



The relationship between socio-cultural impacts of a township tour and the overall life satisfaction of residents in townships in the Western Cape, South Africa

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Abstract

In a time of global economic recession, developing countries are focusing on alternative methods to better the overall life satisfaction and therefore living standards of its communities. Life satisfaction relates to the well-being of an individual with regards to their different life domains. This study focusses on the tourism industry in South Africa, specifically, township tourism in the Western Cape. The purpose of this article was to investigate the relationship between socio-cultural impacts of a township tour, namely: the perceived level of respect towards resident's traditions, cultures and beliefs by tourists; whether social interaction exists between residents and tourists; whether residents perceive an infringement on their privacy, and; whether the residents perceive a positive result from the interaction with tourists and the overall life satisfaction, constituting; the material-life; the community-life; the emotional-life, and; the health-life of residents in townships in the Western Cape, South Africa. Furthermore, the Bottom-Up and Top-Down Perspectives of life satisfaction are utilized to explain the relation between the variables of this study. A quantitative research design was used for the purpose of this study and the data was collected by means of a self-administered questionnaire. The findings of this study indicate that socio-cultural impacts of a township tour correlate strongly with the emotional-life domain of residents of townships. From the findings, recommendations to the stakeholders of township tours are made. The managerial implication is that township tour operators should focus their attention on the residents of the township communities and find ways to incorporate residents into their business. The study is significant as it adds to the limited research on township tours in South Africa and, as far as could be established by the researchers, is the first study to investigate the relation between socio-cultural impacts of a township tour and the overall life satisfaction of residents in townships in the Western Cape, South Africa.

Keywords: Material-life domain, community-life domain, emotional-life domain, health-life domain, overall life satisfaction.



Introduction and Background

On first analyses of the global economic state it appears that the global economy is growing significantly (United Nations, 2019). However, on a deeper analysis it can be deduced that the highlighted figures mask the fact that the quality of the global economic growth recorded is insufficient (United Nations, 2019). The United Nations (2019) along with Reid (2018), further explain that globally, economic growth has peaked, whilst the countries which most need it, such as Africa, Western Asia, Latin America and the Caribbean, growth rates are stagnant or decreasing. This is supported by Chavula and Oudraogo (2019), who blame the stagnating global growth rate of these regions on the dire financial conditions, increased barriers to trade and loss of support for multilateralism. This is concerning as these regions constitute 20 % of the global population, with 5 % of people living in extreme poverty (United Nations, 2019). In these developing countries, industrial and urban areas account for the majority of economic activity, with rural areas, such as townships, being forgotten. This has resulted in a spike in inequality, poverty and unemployment and has pushed targets to eradicate these issues and improve the quality of life of communities, further out of reach (United Nations, 2019). The high level of inequality in conjunction with inadequate income per capita, emphasise the importance of strengthening the business environment, improving human capital and providing opportunities in developing countries (United Nations, 2019).

In order for developing countries to grow, they should focus their policies on entrepreneurship, as stated by Acs (2006), as well as Oladapo, Farayibi and Adesoji (2015). This is supported by Currie-Alder, Kanbur, Malone and Medhora (2008), as well as Doran, McCarthy and O'Connor (2018), who explain that for a country to transform from a lower income based economy, to a higher income based economy, they must increase their level of entrepreneurship. Hikido (2018) adds that entrepreneurship is an economic alternative and utilises township tourism as an example in conceptualising this concept. The aim of this study was to investigate the relationship between socio-cultural impacts of township tourism and overall life satisfaction of the residents of townships in the Western Cape, South Africa.

