the population of the Tokyo Sexwale community. The inclusion criteria specifically comprised of local residents that were between the ages of 18 and 60 years, both males and females; employed and unemployed local residents; and all population groups as recognised by the South African Population Registration Act of 1950 (Boddy-Evans, 2019). The reason for excluding the under 18 years of age respondents is because this group would require parental consent to participate in the study. The exclusion of those over 60 years of age was because this group was generally no longer economically active and therefore retired.

Since the population of this study consists of an underprivileged or marginalised community, both from a social and economic perspective, ethical clearance was obtained from the relevant Nelson Mandela University committee. In this instance, ethical clearance was granted and permission to conduct this study in the Tokyo Sexwale community was also obtained from the Ward 2 councillor, who was considered the "gate-keeper" in terms of the University Policy.

According to Krejcie and Morgan (1970), the recommended sample size for a population of 5000 is 357. In the case of this study, completed questionnaires were collected from a sample size of  $n=400$  respondents to ensure that a range of statistical tests were conducted. The collected data was captured on Microsoft Excel and analysed using the Statistical Package for Social Sciences (SPSS) software. This software allowed the researcher to generate descriptive statistics which enabled the expression of the research findings through the use of tables as seen in the findings section that follows.



## Discussion of the findings

### *Demographic profile*

As depicted in Table 2 below, the majority (58%) of respondent who participated in this study were females. However, no specific reason could be attributed to females being the majority respondents, other than them being more willing to participate in the study. Based on the results of the survey, it was noted that most (89.5%) of the respondents were between the ages of 18 to 45, with a large proportion being categorized as forming part of the youth. This is interesting as it means that Tokyo Sexwale community comprises mostly of younger persons.

According to Slabbert, Viviers and Erasmus (2013), the age of local residents is one of the socio-demographic factors that can influence peoples' attitudes towards the socio-cultural impacts of tourism. Studies by Snyman (2014) and Gökkaya and Acar (2015) have affirmed that age can influence a group's perspective. A large proportion (75.3%) of the respondents had completed a secondary school qualification. This may be attributed to the close proximity of the Jeffrey's Bay Comprehensive High School, which is within walking distance and/or the school being a no-fee school. This means that no learner is expected to pay any fees toward schooling making education more accessible. No-fee schools were introduced around 2007. In terms of the length of stay in the community, no conclusive result could be drawn, as the data indicated a fairly broad and even spread of how long the respondents had stayed in the community.

**Table 2: Demographic profile**

<b>Gender</b>	<b>%</b>
Male	42%
Female	58%
<b>Age category</b>	<b>%</b>
18-25 years	29.5%
26-35 years	34.7%
36-45 years	24.3%
46-55 years	7.5%
56-60 years	4.0%
<b>Length of stay</b>	<b>%</b>
0-5 years	21%
6-10 years	27%
11-15 years	18%
16-20 years	13%
>20 years	21%
<b>Education qualification level</b>	<b>%</b>
Primary	8.4%
Secondary	75.3%
Under-graduate	13.7%
Post-graduate	2.3%
No qualification	0.3%

### *Positive socio-cultural impacts of tourism*

Table 3 and 4 below gives a descriptive analysis of the positive socio-cultural statement. It is noted that 70% of the respondents agreed with the statement that “infrastructure (e.g. roads, hospitals, schools, etc) have improved as a result of tourism”. The fact that the respondents are agreed with the statement is as a result of the infrastructure that has been built in the area over the last 10 to 20 years. This has made the study area more accessible to the residents and visitors. The improvement in the infrastructure is in line with the local government's aim to improve the infrastructure of previously neglected areas. Sixty-one percent agreed with the statement that “there has been a promotion of cross-cultural understanding between locals and tourists”. In other words, the increasing number of tourists, or the fact that a large proportion of respondents are educated to high school level, means that they have a better appreciation





that tourism promotes cross-cultural understanding. More than 70% of the respondents also agreed that “the availability of recreation facilities in the local community has increased as a result of tourism”.

