INFORMATION AND COMMUNICATION TECHNOLOGY AS A TOOL FOR CRAFT MARKET TRADERS IN PROMOTING COMMUNITY TOURISM

by

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DECLARATION BY RESEARCHER

I, Thokozani Agnes Mkhize, declare that:

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T.A. Mkhize 204001399 Date: 1st September 2017

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ACRONYMS

ATM	Automatic teller machine
B2B	Business-to-business
B2C	Business-to-consumer
B2G	Business-to government
BIS	BlackBerry Internet Service
CCO	Community conservation officer
CEO	Chief executive officer
CMC	Computer-mediated communication
CPC	Conservation Partnership Co-ordinator
CRM	Customer relationship management
DVD	Digital versatile disc / Digital video disc
EDI	Electronic data interchange
EEA	Employment Equity Plan
EKZNW	Ezemvelo KwaZulu-Natal Wildlife
EPSS	Electronic performance support system
GIS	Geographic information system
GM	Genetically modified
GPRS	General packet radio service
HIP	Hluhluwe-Imfolozi Park
ICT	Information and communication technology
IK	Indigenous knowledge
IKS	Indigenous knowledge systems
IM	Instant message
IP	Internet Protocol
ISP	Internet service provider
IT	Information technology
ITC	International Trade Centre
ITU	International Telecommunication Union
KZN	KwaZulu-Natal
LAN	Local area network
LED	Local economic development

NEMA	National Environmental Management Act
NGO	Non-governmental organisation
OECD	Organisation for Economic Co-operation and Development
PC	Personal computer
PGDP	Provincial Growth and Development Plan
SME	Small and medium enterprise
SMS	Short message service
SPSS	Statistical Package for Social Sciences
SSIP	System of Innovation and Production (SSIP)
SAHRA	South African Heritage Resources Agency
TAM	Technology acceptance model
TV	Television
UK	United Kingdom
USA	United States of America
VANS	Value-added network services
VCR	Video cassette recorder
VoIP	Voice over Internet Protocol
WAN	Wide area network
WAP	Wireless application protocol
WiBro	Wireless broadband
WiMAX	Worldwide interoperability for microwave access
WTTC	World Travel and Tourism Council

DEFINITIONS, CONCEPTS AND ABBREVIATIONS

The following list provides the meanings and definitions of some of the words, acronyms and concepts that have been used in the thesis. Beyond this, the glossary is intended to eliminate ambiguities in respect of the meaning of, and context in which, such words, terms, constructs, concepts, abbreviations and acronyms have been used and/or referred to in this thesis.

Term	Definition
Communication for development	According to (Morolong 2008:268)., "development communication involves creating mechanisms to broaden public access to information on reforms; strengthening clients 'ability to listen to their constituencies and negotiate with stakeholders; empowering grassroots organisations to achieve a more participatory process; and undertaking communication activities that are grounded in research".
Computer-mediated communication (CMC)	Van Belle, Hall, Muganda and Riekert (2008:2) state that "CMC as defined by Kim (2002) is any communication that is mediated by a computer, which occurs on an interpersonal or group level, but excludes mass communication."
Community	A community is a group of people distinguished in a plural society through association, cultural practices and shared outlooks. The identity of these people is guaranteed in the RSA Constitution (1996:31) in terms of their culture, religion and language.
Community development	Saegaert, (2006:278) suggests that, "with respect to community development, empowerment can also refer to the capacity to pressurize institutions in the private or public sector to implement development strategies, such as enhancing quality of life; however, empowerment can also reinforce agendas where those with greater power have far more influence than the rest". These are achieved through strategies that seek to increase the skills and capabilities of

	people to act on their own behalf to transform their communities through participation in economic, socio-political and institutional developments.
Digital divide	The definition that best depicts the digital divide is taken from Belangér (2009:132): "The digital divide refers to the distinction between the information 'haves' and 'have-nots', the gap between the computer literate and the computer illiterate." The digital divide is the gap between people with effective access to digital and information technology and those with very limited or no access at all. According to Klopper, Lubbe and Sikhakhane (2005), "[t]he digital divide is a social/political issue referring to the socio-economic gap between communities that have access to computers and the Internet and those who do not".
Economic empowerment	The Black Economic Empowerment Commission (BEE COM) (2000) defines economic empowerment as an integrated and coherent socio-economic process located within the context of national transformation aimed at redressing the imbalances of the past by seeking to substantially and equitably transfer ownership, management and control of South Africa's financial and economic resources to the majority.
Ecotourism	The Department of Environmental Affairs and Tourism (DEAT, 1996:v) defines ecotourism as environmentally and socially responsible travel to natural or near natural areas that promote conservation, have low visitor impact and provide for beneficially active socio-economic involvement of local people. Gartner (1996:149) explains ecotourism as "purposeful travel to natural areas in order to understand the culture and natural history of the environment by taking care not to alter the integrity of the ecosystem, while producing

	economic opportunities that make the conservation of natural resources beneficial to local people".
Electronic commerce	E-commerce is defined as "the process of buying, selling, transferring, or exchanging products, services, and/or information via computer networks, mostly through the Internet and intranets" (Turban *et al*., 2012).
Endogenous technology	Endogenous technology is "technology that is produced from within and by that culture- is assigned the important role it deserves. Traditional cultures also need to bring themselves into accord with the empirical objective methods of modern science and technology. Developments should be literally centred in the human being and culture as that social matrix" (Lockett 2002:19).
Electronic tourism	Electronic tourism (e-tourism) is defined as the use of information and communication technologies (ICTs) in the tourism industry, which involves the buying and selling of tourism products and services via electronic channels. It includes all intranets, extranet and internet applications, as well as all the strategic management and marketing issues related to the use of technology (Buhalis, 2003).
Information and communication technology	Breitenbach, Aderibigbe, and Muzungu (2006:425) describes ICT as "a collection of technologies and applications which enable electronic processing, storing and transfer of information to a wide variety of users or clients."

Internet	According to Challoner (2002:35), "the prefix *'inter'* means between and *'net'* refers to something that is linked in various directions." Think of many spiders and webs that are linked to each other that could then be called a network. The Internet consists of thousands of computers all over the world that are connected to one another. It is a set of networks across which text, graphics, pictures and even sound can be transported.
Local area network (LAN)	According to the White Paper on e-Education (Department of Education [DoE], 2004:36), "a Local Area Network (LAN) is where computers and other devices are spread over a limited area and interact through a common platform."
Mobile commerce	Mobile commerce has also been referred to "as the use of wireless digital communication tools within a business structure [that] includes any value-added transaction or service carried out over a wireless network" (Stone, Littman, Singh and Kearns, 2001:1). Reinforcing this perspective, Durlacher (1999) cited in Lehner and Watson (2001:1) defines m-commerce as "any transaction with a monetary value that is conducted via a mobile telecommunication network."
Qualitative study	According to Cresswell (1994:24), a qualitative study is defined as "an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting." Denzin and Lincoln, (2005:218) define qualitative research as "multi-method in focus, involving an interpretive, naturalistic approach to its subject matter."
Sustainable tourism development	Sustainable tourism development is "management and any other tourism activity that optimises the economic and other societal benefits available in the present without jeopardising the potential for similar benefits in the future" (DEAT,

	1996:vi). Sustainability has environmental, social, economic and institutional facets.
Tourism	The DEAT (1996:vi) defines tourism as "[a]ll travel, for whatever purpose, that results in one or more nights being spent away from home". Tourism can be thought of as a whole range of individuals, businesses, organisations and places that combine in some way to deliver a travel experience.
Ubuntu	In the societies found in the regions of Africa "a person who possesses *ubuntu* is a person who is considered to be generous, hospitable, friendly, caring and compassionate. The idea behind this world-view of *ubuntu* is that a person is a person through other people. We are human because we live through others, we belong, we participate and we share" (Murithi, 2006:17).
Wireless communication	Muir and Crystal (2005) define wireless communication as a term that refers to the wireless transmission of data and information.