Life satisfaction

The general definition of satisfaction, as articulated by Corte, Sciarelli, Cascella and Gaudio (2015), is the fulfilment of an individuals' desires or goals. However, satisfaction can be further interpreted through its linkage to happiness, a continuous state of content and optimism (Diener, 2000; Steel, Schmidt & Schultz, 2008; Fowler & Christakis, 2008). By these conceptualizations, satisfaction then refers to the well-being of a person and constitutes a persons' ability to satisfy their aspirations or needs (Mafini, 2017). Life satisfaction is achieved when multiple domains of an individuals' life regarding their well-being are being satisfied, such as in their work-life, family-life, community-life, material-life, emotional-life, and health and safety-life (Ncube & Kruger, 2018; Kim *et al.*, 2013). Hansen (2012) adds to this by stating that life satisfaction is an indicator of how well a community is thriving, or their quality of life. Life satisfaction has traditionally been explained through the use of two common theories, namely; the Bottom-Up Perspective, and; the Top-Down Perspective.

Life Satisfaction Theories

Life satisfaction is somewhat subjective and there is hence not a single set of conventions for the analysis thereof (Erdogan, Bauer, Truxillo & Mansfield, 2012).

The Bottom-Up perspective explains life satisfaction as a product of an individuals' satisfaction with separate life domains (Heller, 2004; Pavot & Diener, 2008; Ackerman, 2019). Erdogan *et al.* (2012) further explain that all domains of life are interrelated, and life satisfaction cannot be calculated by finding an average level of satisfaction from all domains. This is due to the



fact that each individual will place different weightings of importance on each domain, depending on their personal disposition (Erdogan *et al.*, 2012). Additionally, Wu (2009) reiterates that dissatisfaction with one life domain will lead the individual to re-evaluate the importance they have linked to it and therefore, a spill-over effect will occur, whereby the satisfaction level with one domain can influence that of another (Kruger, 2012). The theory argues that satisfaction with various life domains will likely combine to produce life satisfaction.

The Top-Down perspective focuses rather on life satisfaction as a product of stable traits, as some individuals have a predisposition to be more satisfied with their lives than others (Erdogan *et al.*, 2012). This perspective of life satisfaction makes reference to meta-analysis, where an individual's five broad personality traits (extraversion, agreeableness, openness, conscientiousness and neuroticism) are utilised to predict how satisfied that individual will be with their life based on who they are (Cherry, 2019; Erdogan *et al.*, 2012). A problem with this perspective is that it disregards the impact of situational influences on life satisfaction (Erdogan *et al.*, 2012). Therefore, it can be concluded that the two theories should ideally be considered in conjunction.

The Bottom-Up and Top-Down theories have traditionally been viewed as competing perspectives as explained by Loewe, Bagherzadeh, Castillo, Thieme and Batista-Foguet (2014). However, if these theories are viewed via an integrative approach, then they go hand in hand (Erdogan *et al.*, 2012). Through this approach, individuals' dispositions then influence their outlook on their well-being with respect to different domains of life. From this integrative approach, subjective well-being (SWB) researchers have constructed a list of domains of life, which are believed to have the greatest impact on an individuals' life satisfaction. These domains include; health; family; income; social relationships; leisure time; work; housing; safety, and; self -worth, which can be categorised into numerous different factors (Loewe *et al.*, 2013).

Life domains

Life domains constitute the various aspects of an individuals' life (Birman, Simon, Chan & Tran, 2014). Ncube and Kruger (2018) add that these life domains can include work-life, family-life, community-life, material-life, emotional-life, and health and safety-life. The perceived well-being of an individual with reference to each domain will in turn influence their perceived overall life satisfaction (Kim *et al.*, 2013). As explained by Monterrubio, Osorio and Benítez (2018) the material-life domain includes job creation and positive flow of income into the community. Community-life domain constitutes the development of the community and the emotional-life domain is comprised of the influence the tourism has on the residents's culture and traditional customs (Carneiro, Eusébio & Caldeira, 2018; Movono, Dahles & Becken, 2018). In relation to the health-life domain of residents, aspects relating to the protection of the natural environment are considered (Sroyetch, Carr & Duncan, 2018).