However, the only recreation facility in the immediate area of the community was a sports field. On the other hand, the beach facilities are within walking distance and used by tourists and locals, and were generally well kept and maintained. With regard to the respondents perspective on “the interaction between local people and tourists increasing”, 64.3% of the respondents were agreement that “the interaction between the hosts and visitors had increased”, as a result of tourism. This means that the respondent had experienced more interaction with tourists over the years, as a result of tourist coming into the community, or passing through the community en route to neighbouring areas, such Martina Martinique. Sixty four percent of the respondents also agreed that “the standard of living through job creation had improved”. Again, it could be that the respondents had personal experience of the increasing standards of living. When examining the statement as to whether “tourists had shown respect to the culture and traditions of the hosts”, 85% of the respondents agreed with this statement. It would therefore appear that tourist, in general were extremely respectful of the hosts and their community. Similarly, the 85.3% of the respondents agreed that “the image of Jeffrey’s Bay has improved” as a result of tourism. Thus, the respondents recognised that tourism had improved the image of Jeffrey’s Bay as a whole. Lastly, 67.8% of the respondents agreed that there were a “variety of cultural activities in the local community”, due to tourism. In other words, tourists has contributed to the offering of these cultural activities, brought about township tourism. Overall, it seems as if the respondents were of the view that the socio-cultural impacts of tourism were generally positive.

**Table 3: Descriptive analysis: positive socio-cultural impacts of tourism**

As a result of tourism, .....	Disagree		Neutral		Agree	
	Count	N %	Count	N %	Count	N %
1. The infrastructure, such hospitals, roads, schools, parks and restaurants have improved	56	14,0%	64	16,0%	280	70,0%
2. There has been a promotion of cross-cultural understanding between locals and tourists	49	12,3%	107	26,8%	244	61,0%
3. The availability of recreation facilities in the community has increased	37	9,3%	80	20,0%	283	70,8%
4. Residents' pride in the local community culture has increased	91	22,8%	126	31,5%	183	45,8%
5. Safety and security in the area has improved	108	27,0%	102	25,5%	190	47,5%
6. Interaction between local people and tourists have increased	51	12,8%	92	23,0%	257	64,3%
7. Standards of living through job creation have improved	64	16,0%	80	20,0%	256	64,0%
8. Tourist show respect to our culture and traditions	25	6,3%	35	8,8%	340	85,0%
9. The image of Jeffrey's Bay has improved	23	5,8%	36	9,0%	341	85,3%
10. There are a variety of cultural activities in the local community, e.g. handicraft	76	19,0%	53	13,3%	271	67,8%

**Table 4: Mean and standard deviation of the positive socio-cultural impacts of tourism**

	Statements	1	2	3	4	5	6	7	8	9	10
N	Valid	400	400	400	400	400	400	400	400	400	400
	Missing	0	0	0	0	0	0	0	0	0	0
	Mean	2,56	2,49	2,62	2,23	2,21	2,52	2,48	2,79	2,8	2,49
	Median	3	3	3	2	2	3	3	3	3	3
	Mode	3	3	3	3	3	3	3	3	3	3
	Std. Deviation	0,726	0,704	0,65	0,796	0,839	0,711	0,756	0,541	0,528	0,795