ABSTRACT

This is an interdisciplinary study, taking information and communication technology (ICT) as a point of departure, incorporating tourism, art and craft, e-business and community development as the field of knowledge. The craft market traders around Hluhluwe-Imfolozi Park (HIP) lack essential business tools, such as ICT devices, to improve craft market trading with tourists, nationally and internationally, without the intervention of the middleman, who could help to enable sustainable community development. Craft market traders manufacture or produce their crafts using natural resources such as *Juncus maritimus* and thatch grass for mats, bowls and hats. They use tree trunks and natural wood for sculptures and meat platters. Most of these natural resources are already depleted outside the protected areas and local communities have to rely on natural resources inside the park. Harvesting without permission in the park is illegal.

The researcher has provided a step-by-step outline on how she intends to execute the logical chain of events that would produce solutions to the problems identified and answers to critical questions. The researcher examined the historical background of craft, the cultural background of the craft market traders and ICT devices that can improve their business performance. The business sector, as well as government, played a role in the success of this research. ABSA Bank and the Department of Economic Development were engaged. There are possible positive outcomes, such as the installation of an ABSA automatic teller machine in HIP. The overall objective of the research was to find solutions that can enhance the standard of living of the local communities, by increasing the employment rate in terms of craft market traders selling their craft, nationally and internationally.

KEYWORDS: ICT devices; ecotourism; culture; arts and craft; electronic commerce

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CHAPTER 1

STATEMENT OF THE PROBLEM AND RESEARCH DESIGN

1.1 INTRODUCTION

This e-research focused on the local communities whose business is craft market trading and who border on Hluhluwe-Imfolozi Park (HIP). Local communities bordering HIP live the traditional life in all its variety and vitality. They live a simple self-sufficient way of life and depend on the natural resources for their survival and strong knit family systems. The production of craft is an activity of enjoyment and transfer of skills to younger generation. It is not seen as an opportunity for income generation as all women had the creativity skill transferred to her at an early age. Many local communities has a low level of education, poor literacy and numerical skills thus earning an income is not easy. Tourists that visit HIP adores craft hand made by local communities and it becomes an innovative industry when tourists start to purchase craft and increase demand. According to Lee, Arnason, Nightingale and Shucksmith (2005:270), a community is not defined as an entity in itself, but as a set of often overlapping networks constructed through social relations. Its characteristic is a sense of belonging or communality, but this does not necessarily mean communities have to be homogeneous; the social construction often involves a power struggle in which various forms of social capital is mobilised. A key element of the vision is to use information and communication technology (ICT) in the search for solutions to community developmental problems.

The present research aimed at suggesting ways to remedy the skewed implementation of business in local communities during the apartheid years and to meet the demands of a growing economy and population residing around HIP. Scholars, academic researchers and international policy makers have identified the intermingling of ICT in local communities as an important driver of economic growth, together with human capital and knowledge accumulation. Many studies have aimed at identifying economic and social as factors that relate to ICT adoption, yet omitting other factors, such as environmental factors and cognitive factors, including cultural barriers, language barriers and declining biodiversity of natural resources.

Considering micro-enterprise as micro-elements of society and part of the macro-economy are critical to the economies of all countries, as they demonstrate their entrepreneurship strength by grasping opportunities offered by ICT. The intention of the present research is to find solutions and suggest recommendations to be applied by the business sector and government in terms of HIP. The education challenge has proved to be a continental problem, which demands immediate action if efficiency, economic growth and effectiveness are to be achieved.

The suggested recommendations deal with the triple challenges of unemployment, growing inequalities and poverty, so that economic growth development is enhanced by craft market traders. The research partially addresses social change from the traditional to modern ways, using ICT as a vehicle for achieving success and social equality among craft market traders over the longer term. In this chapter, the aim and purpose of the research and the scope of the research are given, followed by a summary of the chapters in the thesis. The chapter concludes by summing up the impact and potential value of the research.

1.2 BACKGROUND OF STUDY

The historical background is elucidated in order to understand that craft market traders are people who are strongly governed by their traditions, cultures, norms and beliefs. The background of the study gives insight into the nature of people the lifestyle they are engage in, in order to assess whether or not there are any gaps that will need to be bridged for the research to be effective. Craft market traders are a previously disadvantaged group, as they were denied basic material benefits in their native areas of Hluhluwe and Imfolozi; they used subsistence technological tools, processes and knowledge to acquire an adequate food supply for their survival.

The traders subsist on agricultural production such as domestic stock, ploughing their lands and selling craft to tourists visiting the park. These activities are a sense of identity; a feeling of belonging and of the social values, norms and beliefs that unite the local communities of HIP. With the beginning of the new era in South Africa in 1994, local communities around HIP still lacked electricity, water supply, proper sanitation, tarred and well-maintained roads, schools, clinics and housing.

Local communities reside close to the protected area with abundant game, because hunting game is regarded as a traditional sport. In most African communities, customary succession among *amaZulu* is governed by the tradition of the inheritance principle, where a first-born male child rules after his father's death and a female cannot succeed. The traditional history of the *amaZulu* passed on from generation to generation through word of mouth and through books reveals that *isiZulu* language and culture gave *amaZulu* a collective identity.

1.2.1 Exclusion of local communities

During the apartheid era local communities were marginalised and grouped as clans or tribes and they were not consulted on decision making with regard to new developments in their areas. Rural communities in South Africa have often been perceived as a threat to efforts to conserve natural resources. This perception, coupled with former discriminatory laws, has resulted in the forceful removal of communities in areas identified as potential conservation areas to protect particular fauna and/or flora (Thornhill & Mello, 2007:284). Local communities were living harmoniously with the environment in a sustainable manner, utilising natural resources wisely. With the advent of the new democracy in South Africa in 1994, the new administration, with its emphasis on stakeholder participation, ensure that it promotes the concept of partnership as a panacea for the difficulties and exclusionary politics that have dogged rural and urban policy programmes.

1.2.2 Traditional authority

Local communities reside in different villages and each village had its own chief, who is responsible for leadership and giving orders to the community. Each chief has ward councillors responsible for each ward's guidance and management. They take orders from the chief. As each village is governed by a chief, the villages are governed by a number of chiefs, who form the foundation of the Royal Council or household to deliberate on matters of the province and on governance. Cline (2011) states that traditional authority is a form of leadership in which the authority of a ruling regime is largely tied to tradition or custom. Therefore, the legitimacy of the authority comes from tradition. Table 1.1 lists the 10 amakhosi bordering HIP and their respective traditional authorities.

All the chiefs in Table 1.1 below are male. This in itself is indicative of notable gender based inequalities inherent in the traditions and customs of the area. The royal household in the KwaZulu-Natal (KZN) province is currently governed by His Majesty, King Zwelithini Zulu. All chiefs neighbouring HIP belong to the Zulu ethnic group called *amaZulu*.

Table 1.1: The 10 *amakhosi* bordering HIP and their traditional authorities (EKZNW, 2010).