Life satisfaction, as stated by Mafini and Meyer (2016), is ultimately dependent on the broader economy of a country in which an individual resides and is an important indicator of the socio-economic stability of that country. This is especially true for developing countries, such as SA, where the gap between the rich and poor is one of the highest observed worldwide (Mafini & Meyer, 2016). It is therefore important to focus on lower income brackets and thus the marginalized sections of society when investigating life satisfaction, according to Habib (2010), as these are the communities which are most likely to be in need of support and some development initiatives.



The South African Economy

Prior to the Second World War (1939-1945), South Africa depended largely on agriculture and mining for its economic growth. However, preceding the war, manufacturing became a larger factor, due to the sanctions put on trading manufactured goods, which drove the country to build its own manufacturing industry (Roux, 2016). This led to the country having a relatively strong currency, materialising in consistent economic growth for over 17 years, from 1945 to 1962 (Roux, 2018; National Treasury, 2009). According to Roux (2016), 1960 marked the start of South Africa's growth performance deterioration. After years of slow growth performance and declining economic performance rates, the world was struck by the major economic recession of 2008, which resulted in South Africa's first economic shrink by 2% since the world recession in 1993 (National Treasury, 2009; Fallon & de Silva, 1994). The effects of the recession had a huge impact on the quality of life of South Africans resulting in an increase in poverty, negative influences on education, health and nutrition, which may lead to lifelong deficits, especially for children, and thus perpetuate the intergenerational transmission of poverty. Apart from the negative social aspects of the recession, it also influenced the dynamics of the country, including reduced consumer spending, a decrease in the liquidity of monetary markets, resulting in heightened challenges when acquiring loans and a decrease in innovation as the demand for new products falls (Central, 2018). While the recession was officially declared over in 2010, the country is still plagued by the aftermath of the global crisis (National Treasury, 2009). A high unemployment rate of 27.1%, 49.2% of the South African adult population living in poverty and the position of South Africa as the most unequal country in the world in 2019, are all examples of the remnants left by the 2008 and 2018 recessions (StatsSA, 2019a; Gous, 2018; StatsSA, 2019b). Adding to the effects of the recession are the remnants of apartheid, which is described by Geitlinger (2016) as one of the largest challenges faced by South Africa. After the first democratic elections took place in 1994, SA faced challenges regarding the positive development of the country as well as the inclusion of previously disadvantaged groups into the economy. This led to a growth in necessity entrepreneurship, which ultimately grew the Total Early-Stage Entrepreneurial Activity (TEA) of the country (Mahadea, 2012). Apartheid also introduced the concept of townships, which were suburbs officially designated for black occupation by apartheid legislation, leaving the country segmented (Getlinger, 2016; McGaffi, Napier & Karuri-Sebina, 2015).

While the economic performance in SA has been dismal, the country still holds an abundance of potential (Cairns, 2019). Of Africa's total Gross Domestic Product (GDP), South Africa contributed 16% and has a projected GDP growth rate of 1.2% for 2019, which is a substantial improvement from the 0.8% GDP growth recorded in 2018 (Cronje, 2019; StatsSA, 2019c; Trading Economics, 2019). The SA Tourism Chief Executive Officer (CEO), adds that the tourism industry in South Africa (hereafter SA) contributed largely to the expansion of the GDP and aids in the economic growth of the country (StatsSA, 2018a).

The South African Tourism Industry

The development of tourism in developing countries, such as SA, is of great importance. Tourism is a tool which can be utilised in the reduction of poverty as well as for economic development, (Dogru & Bulut, 2018; Peters, Chan & Legerer, 2018; Seetnah, Durbarry & Ragodoo, 2010; Ivanovic & Saayman, 2013). SA has an abundance of potential for tourism, attributed to the heritage, natural sceneries, temperate climate, unique wildlife, diverse activities and the level of hospitality displayed (Africa Geographic Travel, 2017; Burns & Novelli, 2008). In 2017 alone, 16 million tourists were recorded entering SA, which is predicted to expand to 19.5 million tourists in 2022 (Statista, 2018). Additionally, the South African tourism industry's contribution to the GDP grew by 2.9% in 2018, as the industry itself expanded by 1.7% (Sekhoto, 2019; South African Government, 2019). Furthermore, the tourism industry in SA currently accounts for 1 in 23 individuals' employment, constituting a



total of 1.5 million jobs in 2017, predicted to expand to 2.1 million in 2028, of which the Western Cape (WC) accounted for 300 000 jobs (Smith, 2018; South African Government, 2018).