Minimum	1	1	1	1	1	1	1	1	1	1
Maximum	3	3	3	3	3	3	3	3	3	3

### *Negative socio-cultural impacts of tourism*

Table 5 and 6 below indicate the descriptive analysis of the respondents. Of the 9 statements which respondents expressed themselves on, 6 statements had respondents agreeing by more than 50% that tourism could negatively impact on certain aspects. With regard to the statement that “traditional culture is being commercialised for the sake of tourism”, 66% of the respondents agreed that this was the case. This is indeed a matter of concern, as it could imply that the community’s culture is being repackaged and becoming less authentic for the sake of tourists sales. The respondents overwhelmingly agreed that “the local prices goods and services, including land, have increased”. Thus over time, respondents have become aware of this specific phenomenon. With regard to “the community becoming overcrowded due to the increase of tourists”, 73.5% of the respondents agreed with this statement. The overcrowding may be as a result of friends and relatives visiting families in the Tokyo Sexwale community during the holiday period. In the case of the rise in “drug use” and “alcohol abuse”, 53.3% and 56.8% of the respondents respectively agreed with these statements. Similarly, 54% of the respondents agreed that there was “a rise in prostitution in the community”. Overall, the respondents were able to identify specific aspects that negatively impacted on the community as a result of tourism.

**Table 5: Descriptive analysis: negative socio-cultural impacts of tourism**

As a result of tourism, .....	Disagree		Neutral		Agree	
	Count	N %	Count	N %	Count	N %
11. Traditional culture is being commercialised for the sake of tourism	90	22,5%	46	11,5%	264	66,0%
12. The local prices of some goods and services, including land have been increased	59	14,8%	41	10,3%	300	75,0%
13. My community is becoming overcrowded due to the increase in the number of tourists	63	15,8%	43	10,8%	294	73,5%
14. The presence of tourists in the community plays a role in changing lifestyles and values of the local people	122	30,5%	105	26,3%	173	43,3%
15. There is a rise in crime in the local community	128	32,0%	74	18,5%	198	49,5%
16. There is a rise in drug use in the local community	128	32,0%	59	14,8%	213	53,3%
17. There is a rise in alcohol abuse in the community	124	31,0%	49	12,3%	227	56,8%
18. There is a rise in prostitution in the community	134	33,5%	50	12,5%	216	54,0%
19. There are language differences which can cause conflict between tourists and community members	125	31,3%	89	22,3%	186	46,5%

**Table 6: Mean and standard deviation of the negative socio-cultural impacts of tourism**

Statements	11	12	13	14	15	16	17	18	19
N	Valid	400	400	400	400	400	400	400	400
	Missing	0	0	0	0	0	0	0	0
Mean	2,44	2,6	2,58	2,13	2,17	2,21	2,26	2,21	2,15
Median	3	3	3	2	2	3	3	3	2
Mode	3	3	3	3	3	3	3	3	3
Std. Deviation	0,835	0,732	0,749	0,85	0,887	0,9	0,902	0,914	0,87
Minimum	1	1	1	1	1	1	1	1	1
Maximum	3	3	3	3	3	3	3	3	3



## Conclusion

From the empirical findings, it is evident that tourism plays an important role to the residents of the Tokyo Sexwale community and Jeffrey's Bay at large as it has improved the image of Jeffrey's Bay. Furthermore, tourism has also contributed to the enhancement of the local infrastructure and facilities, the availability of recreation facilities. In addition, it is worth noting that the respondents were generally positive about the impact of tourism. On the other hand, tourists also account for negative impacts such as commercialisation of local culture to meet tourists' demands and increase the local prices of some goods and services including land. Despite the fact that the local residents of Tokyo Sexwale community perceived some negative socio-cultural impacts, the overall findings indicate that the local residents perceived more positive impacts than negative impacts of tourism. Therefore, these residents are more likely to continue showing support for tourism.

Host communities are one of the important stakeholders in tourism, as it is within their environment that tourism-related activities usually take place. In order to prevent the feeling of resentment, it is recommended that the local tourism agency and the local municipality need to create platforms for host communities to participate in the tourism planning and decision-making processes. Furthermore, it is also recommended that those who are charged with the responsibility of promoting and developing tourism at the destination, have an understanding of the local residents' perceptions and attitudes pertaining to tourism. It would appear that despite South Africa having sound policy frameworks and placing communities at the forefront of tourism development, much still needs to be done. Those who have been tasked with promoting and developing tourism seldom must understand that the local community is a key stakeholder and therefore, an integral part of the decision-making process.

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