Chief	**Traditional authority**
Biyela	Obuka
Hlabisa	Empembeni
Hlabisa	Matshamnyama
Mdletshe	Ezibayeni
Mlaba	Ximba
Mkhwanazi	Mpukunyoni
Mthembu	Somopho
Mthethwa	Mhlane
Zulu	Mandlakazi
Zungu	Zungu

1.2.3 Craft trading as business acumen craft

Craft trading by local communities in their market is regarded as part and parcel of micro-enterprise but it is not yet known in which ways ICT could be used to improve business performance of craft market traders at HIP. ICT diffusion can also play a major role in poverty reduction through better diffusion of information, more effective promotion of social programmes and improved governance and political participation (Adeya, 2002). The present research explored how ICT could be used by craft market traders to enhance their business acumen in the tourism industry and increase community beneficiation through job creation, employment and poverty alleviation. The research recognised Malerba' s (2001) definition of the tourism industry as a sectorial system of innovations and production. Further, he defined the tourist industry as:

> a set of new and established products for specific uses and the set of agents carrying out markets and non-markets interactions for the creation, production and sale of those products. The agents are individuals and organisations at various levels of aggregation with specific learning processes, competences, organisational structure, beliefs, objectives and behaviours. They interact through processes of communication, exchange, cooperation, competition and command, and their interactions are shaped by institutions (rules and regulations). Over time, a sectorial system undergoes processes of change and transformation through the co-evolution of its various elements. (Malerba 2001:3)

The problems within local communities, especially in HIP, include the lack of essential elements such as ICT devices which could improve craft market trading to national and international tourists and/or local consumers, thereby promoting sustainable community development.

1.3 LOCATION AND CONTEXT

HIP covers 96000 hectares and contains an immense diversity of fauna and flora. HIP lies at the heart of the rural KZN province. It is the oldest game Reserve in Africa. Figure 1.1 shows the location of HIP within the province of KZN. According to Thornhill and Mello (2007:287), concerning community-based natural resource management in a case study of the Makuleke community, rural communities in South Africa have often been perceived as "a threat to efforts of conserving natural resources." The explained perception, coupled with former discriminatory laws, has resulted in the forceful removal of communities in areas identified as potential conservation areas to protect particular fauna and/or flora.

In HIP, local communities were forcefully removed from the area in order to proclaim HIP as a protected area under the Protected Areas Act, which falls under the 'umbrella' act, the National Environmental Management Act (NEMA). The forceful removal of local communities created animosity between the Reserve authorities and communities, as local communities view the Reserve as taking precedence over them, as it was created to conserve wildlife to be viewed by elite groups (tourists). Hluhluwe and Imfolozi can be regarded as a non-industrialised area, although there is currently a move towards a more advanced economy.

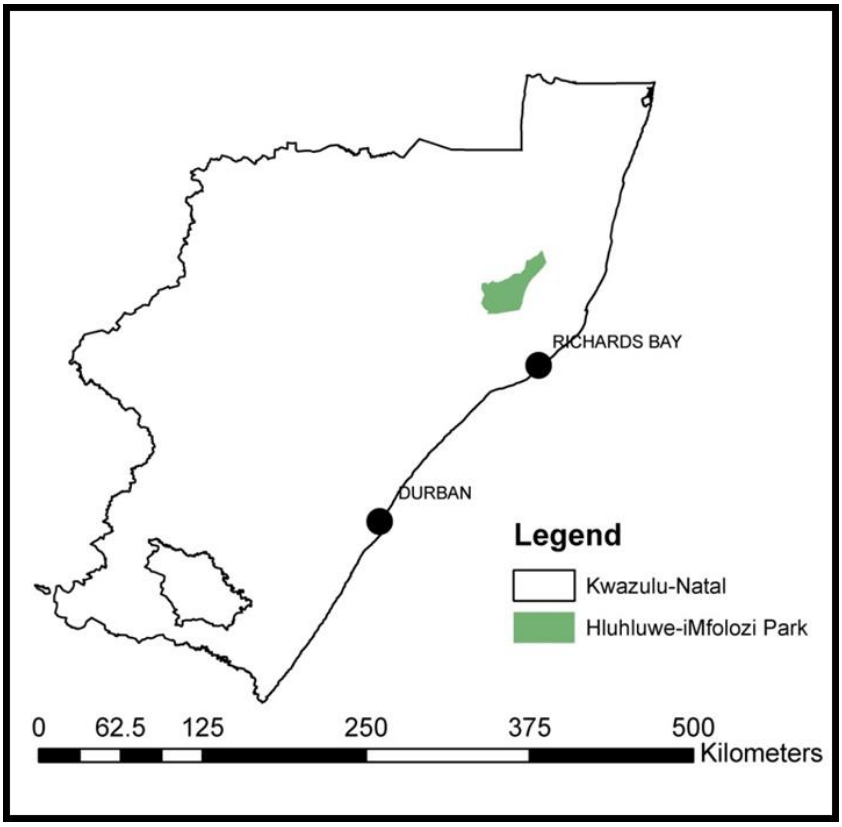

Figure 1.1: Map of KZN, showing the location of HIP (EKZNW, 2010)

1.4 AIM AND PURPOSE OF THE RESEARCH

The overall goal of this research study was to enhance business acumen in the community tourism industry, by increasing community beneficiation through job creation and poverty alleviation and mobilising human potential through various bottom-up activities. The goal was also to investigate the current trends of craft market traders in relation to old, existing trends with regard to technology and culture, the historical background of craft, and education and ICT devices that could enhance their business acumen. The research provides an understanding of the conceptual and contextual factors concerning ICT with regard to the topic. The investigation identified shortcomings in market traders that hinder the progress of their business and acquisition of ICT tools, and provide recommendations for craft market traders.

1.5 PROBLEM FORMULATION

The research emanated from the personal interest of the researcher, who was curious about the behaviour of craft market traders and tourists as well as the conservation body or

organisation where the craft market was established. However, this research was not conducted to satisfy personal curiosity, but to advance knowledge. The researcher became involved with the craft market traders, not as a researcher, but as a Conservation Partnership Co-ordinator (CPC), co-ordinating community issues and conservation issues. The investigation gave the researcher time to learn about the group. She focused on observation, and reviewed previous research on craft market traders, which was minimal. She examined historical and literary materials that could enhance her understanding of the group and their culture. The researcher took years to formulate the research problem, which is very complex, because what might be seen as a problem actually is a solution to the problem. After thorough observation the researcher wondered whether ICT tools could promote community tourism for craft market traders. The overall statement of the problem was thus formulated as given below.

1.5.1 Overall statement of the problem

Craft market traders should use ICT to enhance their business acumen in the tourism industry and to increase community beneficiation through job creation and poverty alleviation.

1.5.2 Statement of the problem

Community tourism is not benefitting the local community optimally (craft market traders) in and around HIP. The Digital Opportunity Initiative (DOI, 2001) states that, while there are many types of strategies that various countries have evolved to develop ICT, evidence suggests that an integrated approach to ICT development and deployment is most likely to yield success in human, social and economic development over the longer term. Secondary objectives of the study were to develop processes for engagement with community stakeholders and to determine standards and performance measures to evaluate their work on craft development. The key concepts on which the research focused were ICT, ecotourism and sustainable community development. Buyers and sellers are able to share information, specifications and production processes across national borders. The use of ICT has led to more transparency in the form of networking and information sharing.

The research had to ascertain the essential elements that can promote a sustainable community development framework for electronic craft market trading. As the research focused on craft market traders, local communities with craft on the market were selected.