The WC not only constitutes a large portion of job creation, but, as recorded by WESGRO (2016), also accounted for 15.6% of all tourist arrivals as well as 23.9% of tourist expenditure in SA. The Western Cape constitutes Cape Town, the West Coast, the Cape Wine lands, Overberg, Eden and Central Karoo (Western Cape Info, 2018; Western Cape Government, 2017). It is therefore apparent that the WC is one of the most popular tourist destinations in South Africa, which is why it has been selected as the area of focus for the purpose of this study. As explained by Melherbe (2015), travellers, both international and domestic, to SA seek authenticity and authentic experiences. This has given way to the rise in popularity of township tours, which are offered in Langa, Khayelitsha, Soweto and in various township in the Western Cape (Koens and Thomas, 2015; Dickson, 2012; Naidoo, 2013).

Township Tours in the Western Cape

While the spike in popularity of township tours is recent, the concept was introduced after SA established its democracy in 1994 and offers an authentic experience of townships in South Africa to tourists (Watson, 2017; Voss, 2016; George & Booyens, 2014). A township is an “underdeveloped area that has been shaped by the historical events of South Africa” (Potgieter, Berman & Verity, 2019).

Township tours do not only constitute tourists but also the host community. Residents have conflicting views regarding township tours. Some residents feel that township tourism is an invasion of privacy and that their behaviour and lifestyle are influenced by what the tourists want to experience, influencing the authenticity of the tour (Kieti & Magio, 2013:41). On the positive side, other residents feel that township tours brought a source of income (Frenzel, 2013). Kieti and Magio (2013:42) support this view, as their research indicates that the residents were not just welcoming towards the tourists because of the income they stood to benefit but also because of the pride they have for their homes and diverse cultures.

Furthermore, as explained by Kim, Uysal and Sirgy (2013) the tourism industry is a tool which can be utilised to improve the life satisfaction of communities. Woo (2018) supports this in stating that tourism, including township tourism, has an influence on the life domains of the residents of the tourism destination, including the material-life, community-life, emotional –life, and health-life of residents (Aref, 2011; Khizindar, 2012; Kim et al., 2013; Ncube & Kruger, 2018). By utilising the Bottom-Up Perspective of life satisfaction, if the township tours can influence the well-being of a resident in each life domain, it should influence the overall life satisfaction of the residents. This is supported by Kim *et al.* (2013), who state that the tourism industry influences the well-being of the communities of the tourism destination who are considered to be critical stakeholders in such initiatives. This is due to the fact that the success of a township tour is largely dependent on the involvement in, and the acceptance of, the township tour by the local community (Kim *et al.*, 2013). Township tourism constitutes a number of different elements, as explained by Potgieter *et al.* (2019), with a main element being socio-cultural factors. Additionally, township tours have an influence on the life satisfaction of communities, across Africa, through its socio-cultural factors (Ackerman, 2019; South African Government, 2019).

Socio-Cultural Factors of a Township Tour

How people in a community interact is dependent on the norms and patterns of a community and their culture, also known as a society (Samson, 2015). According to Mdusm (2017) the socio-cultural element of tourism is created when there is an interaction between the host community, and the tourists visiting the community, also known as social exchange. There are



many positive influences of socio-cultural factors in a community. Large investments into townships assists in the perseverance of local heritage, whilst improved infrastructure improve leisure and local facilities in the community (Mdusm, 2017). In most local communities these factors have improved the education rate and enhanced the lifestyle of the residents.