1.5.3 Conceptual framework

The research attempted to organise the concepts or themes that have been used in past research to define or explain ICT tools, community tourism, craft and tourists and their effects and benefits into a comprehensive framework. A framework for describing ICT tools for craft market traders integrates the cause, the effects and the elements affecting the outcomes which is the tourism industry, SMEs and ICT tools. The research project started with the observations that the tourism industry is not benefitting the craft market traders at HIP and communities are unemployed and impoverished. Another observation was that ICT tools could promote community tourism and improve sustainable community development. The researcher highlighted the need for a social networks perspective in understanding ICT use by reviewing literature on the historical background of craft, tourism barriers to growth, economic development culture and technology.

After reviewing the literature, the researcher explored key concepts regarding contextual factors that relate to theories to develop the research questions. The hypothesis was broken down into a number of questions looking at (1) ICT devices that can improve business performance; (2) roles played by ICT tools in present-day craft market trading as part of community tourism; (3) optimising the use of ICT devices; (4) essential elements that can promote a community development framework for e-trading; and (5) ICT devices that can promote sustainable community development for e-tourism. The research was dynamic and complex, as it linked many variables together for a desirable outcome. The researcher attempted to address these questions through a review of current literature.

The research presents a conceptual framework that can improve understanding of craft market traders and ICT devices that can enhance the business acumen performance of craft market traders. The rural craft market traders and ICT are two diverse components, one operating in a rural area where development is very limited and the other operating mostly in urban areas where development is adequate. In the next section, the six questions referred to above are discussed in more detail.

1.5.3.1 Question 1

What are the ICT devices that can be used to improve the business performance of craft market traders in HIP?

If one examines the historical background of the local communities and the geographical structure of the area bordering HIP, the way in which ICT devices could be used to improve the business performance of craft market traders is not obvious, because of the challenges that exist around HIP. It was therefore the aim of the study to suggest the appropriate ICT devices that can be used to improve business performance.

1.5.3.2 Question 2

What roles do ICT devices such as computers, the Internet, cellphones, television, radios and telephones play in present-day craft market trading as part of ecotourism?

There are many roles that ICT devices can play in present-day craft market trading. The research therefore elaborates on how these devices can assist local communities residing in and near HIP.

1.5.3.3 Question 3

How can the use of ICT devices be optimised to improve craft market trading, as the tourism industry is not benefitting craft market traders?

To understand the gist of the problem the researcher had to look at the background history of local communities, the resources they use for craft and the establishment of the craft market in order to ascertain why the tourism industry is not benefitting craft market traders. The researcher further had to gain an overview of the economic trend in developing small business and the comparative advantages of using ICT. The researcher had to investigate global trends in the application of ICT for craft market trading purposes, the specific applications of ICT devices in support of research into craft market traders, and the benefits of ICT devices to craft market trading research.

1.5.3.4 Question 4

What are the essential elements that can promote a sustainable community development framework for electronic craft market trading?

The research will show how modern technology methods can be used to promote the sustainable utilisation of natural resources by local communities, thus conserving natural resources for future generations. The research examined craft commercialisation in terms of product design, development and marketing, using ICT.

1.5.3.5 Question 5

How can ICT devices be used to promote sustainable community development for electronic tourism in HIP?

ICT devices can be used to promote sustainable community development, but the researcher had to ascertain whether the community needs to be developed or not. Sustainable community development can be achieved through a community needs assessment. Sustainable community development in terms of ICT device usage would also depend on the landscape audit, electricity supply and access to telephones. The researcher explored whether or not ICT devices can be used to enhance the business acumen of craft market traders in HIP.

1.6 RESEARCH OBJECTIVES

This research study is significant, as it contributes valuable insight into and theory for the successful implementation of ICT as a decision-making tool, in light of the resources being dedicated to the implementation of information systems. The objectives of the research were the following:

- Explore ICT devices that could be used to improve the business performance of craft market traders at HIP and that can enhance community tourism and alleviate poverty
- Explore the roles ICT devices such as computers, Internet and cellphones play in present-day community tourism and micro-enterprise
- Determine how the use of ICT devices could be optimised to improve craft market trading

- Determine the ICT tools that could promote sustainable community development through job creation and poverty alleviation

ICT could be used to enhance business acumen in the tourism industry as it has fostered economic growth and social progress in past decades, accelerated the growth of the global economy and improved the quality of life of the world's inhabitants. The challenge of the research was not to recognise the problems at hand, but to understand what can be done, how it can be done, by whom and when and to choose certain solutions. Many studies that relate to ICT have been carried out, aiming at identifying economic and social factors for adoption, yet omitting other factors such as environmental and cognitive factors, cultural barriers, language barriers and declining biodiversity in natural resources. There is a little empirical research on ecotourism whereas in the field of rural business and ICT there is a growing literature on the emergence of Internet portals in various industries and locations (e.g. Baourakis, Kourgiantakis & Migdalas 2002; Pease, Rowe & Cooper, 2005).

Examining the perspectives of ICT as a tool for craft market traders in promoting community tourism may provide a source of valuable information in promoting economic growth in HIP. Finally, data collected for the research provided evidence concerning whether or not community tourism is benefitting craft market traders. ICT devices that enhance business acumen in the community tourism industry thus increase community beneficiation through job creation and poverty alleviation and mobilise human potential through many different bottom-up activities. Below follows a discussion of the study objectives and the challenges they entailed.

1.6.1 Objective 1

At the time of conducting this research, it was not yet known in which ways ICT could be used to improve the business performance of craft market traders at HIP. HIP was the first game Reserve in Africa. It is world-renowned for its 'big five' animals. International tourists visit HIP in large numbers annually. The game Reserve is fenced to protect the animals and communities, but communities perceive this as a strategy to prevent them from harvesting natural resources and gathering medicinal plants for traditional healing. They observe expensive cars going in and out of the Reserve every day.

The game Reserve authorities prohibit them to hunt the game, which has been their tradition for decades. HIP is in the middle of the province of KZN; there are no industrial areas nearby to employ local communities. Local communities rely on trading craft in the market inside HIP and they need to support themselves on the basis of available natural resources, which they utilise to manufacture these crafts. Community tourism relies on the availability of natural resources to be viewed by tourists, such as mountains, beaches and bush. Local communities are selling their craft to tourists who visit the park. The researcher had to explore the possibilities of local communities selling their craft nationally and internationally, using ICT devices.

1.6.2 Objective 2

At the time of the study, it was not yet been determined what roles ICT devices such as computers, the Internet and cellphones play in present-day ecotourism related craft market trading. In an attempt to provide a comprehensive definition of ICT, Cohen, Salomon and Nijkamp (2002) describe ICT as a collection of technologies and applications that enable electronic processing, storing, transmitting, creating, exchange and transfer of information to a wide variety of users or clients. The broad definition includes technologies such as radio, television (TV), video, digital versatile/video disc (DVD), telephone (both fixed line and cellphones), satellite systems, computers, the Internet, hardware and software, as well as the equipment and services associated with these technologies, such as video conferencing, electronic mail (e-mail), online Banking and electronic commerce (e-commerce).

Therefore, the research explored the roles of these technology products or tools in order to determine the role they play in the present-day craft market trading at HIP. Richard and Hall (2002) state that communities become centres of resistance to the process of modernisation. Whether this is fact or fiction in HIP, the researcher examined the social dynamics faced by local communities, particularly capacity barriers to conducting innovative and integrated business projects, and social structures of the 10 traditional authorities bordering HIP. The researcher intended to portray the real-life situation and behaviour perceived by the members of the communities and their opinions regarding the park and their craft market.

Vidich and Lyman (2000:40) broadly define ethnography as referring to a social scientific description of people and the cultural basis of their peoplehood. Hammersley and Atkinson (2007) contend that ethnography involves the researcher participating in people's daily lives for an extended period of time, watching what happens, listening to what is said, and asking questions through informal and formal interviews, collecting documents and artefacts. According to Berg (2001:134), ethnography is primarily a process that attempts to describe and interpret social expressions between people and groups. The research concentrated on the descriptive account of the social life and culture of local communities or craft market traders residing in Hluhluwe and Imfolozi, based on detailed observations of what they actually do. The researcher focused on the tacit knowledge that is deeply embedded in cultural beliefs and assumptions by local communities, in which the park is seen as the goose that lays the golden eggs, but a goose which they are denied the opportunity of utilising.

1.6.3 Objective 3

At the time of the study, it was not yet been determined how the use of ICT devices could be optimised to improve craft market trading. The researcher explored interventions that can assist local communities to sell their craft for their survival and that can assist them in marketing their craft. The employment rate around HIP is very low, as there are no industrial areas in the vicinity. The majority of the local communities earn their living by selling crafts to the tourists who visit the park. The researcher focused on the ways that can be established to revive the standard of living for these communities by marketing their crafts locally and globally, using ICT.

1.6.4 Objective 4

At the time of the study, essential ICT tools have not yet been determined that could promote sustainable community development through job creation and poverty alleviation. Research has to advance the quality of life for communities and increase the number of benefits that tourism brings to local communities (Bramwall & Sharman 1999). Researchers have to explore how modern technologies could be of benefit to the natural environment, protected area managers and local communities who are trying to make a living from natural resources.

Craft market traders are governed by the demand for and supply of their craft, rather than harvesting natural resources. Local communities manufacture or produce their crafts using natural resources such as reeds and thatch grass for mats, bowls and hats, and tree trunks and natural wood for sculptures and meat platters. Most natural resources are already depleted outside the protected areas and local communities have to rely on natural resources inside the park. Harvesting is illegal if done without permission.

1.6.5 Objective 5

At the time of the study, it had not been identified how ICT could be used to enhance business acumen in the tourism industry. Cultures are complex, dynamic and multi-faceted, as they differ from one ethnic group to another. The researcher explored the *amaZulu* culture of local communities bordering HIP in relation to modern technology, focusing on the extent and nature of transformation that ICT might facilitate if e-tourism is introduced to their society.

ICT is a fairly new and complex subject. The researcher had to apprise whether it would be feasible to engage or train local communities with little or no background in modern technology. According to Hughes (1995, cited in Richard & Hall, 2002:91), "if tourism strategies are to be sustainable they must be developed, not simply in conjunction with the public, or through public participation, but as forms of community development". Community development can be done without communities, but it can be quicker and much more effective with the involvement of local communities.

1.7 THEORETICAL FRAMEWORK

With the emphasis on accountability and economic growth, South Africa and its provinces are faced with the challenge of developing and implementing an economic growth strategy in all spheres of government. The e vision for KZN is a prosperous province, with a healthy, secure and skilled population as a gateway to Africa and the world (RSA KwaZulu-Natal Provincial Planning Commission, 2011). The Provincial Growth and Development Strategy aims to build this gateway by growing the economy for the development and the improvement of the quality of life of all people living in the province (RSA KwaZulu-Natal Provincial Planning Commission, 2011).

Local communities are living in impoverished conditions in rural areas where there are no industries to create employment for them. They have to alleviate their poverty by creating employment through the selling of crafts to the craft market, using natural resources. The first hypothesis generated in the research stated that the tourism industry is not benefitting the craft market traders at HIP and communities are unemployed and impoverished. The second hypothesis is that ICT tools could promote community tourism and improve sustainable community development.

1.8 LIMITATIONS OF THE STUDY

The researcher encountered some challenges during the field research and decided to mix the data-collection methods by using both qualitative and quantitative methods. For the purpose of data collection, a questionnaire was designed and interviews were conducted. The reason for using both methods was the inquisitive minds of local community members and their failure to give direct answers. They feared the unknown, even when they had been told the purpose of the research.

In addition, they were looking for incentives, which make it hard for the researcher to motivate them to participate in the study. The researcher found that excessive research has been conducted on ICT recently, but very little has been done on craft market traders. The indigenous knowledge system (IKS) practised by local communities is not documented and it was therefore hard to source the information. Furthermore, it was impossible to compare the research outcomes of both methods (the qualitative and the quantitative), as the objectives of the interviews and the questionnaire were not similar.

1.9 OVERVIEW OF THESIS

The seven chapters in the thesis address ICT, tourism and sustainable development and cover a wide spectrum of topics related to arts and crafts.

Chapter 1 begins with the orientation to the research study. The researcher outlined the introduction, location and context, aims and purpose of the research and pre-empted and introduced the issues that were explored in the five sub-research questions. The chapter discussed the theoretical framework of the study, and delineated the limitations of the study.

Chapter 2 reviews the accumulated knowledge on the research questions and investigates related research examining Africa's ICT status in the global context. The literature review

examines the historical background of craft and craft market traders, focusing on the social aspect, with much emphasis on IKSs and the establishment of the craft market. It examines the ICT devices that could enhance SME business acumen and the technology and culture in community tourism. It was decided to review the literature for the past 13 years (2000–2013), as the research was formally started in 2004. The researcher looks at the economy of craft as a business. The literature review highlights a number of obstacles that may delay the implementation of ICT devices in HIP.

Chapter 3 focuses on ICT devices that can be used to improve the business performance of craft market traders around HIP. The researcher delineates key concepts in the research, which are crucial in finding answers to the research questions and in clarifying the concepts of computer-mediated communication (CMC), the Internet, e-mails, e-commerce, e-business, e-learning and mobile communication. This chapter attempts to draw together a discussion of the literature from various disciplines, addressing the benefits, impacts, problems and solutions (initiatives) involving ICT development.

Chapter 4 discusses the fundamental cyclical relationship between technology and culture. In Chapter 4, the researcher relies on the cultural frame analysis that seeks to promote embedded research and fuses close-up observation and rigorous theory with social critique. It suggests that it is only possible to understand what is involved in modernisation if the concept is related to traditional cultures.

Chapter 5 provides the overview of research question 1, which questions the ICT devices that can be used to improve the business performance of craft market traders in HIP, with the intention of describing the ICT devices that can improve/enhance business efficiency for craft market traders in HIP and be used to find effective long-term solutions.

Chapter 6 describes the research methodologies employed to answer the research questions, the limitations of the study and assumptions guiding the analysis of data. Data-collection and analysis techniques including in-depth interviews, questionnaires, participant observations and document analysis were used. The method section explains how the data were collected, generated and analysed. The data was analysed to present a demographic profile of the participants.

The data gathering method is shown to entail an exploratory, descriptive and contextualised research design, implementing the quantitative and qualitative methods. The analysis was done to obtain or understand the perceptions of the participants.

Chapter 7 provides a synthesis of the analysis concerning the interviews responses. It also interprets the quantitative data gathered from the government sector (EDTEA) as well as the business sector (ABSA Bank). This chapter provides the straightforward assessment of craft market traders government and business sector in terms of major issues within each sphere based on the data provided. Based on the analysis and synthesis recommendations were made which form the conclusions discussed in chapter 8.

Chapter 8 outlines the findings as well as the recommendations of the research study, the latter answering the respective research questions. The recommendations for craft market capacitating, training of craft market traders and support are suggested by the answers to the research questions.