Arulappan (2016) reports that the negative socio-cultural factors of tourism arise from both indirect and direct interaction between the host community and tourists. The negative socio-cultural factors of tourism comprise of unfair distributions of income; unfavorable employment conditions (pertaining to extended working hours and low or unfair remuneration). In many cases the residents lose their cultural and traditional values and identity as the host community modifies their ethnicity to accommodate the overcrowding of tourists (Arulappan, 2016).

For the purpose of this study, the socio-cultural impacts of a township tour included: the perceived level of respect towards resident's traditions, cultures and beliefs by tourists; whether social interaction exists between residents and tourists; whether residents perceive an infringement on their privacy, and; whether the residents perceive a positive result from the interaction with tourists.

There has been research conducted on the development of township tours in SA as well as the influence of tourisms on the well- being of residents of townships (Booyens, 2010; Briedenhann & Ramchander, 2006; Butler, 2010; George & Booyens, 2014; Koens & Thomas, 2015; Marschall, 2013; Nemasetoni & Rogerson 2007; Rolfes, Steinbrink & Uhl., 2009; Ncube & Kruger, 2019). However, as far as could be determined by the researchers, there have been no studies conducted on the specific relationship between the influence of socio-cultural aspects of a township tour on the life satisfaction of the residents of the townships in the WC, SA. Therefore, the significance of this study is that it adds to the literature relating to the influence of tourism on the host communities.

Research Methodology

For the purpose of this study a quantitative research approach was employed in order to achieve the objectives of this study, namely to investigate the relationship between township tours and the living standards of the residents. The research methodology and design supported in addressing the goal of the study, where the data was gathered from residents living in townships in the Western Cape. The sample size represented 100 respondents of these residents.

The sampling method used to obtain the data was convenience sampling where a self - administered questionnaire was utilised and handed out to the residents living in townships after ethical aspects were considered. A 100 percent completion rate was achieved. The questionnaire used for the purpose of this study constituted four sections, namely; demographic details; factors of a township tour, factors influencing the living standards of the residents, namely financial and geographical impacts. The scaled items used in the questionnaire were sourced from the research done by Szell (2012), Sheng (2010) and Mengich (2011). The items consisted of 5 point Likert-scale questions where strongly agree= 1 and strongly disagree= 5.

During the pre-testing, 20 questionnaires were given to the residents living in the township areas for completion. This was done in order to test whether the items in the questionnaire would be valid for this study. The data gathered during the pre-testing was then examined and edited according to the feedback received from the pilot study. From this a final questionnaire was constructed and distributed to a random 100 residents to complete. The data received from the questionnaires were used for statistical purposes. Statistica version 26 was used to compile the statistical analysis of the results of the study. In order to tests the scale reliability,



the Cronbach Alpha coefficients for all the variables were conducted as Cronbach Alpha coefficient is a measure of internal consistency. It is generally proposed that Cronbach Alpha values between 0.7 and 1.0 are acceptable (Nunnely & Bernstein, 1994). In order to test the degree to which the different items that probe the same variable produce similar results (internal consistency), the average inter-item correlation value was determined for each of the variables.

Cronbach Alpha values could not be calculated for the community-life domain, as this section in the questionnaire only consisted of one question. The material-life domain presented a mean score of 3.37, a standard deviation of 0.96, a Cronbach Alpha value of 0.74, and an average inter-item correlation of 0.43, indicating that there was consistency in values. It can be therefore be concluded that the items in the questionnaire, pertaining to the material-life domain were reliable and valid.

The emotional-life domain presented a mean score of 2.85, a standard deviation of 2.9, a Cronbach Alpha value of 0.6, and an average inter-item correlation of 0.3, indicating that there was consistency in values. As this variable only consisted of a small number of items the Cronbach Alpha value is low, but still acceptable (Briggs & Cheek, 1986; Taber, 2018) The values pertaining to this independent variable indicate that the items relating to this variable in the questionnaire were reliable and valid (Briggs & Cheek, 1986).

The health-life domain presented a mean score of 2.77, a standard deviation of 2.1, a Cronbach Alpha value of 0.34, and an average inter-item correlation of 0.20. As this variable only consisted of a small number of items the Cronbach Alpha value is low. This indicates that more items should have been added to this section of the questionnaire. The values pertaining to this independent variable indicate that the items relating to this variable in the questionnaire were reliable and valid (Briggs & Cheek, 1986).

The items relating to the socio-cultural impacts of a township tour presented a mean score of 3.05 a standard deviation of 3.7, a Cronbach Alpha value of 0.61, and an average inter-item correlation of 0.29, indicating that there was consistency in values. It can be therefore be concluded that the items in the questionnaire, pertaining to the material-life domain were reliable and valid.

Research findings and discussion

For the purpose of this study statistical analysis was employed and the data was analysed through the use of descriptive and inferential statistics. The next section expands upon the research findings relating to the demographic characteristics of the respondents, the material-life, the community-life, the emotional-life, the health-life as well as the socio-cultural impacts of township tours in relation to the overall life satisfaction of the residents within the townships.

Respondents demographic characteristics

This study had a fair representation of both male and female respondents of which were mainly male, representing (67%) and the minority (33%) were female. The item relating to age indicated that the majority (36%) of the respondents aged between 21-30 years which suggests that the greater part of the respondents were of a younger age. The second highest percentage of residents (32%) belonged to the age group 31-40. The item relating to the working status of the respondents, indicated that a high portion (42%) of the respondents were employed, whereas (38%) of the respondents were unemployed.



Material-Life Well-Being

The standard deviation of all the questions relation to the financial factors ranged between 1.1 and 1.4 and the skewness from -0.2 to -0.6.

Township tour creates various opportunities for the local community such as boosting the local economy, improved infrastructure as well as increased employment opportunities Kieti and Magio (2013). This research concurs with the finding that (63%) of the respondents agree that township tours create job opportunities and benefits residents through economical gain and education experiences. This finding in addition supports the work of Vos (2017) that township tours can boost the economy of the local townships. The standard deviation is 1.4 indicates a high discrepancy in answers, implying that the respondents may not have understood the item.

More than half of the respondents 54%, agreed that township tours contribute to a positive flow of income for the residents. This finding supports the research of Frenzel (2013) that many of the residents felt that the tours were economically valuable as they brought a source of income into the local community.

Of the respondents 42% agreed that township tours create an opportunity to become an entrepreneur. This finding supports Hikido (2018) who explains that township tourism facilitates entrepreneurship and develops the local community by boosting the economy. According to Acs (2006) and Oladapo *et al.* (2015), it is essential for developing countries to grow entrepreneurship, which is supported by Currie-Alder *et al.* (2008) and Doran *et al.* (2018), who state that entrepreneurship is a tool that can be used to better the economic performance of a developing country.

Of the respondents 53% agreed, 21% disagreed and 26% did not have an opinion on whether township tours create employment by township tour operators. This finding contradicts the research done by Auala, Van Zyl, Ferreira (2019), who state that the residents are exploited by tour operators who are profiting through the use of poor people's misfortunes as a commodity. Therefore, the local residents in the townships were not employed by the tour operators.

Community-Life Well-Being

Only 30% of the respondents agreed, a minor 22% disagreed and 17% were mutual regarding whether township tours resulted in improved development of the township. This finding supports the research done by Kieti and Magio (2013) stating that tourism in slum countries results in improved development and contributes to the well-being of the local citizens. Furthermore, Dogru and Bulut, 2018; Peters, Chan and Legerer, 2018; Seetnah, Durbarry and Ragodoo, 2010; Ivanovic and Saayman, 2013 supports Kieti and Magio (2013) who explained that tourism in developing countries is essential in decreasing poverty levels and in improving the life satisfaction of the local residents in townships through inter alia job creation.