1.10 CONCLUSION

Chapter 1 has highlighted the orientation of the research. The background to the research is elaborated on, giving the basic information needed to clarify the context. The research project started with the first hypothesis that the tourism industry is not benefitting the craft market traders at HIP and communities are unemployed and impoverished. The second hypothesis was that ICT tools could promote community tourism and improve sustainable community development.

The researcher explained the research questions and the objectives of the research, namely to provide solutions and suggest recommendations to be applied by the business sector and government around HIP, so that economic growth development is enhanced by craft market traders, job opportunities created and poverty alleviated. A synopsis of the theoretical framework undergirding the research study is highlighted, but the full explanation will be dealt with in Chapter 5. With regard to the literature review, Sabinet, Ebsco, SwetsWise and Science Direct search engines were used to reveal what has been done in developed countries. It has been explained that this is an interdisciplinary study, with ICT as the anchor discipline, incorporating community tourism, micro-enterprise and community development in HIP.

1.11 SUMMARY

In Chapter 1 the problems and objectives regarding the use of ICT by craft market traders bordering the HIP have been explored by the researcher. An outline was provided of how the researcher intended to develop findings related to the problems. The fieldwork and the protocols to be followed were outlined briefly.

Chapter 2 provides the literature review and concepts of the research. It clearly demarcates what is and what is not within the scope of the investigation, and justifies those decisions. It also situates the existing literature in a broader scholarly and historical context. This chapter not only reports on the claims made in the existing literature, but also examines critically the research methods used to better understand whether the claims are warranted. The examination of the literature enabled the researcher to distinguish what has been learned and accomplished in the area of study and what still needs to be learned and accomplished. The researcher did not only summarise the existing literature, but synthesised it in a way that permits a new perspective.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In the previous chapter, the researcher outlined the purpose of the research and the problems that were investigated. This chapter is tabled as a piece of discursive prose, as the researcher does not summarise one piece of literature after another, but synthesises and evaluates literary sources according to the guiding concept of the research questions thus the existing literature relating to the research problems is reviewed. The literature review demonstrates the underlying assumptions behind the general research questions. It also describes the assumptions and values the research adds to the enterprise, by reviewing published literature found in academic books, journal articles and theses and dissertations in relation to the research topic. It provides an account of what has been published on the research topic by accredited scholars and researchers. It shows that the researcher is knowledgeable about related research and the intellectual traditions that surround and support the research.

The researcher explores the validity of the research in the light of previously undertaken research and identifies gaps. The earmarked gaps are highlighted and the proposed research fills a demonstrated need. Finally, the review refines and redefines the research questions by embedding these questions in larger empirical traditions, as recommended by Marshall and Rossman (1999), in order to ensure that the research study does not repeat what has already been researched. It is followed by a literature search that is used to find relevant materials relating to the subject being explored and data evaluation, where the researcher determined which literature makes a significant contribution to the understanding of the topic. The researcher looked at different types of literature reviews, as was explained by Neuman (2011:125), starting with a context review to link the research to a larger body of knowledge and a historical review to trace different subjects relevant to the research over a period of time. These included craft, ICT, community tourism, sustainable community development, tourism and culture. To present and summarise the current state of knowledge on different topics, highlighting agreements and disagreements within it, the researcher used the integrative review.

The theoretical review attempted to present theories or concepts on ICT, tourism and sustainable community development. It compares them on the basis of assumptions, logical consistency and scope of explanation.

2.2 LITERATURE REVIEW

This was an interdisciplinary research study, with ICT as the anchor discipline. It incorporated community tourism, e-business and sustainable community development in HIP. The method of collecting data used in the research was based firstly on the literature regarding the above topics in developing countries. A Sabinet search was done to identify books in print for sourcing from the libraries of other South African institutions of higher education. Electronic search engines provided by Google, Google Alerts, Google Suggest and Google Scholar were utilised to inform the research design and obtain completed and ongoing research relating to this research project, at both national and international levels. The literature review is divided into four parts, which represent the social aspect and give the historical background of craft, IKS and the establishment of craft markets.

The economy of craft as business was reviewed to ascertain what has worked and what has not worked with regard to tourism in other countries, as well as e-business in relation to craft. The second part of the literature review explores the various devices that can be used to understand how ICT devices can be used to promote sustainable community development for ecotourism in HIP and to support the implementation of the research strategy at national, provincial, regional and local levels. CMC, Internet background, e-mails, e-commerce, e-business, e-learning and mobile communication, all in relation to craft market trading. The four-part framework was then applied to organise the findings.

2.2.1 Theoretical and conceptual issues

In searching for the relevant information relating to the research, the researcher conducted a systematic search focusing on the theoretical and conceptual issues, looking at what concepts and theories are used, how well are they developed and whether they had been subjected to empirical tests before. Du Toit and Lotriet (2009) state that the ability to apply research successfully in practice is related to the ability to cope with the complexity of the environment and to ensure collaboration and participation among the role players in the theoretical and practical environments.

The concepts that underpin the research are ICT, craft, sustainable community development, tourism and culture. The research uses what Neuman (2011:83) calls functional theory, which entails a structural explanation in which emphasis is placed on how interdependent parts fit into and operate to sustain an overall system, with specific parts serving complementary and specialised supporting roles for the whole. Therefore, one has to understand the social process, events or factors within a larger structure of local communities.

To achieve the desired outcome the research had to strike a balance, as local communities move through developmental stages, from traditional to modern. The theories of historical background explain how some aspects of the social world work and why. The researcher modifies older theories and develops new ones, where possible. The historical background of the local community determines the future and possible interventions, when understood clearly, before the project commences. That is, it serves as a yardstick to determine whether the development is feasible or not. The research focuses on the large scale of social structures and social processes that occur within craft market trading, namely macro level research.

Before given an explanation of the data that were collected, the characteristics of each element, as the units of analysis, are looked into. It should be noted that unit of analysis does not mean or refer to how data were collected, but to the elements of the data. The unit of analysis used for the research was the social group unit of analysis, as local communities share a social relationship with other group members. They all live in the same environment, which is rural. The majority of local communities are traders and produce crafts and sell them in the market. Their level of education is more or less the same, they share similar norms, culture and beliefs and they have similar goals and objectives.

2.2.2 Research theory

ICT as a tool for craft market traders in promoting community tourism is a theory on its own, as it has not yet been proven. The researcher had to ascertain whether or not the research theory is clearly stated and can be proven.

2.2.3 Measurement and operational definitions

The researcher looked at the measurement and operational definitions used in past research that relate to the research problem, so as to avoid developing new measures and wasting time. Although it is not easy to find workable measures for concepts that best link to the current situation, measures used in the past are modified to meet the current needs.

2.2.4 Observational technique

The research determines the research technique used. Successful approaches by other researchers were reviewed and noted.

2.2.5 Sampling strategy

In order to avoid the problems with sampling methods encountered by other researchers, the sampling strategies used by other researchers were reviewed and problems encountered were taken into consideration, whereby the researcher learnt from the mistakes, pitfalls or mishaps of other researchers. To improve the research, the researcher gleaned ideas from previous work research.

2.3 THE LITERATURE SURVEY

The literature survey used in the research was based on books and academic publications from 2000 to 2013. It drew on a number of books and academic publications for topics directly and indirectly relating to the application of ICT for sustainable community development, published in leading community sustainability journals, the methodologies employed and the topics addressed. The method of collecting the literary data used in the research study was based on literature on tourism, ecotourism, crafts, ICT, IKSs, e-business and community development in developing countries. Research journals and e-journals were selected because they served as a medium for peer-reviewed scholarly work, indicated the progression of research in the relevant fields, significantly developed the process of knowledge and helped to researcher to identify the most important sources of publication in the selected fields (Leung & Law, 2007). A Nexus database search was conducted to determine completed research and research in progress with regard to tourism, ICT, e-business and sustainable community development.