Emotional-Life Well-Being

The standard deviation of all the questions was 1.3 and the skewness ranged from 0 to -0.2.

In the work of Movono *et al.* (2018) it is stipulated that the emotional-life domain can influence residents of tourism destination to alter their culture and traditional customs. The findings of this study indicate that only 35% of residents felt they had to wear traditional clothing when tourists visit the township, while 36% disagreed and the remaining 29 % of the respondents were mutual regarding the question. Furthermore, 31% of respondents felt they had to change



their traditions to suit tourists, while 43% disagreed with this statement. Therefore, these findings support Movono *et al.* (2018), as many of the residents feel that they do change their traditions as well as their attire to suit the tourists, which could have an impact on the authenticity of a township tour.

With regards to whether residents felt that a language barrier exists between residents and tourists 45% of the respondents agreed with this statement, while 37% disagreed while the remaining 18% of the respondents were mutual with regards to the question. The finding supports the work of Frenzel *et al* (2015) that a key barrier to interaction between local residents and tourists was a language barrier as only a minority of the residents were able to communicate effectively in English.

Health-Life Well-Being

The standard deviation of all the questions relation to the financial factors ranged between 1.3 and 1.4 and the skewness from -0.2 to 0.6.

A low 29% of the respondents agreed that tourists contributed to pollution in the community, while 60% of the respondents disagreed. This finding supports the research done by Auala, Van Zyl, Ferreira (2019), stating that sustainable development is practised within the tourism industry where the natural heritage and biodiversity of the townships are conserved.

The majority of the respondents 47% agreed, while 29% disagreed regarding whether or not they use recyclable products to create their goods that they sell. The results indicated that there was a relatively high discrepancy in the data which proved that the respondents may not have fully understood the item. Yet 65% of the respondents agreed, the minority 19% disagreed that township tours provide opportunities for locals to sell local crafts. These findings concur with the research done by Auala, Van Zyl, Ferreira (2019), that development within townships is created through local residents making natural products in order improve and maintain the social cultural heritage to preserve their natural environment.

Socio-Cultural Impacts of a Township Tour

The standard deviation of all the questions relation to the financial factors ranged between 1.2 and 1.5 and the skewness from 0 to -0.6.

Social interactions between residents and tourists is a key element in ensuring a positive experience for both parties. This is proven by the finding that 55% of the respondents agreed that the interactions between residents and tourists resulted in a positive experience, whilst only 18% disagreed with the statement. These findings concur with the research done by Kieti and Magio (2013) that interaction between tourists and the local community allows for improved development and positive experiences within the tourism industry. The socio-cultural element of tourism is created when there is an interaction between the host community, and the tourists visiting the community, also known as social exchange (Mdusm, 2017). The item relating to whether social interactions exists between residents and tourists indicated an even disperse of answers where 39% of the respondents agreed as well as 39% disagreeing and the remainder 22% were indifferent regarding this matter. Mdusm (2017) further explains that social interactions can result in positive or negative impacts. A negative impact can be a lack of respect between the two parties interacting. The findings of this study indicate that almost half (48%) agreed that tourists displayed respect towards their culture and beliefs, however a large 35% of respondents indicated that they felt that they were not respected where as 17% of the respondents were mutual regarding this question.



The local residents disagreed with the statement regarding tourists invading the resident's privacy which was represented by 44% of the respondents. While 35% of the respondents agreed that the tourists invaded the privacy of the local residents and the remaining 21% were mutual regarding this issue. According to Frenzel *et al* (2015) the residents felt uneasy about tourists intruding on the resident's privacy, particularly when photos are taken without residents consent as they felt a sense of embarrassment of their living conditions.

Inferential statistics

Inferential statistics were used to test the relation between the variables of this study as well as the correlation between the items.