The researcher decided to review the literature for the preceding 13 years (2000–2013). To identify current research articles and the textbooks available in the libraries pertaining to the research topic, Sabinet and Ebsco searches were done. The research involved the analysis and synthesis of 54 articles, selected from 20 tourism journals from the period 2000–2013, which directly and indirectly discussed the use of ICT for sustainable community development. A concept matrix was used to present a concept-centric, rather than an author-centric, literature review. The Sabinet, Ebsco and SwetsWise searches revealed mainly what has been done in developed and developing countries. The current chapter deals with social issues of the craft market traders or local communities, to understand the extent of structural change experienced in the past across local communities residing in rural areas, the current status and where they are leading to. The craft and the establishment of the craft markets are explained in depth.

2.3.1 Indigenous knowledge

Different authors have defined IK differently. Grenier (1998:116) defines IK as the unique, traditional, local knowledge existing within, and developed around, the specific conditions of women and men indigenous to a particular geographical area. However, the World Bank (1998:i) proposes the following definition, based on some identifying characteristics:

> IK is unique to a particular culture and society. It is the basis for local decision-making in agriculture, health, natural resource management and other activities. IK is embedded in community practices, institutions, relationships and rituals. It is essentially tacit knowledge that is not easily codifiable. (World Bank, 1998:i)

Local knowledge and IK refers to the complex and dynamic activities, knowledge and practices that are performed or discovered by a group of people in a local community who have been interacting within the biophysical environment for a long period of time. Indigenous knowledge as defined by Brush and Stabinsky (1996:4) is “the systematic information that remains in the informal sector, usually unwritten and Reserved in oral tradition rather than texts”. In contrast, formal knowledge is situated in written, legal codes and canonical knowledge, IK is culture-specific, whereas formal knowledge is decultured.” Brush and Stabinsky further state “cultural knowledge cannot adequately be conserved by

setting it aside in a museum, or by recording it on paper or electronically. Like biological diversity, cultural knowledge can only be conserved by keeping it alive and in use" (Brush & Stabinsky, 1996:4). Local communities are normally governed by IK in their day-to-day activities to sustain their living and non-living resources. In this way, IKSs sustain local communities in which they evolved, and in turn, these bodies of knowledge are sustained, nurtured and further developed by the local communities.

Shaw, Sharma and Takeuchi (2009:8), state that "indigenous knowledge tends to be locally bound, culture and context specific, non-formal and orally trans- mitted, closely related to survival and subsistence, dynamic and based on innovation, adaptation and experimentation". IK tends to be used by local people to explore and experiment and has no theoretical underpinnings. In summary, IK is the combination of different knowledge for different activities, acquired by a local community over a period of time. It is not academically attained, one does not need qualifications to earn it, it is acquired by being part of the community and it cannot be taken away from the community member, but can be shared. Thus, to ascertain whether or not craft market traders have bonded together through IKSs, the researcher had to explore use of IK through the research questionnaire.

A definition by Odora-Hoppers (2001:4) on IKSs states that it is knowledge that is characterised by its embeddedness in the cultural web and history of a people, including their civilisation, and forms the backbone of the social, economic, scientific and technological identity of such a people. The definition concurs with the researcher's view that local communities draw upon their Reserves of local knowledge to respond to changes within their local environments. Chavanduka (1995) and Masuku-van Damme (1997) agree that IKSs are labelled as local and traditional because they are constructed in a local context for resolving local challenges in the environment. Such knowledge can serve as a source of community resilience by enabling people to sustain their livelihoods and community well-being and thus adapt to environmental changes and displacement. IK and its practices imply that, although local communities in the province might look similar, as they are all from rural areas, their knowledge is different, as they engage in different activities. IK was brought into this study so that there would be an understanding of the local communities' behaviour in the research, what is happening in the particular community in terms of innovation and adaptation, where is it located, how the community members communicate with one another, and their norms, beliefs and experimentation. McInerney (2002:1014)

provides a sound working definition of knowledge management: “Knowledge management is an effort to increase useful knowledge within the organization. It includes encouraging communication, offer[ing] opportunities to learn, and promoting the sharing of appropriate knowledge artifacts”. To achieve the objectives of the research, the tradition and beliefs of craft market traders are defined a lack of such knowledge would hinder the progress of the research. Van Vlaenderen (2001) makes the case that IK is essential for empowerment in a people-centred development paradigm, as it constitutes successful ways in which people have dealt with their environment in the past and provides a basis to build on. Local community culture also plays a crucial role, for example how girls and boys are groomed (socialised) into womanhood and manhood respectively, and how they achieve their objectives in life.

2.3.2 Interpretation of indigenous knowledge

IK is the backbone of the local communities and all processes are governed by it. IK is about how that local community understands and perceives issues related to their culture and beliefs. While IK might be crucial to a people’s survival, it might well not be visible to other people. Lemma and Hoffmann (2005) suggest that the more local communities adapt external technologies and practices to their indigenous practices, the more they innovate and improve their indigenous techniques, skills and practices.

The present researcher refers to IK as an ongoing resilient knowledge of a particular community, generated over a period of time through experience, culture, norms and beliefs, because local communities maintain, recover and rediscover cultural expressions in language and traditional ways of life by establishing new economies affirming and protecting treaty rights. As the world changes biologically, socially, politically and economically local communities are participating in establishing political and information policies to help them guide their actions in modern life. Along with cultural revitalisation, local communities have started to take control over physical and intellectual access to their cultural material to Reserve their heritage. This is an important shift given the deleterious legacy of social Darwinism used by Imperial colonists to justify the attitude and manner in which certain peoples and their cultures, considered to be ‘primitive’, could be illegitimised, undermined and ultimately dismantled (Smith, 1999:48-49). This euro-centric ideology, itself illegitimate, is still prevalent and damaging to indigenous cultures

globally to this day (Smith, 1999). The well-being of indigenous peoples is an issue globally. “Even in developed countries, indigenous peoples consistently lag behind the non-indigenous population in terms of most indicators of well-being. They live shorter lives, have poorer health care and education and endure higher unemployment rates” (UNDESA, 2009:22). A 2007 study by Cooke, Mitrou, Lawrence, Guimod and Beavon, “applying UNDP’s Human Development Index 23 to indigenous peoples in Australia, Canada, New Zealand and the United States, showed clearly that indigenous people lag significantly behind the general populations in these countries” (UNDESA, 2009:23).

However, indigenous peoples in the developed countries increasingly are using information technology (IT) to explore their culture (Radoll, 2014). These efforts are documented and shared elements of their perspectives of the larger world. Many Europeans believe that preserving history and conserving past traditions remain important, whereas North Americans give tradition less importance. These efforts are documented and shared elements of their perspectives of the larger world. Therefore, African nations need not be an exception. To achieve the objective of the research, the researcher explored the local IKSs of the HIP local communities through knowledge that emanates from age-old beliefs, traditions and values and comes from experience and observation. To understand how communities view IK is important for several reasons but for this research will name only one. IK, as a living and practical application central to people’s livelihoods, culture and identity, is particularly important in relation to development. Expert-led, top-down development programmes, policy and research interventions, which tend to turn a blind eye to pre-existing reservoirs of IK, have severe limitations with regard to the effectiveness of interventions addressing the poverty and vulnerability of communities (Sillitoe, 1998; Sillitoe & Marzano, 2009).