According to McLaren (2013), a relationship between variables in a study can be measured by Pearson's correlation coefficient, which indicates to what extent the items are related. McLaren (2013) further states that the coefficient values can range from -1 to 1, and 0 represents no relationship. A general guide for interpretation is given as (McLaren, 2013):

- <0.30: Weak correlation,
- 0.30-0.49: Moderate correlation, and;
- 0.50+: Strong correlation.

Pearson's correlation coefficient was calculated in the study to investigate the relation between the independent variables, namely; material-life; community-life; emotional-life; health-life, which constitute life satisfaction, and the dependent variable, namely; socio-cultural impacts of a township tour. The results are depicted in Table 1.

Table 1. Relationships between the independent and dependent variables of the study

Variable	MATERIAL-LIFE	COMMUNITY-LIFE	EMOTIONAL-LIFE	HEALTH-LIFE	SOCIO-CULTURAL IMPACTS
MATERIAL-LIFE	1,000000				
COMMUNITY-LIFE	0,582926	1,000000			
EMOTIONAL-LIFE	0,053762	-0,027406	1,000000		
HEALTH-LIFE	0,227041	0,316195	0,318318	1,000000	
SOCIO-CULTURAL IMPACTS	0,320169	0,303603	0,454935	0,308306	1,000000
For practical significance of the correlation: If correlation coefficient is <0.30: Weak correlation 0.30-0.49: Moderate correlation 0.50+: Strong correlation					

From Table 1 it is clear that there are various correlations between the different variables. The strongest correlations however exist between the independent variables, namely;

- There is a strong correlation between material-life and community-life (0.58), however there is a weak correlation between material-life and health-life (0.22).
- Community-life has a moderate correlation with health-life (0.31).
- A moderate correlation also exists between emotional-life and health-life (0.31).
- Health-life has a weak correlation with material-life (0.22).
- Socio-cultural impacts has moderate correlations with material-life (0.32), community-life (0.30) and health-life (0.30).
- The only moderately high relation with socio-cultural impacts is emotional-life (0.45), indicating that the factors constituting the emotional-life domain of residents of



townships in the WC, SA are influenced by the socio-cultural impacts of a township tour.

Conclusion and recommendations

The variables of this study constitute; material-life domain; community-life domain; emotional-life domain; health-life domain, and; socio-cultural impacts of a township tour. The findings of this study indicate that the socio-cultural impacts of a township tour have the largest influence on the material-life and emotional-life domains, with residents highlighting that they believe township tours creates jobs and increases the flow of income. The results also indicated that their beliefs and traditions are not influenced by the presence of tourists.

From this study it is apparent that township tourism has an influence on the well-being of the residents of the townships in which they operate, with regards to their different life domains. For example, the material-life and emotional-life domains of residents are both influenced by the socio-cultural impacts of a township tour. In turn, township tourism ultimately contributes to improving the life satisfaction of residents, and therefore their living standards. Additionally, without the cooperation of the residents of the townships, the tours would lack the authentic attributes, which have made them popular. Therefore, tour operators need to ensure they focus their inputs on the residents of the townships, and not only on the experience created for the tourist (Potgieter, Berman & Verity, 2019). Furthermore, in order to increase the level of entrepreneurship and community development, tour operators should include the residents in their business, which will contribute to sustainable tourism development.

Future Studies

The study has important implications for the businesses and stakeholders of township tours, both in and outside of the townships. Firstly, more research can be conducted on the influence of other factors pertaining to a township tour on the life satisfaction of the residents for the township. Furthermore, more in-depth studies should be conducted on the relationships or correlations that exist between the socio-cultural impacts of a township and the factors which constitute the emotional-life domain of residents in township tours. Additionally, a quantitative study should be done on the direct contribution of township tourism to the employment rate in the tourism industry, as this would determine specifically how much influence township tours have on the material-life of the residents. Further studies should be conducted in various areas of South Africa where township tours operate, such as in Cape Town, Johannesburg, Durban and Port Elizabeth, so as to do a comparative study between the various areas on this important theme which will then indicate whether or not there is consistency in the feelings of residents towards township tours.

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