2.3.3 Local communities as true conservationists

The hypothesis developed for the research states that the tourism industry is not benefitting the craft market traders at HIP and communities are unemployed and impoverished.

The second hypothesis was that ICT tools could promote community tourism and improve sustainable community development. Dalby and Mackenzie (1997:101) reason that local communities do not necessarily exist in a pre-given form. Environments may be socially

constructed in specific controversies, but so, too, are the communities that are formed around the specific issues. Indigenous communities and local communities are used interchangeable, developing countries like South Africa uses local communities whereas developed countries uses indigenous communities.

Although 'community' can mean different things to different people, for the purposes of this research, a local community was defined as a unified organic whole of rural interacting people governed by their cultural norms and beliefs and possessing common characteristics in relation to ethnicity, religion and language, sharing the same geographical space, with social and economic cohesion and frequent interaction with one another (UNESCO:2009). The definition above is further extended by one of the most cited and accepted working definitions of indigenous communities, peoples and nations, as offered by José R. Martinez Cobo's 1986 Study on the Problem of Discrimination against Indigenous Populations:

> Indigenous communities, peoples and nations are those which, having a historical continuity with pre-invasion and pre-colonial societies that developed on their territories, consider themselves distinct from other sectors of the societies now prevailing on those territories, or parts of them. They form at present non-dominant sectors of society and are determined to Reserve, develop and transmit to future generations their ancestral territories, and their ethnic identity, as the basis of their continued existence as peoples, in accordance with their own cultural patterns, social institutions and legal system. (UNDESA:2004:1-2)

In the context of the research, the term 'local communities' would be used to refer to craft market traders. The craft market traders are part of the local communities who have been depending on natural resources for their survival for a considerable time. Local communities would utilise the environment, but also applied IK to sustain it. The United Nations Department of Economics and Social affairs refers to indigenous traditional knowledge systems as "the complex bodies and systems of knowledge, know-how, practices and representations maintained and developed by indigenous peoples around the world, drawing on a wealth of experience and interaction with the natural environment and transmitted orally from one generation to the next" (UNDESA, 2009:64). In developing countries, most of the cultural beliefs and traditions of indigenous peoples were not documented nor scientifically proven, but were used extensively and wisely to live in

harmony and protect the environment on which they depended. The local communities used natural resources wisely. For example, traditional healers had a belief that if they need to de-bark the tree for medicinal use, they could not de-bark on the eastern side. This belief, that a tree should be de-barked on the western side, so that it can have power to cure, is supported by Grenier (1998). The scientific explanation behind this was that if the tree was de-barked on the eastern side, the morning sun would affect it and it would wither and die.

Natural resources, inclusive of fauna and flora, were used wisely for the benefit of future generations. An example of IK is the use of myths to ensure members of the community treated their environment with respect. Children may be told, for example, not to urinate in the river because that could change their sex organs. The purpose of the myth is to prevent water pollution, as people downstream are dependent on the water for human consumption. This sort of knowledge dissemination is embedded in the living culture and often not yet documented in formal knowledge systems (Grenier, 1998). IK should be the starting point for any attempt to promote conservation awareness in areas in which indigenous communities are involved. To understand the indigenous ecological knowledge the researcher adopted the widely utilised working definition of Berkes (2008:7), which defines indigenous ecological knowledge as a "cumulative body of knowledge, practice and belief evolving through adaptive processes and handed down through the generations by cultural transmission concerning the relationship of living beings (including humans) with one another and with their environment."

2.3.4 Natural resource usage

Steiner (2004), cited in Singh and Sureja (2006), states that natural resources have for centuries been an integral part of peoples' diet, economy and culture. "Indigenous knowledge is embedded in community practices, institutions, relationships and rituals and is inextricably linked to indigenous peoples' identity, their experiences with the natural environment and hence their territorial and cultural rights" (UNDESA, 2009:65).

Cultural identity is thus shown to be embedded in the environment. Kenrick's (2000) study of the Maasai pastoralists from Kenya and Tanzania's IKS is a prime example of the evolution of a cultural practices being embedded in the natural landscape in which it developed. Having a significant impact on the productivity of their animals, rainfall and

drought are understood to be the most critical climatic features. The below statement by the Maasai posed to the community challenge to safeguard the manifestations of cultural diversity while at the same time recognises the opportunities offered by cultural diversity towards the environment.

> The Maasai have a number of techniques for monitoring the onset of rains—the flowering of specific trees, the shape of the moon, special sounds from a bird, etc.—and for predicting water availability in their rangelands, looking, for example, for the presence of butterflies or certain trees. Maasai communities also assess both quality and quantity of grazing by observing plant vigour, biomass production, vegetation cover and botanical composition. They also have a wealth of indigenous knowledge in the diagnosis of animal diseases and the therapeutic nature of plants on which they depend for the everyday treatment of their animals. This indigenous knowledge has proven to be important in matters of wildlife and environmental management and conservation. Evidence in indigenous Kenya indicates that the Maasai peoples peacefully co-existed with wildlife, that there were more wild animals in their territory before national parks and game Reserves were established in those areas, and that the way they managed rangelands was beneficial to the wildlife (UNDESA, 2009:66).

The local communities of the HIP live in close interface with their environment. Plants and animals not only provide food, medicine, hides, building materials and income, but are also a source of inspiration. Rivers provide fish, water, other foods and construction materials. Soil provides a source of sustenance. Endangered species and threatened resources such as fauna and flora in marine and terrestrial environments need to be conserved wisely, both for the sake of local communities of present day who rely on natural resources for their food, water, fuel, wood and cultural identity and the benefit of future generations – that is, the individuals as well as the longevity and integrity of the culture as a whole (UNDESA, 2009:65). Natural resources have an economic value to local communities. For example, different kinds of soil are used to produce clay bowls and pots. Sleeping mats and bags are made from different kinds of grass. In Northern KwaZulu-Natal, for example, local

communities uses the grass called *Juncus maritimus* and *ikhwani*, as it grows easily and abundantly in that part of the region and the end products are sold at the craft market to tourists. The craft market traders of this study depend on natural resources for their craft produce, which is a source of income and job creation in HIP.

Therefore, natural resources are important variables that contribute to the development of a sustainable community. In assessing the local communities' attitudes towards natural resources, the present research is not offering an in-depth focus on the sustainable use of natural resources. However, this discussion does reveal that because natural resources play a pivotal role in the production of craft, the state has to ensure that the environment is not exploited and what is being used is utilised sustainably (UNDESA, 2009).

2.4 HISTORICAL BACKGROUND OF CRAFT

The recommendations from the research could be implemented to enhance the living standards of the local communities by increasing the employment rate and economic growth in terms of craft market traders selling their craft locally, nationally and internationally. The objective of the research was to examine the extent to which ICT devices could be used towards the promotion and development of tourism for the benefit of local communities around HIP in KZN. The crafts as end products, as well as the craft market as an infrastructure, form the basis or core of the research. It is therefore important for the researcher to give a clear understanding of craft and the establishment of the craft market, bearing in mind that the word 'craft' is holistically and widely used for different purposes.

2.4.1 Craft

The gist of the research emanates from the observation of craft market traders within the HIP. The researcher believes that craft is a communal concept, rather than an individual one.

The production process of craft lies with the people who make it, using their own ideas, materials and designs. Artefact assessment means that a person with imagination and skill has the opportunity to be creative, using his or her own hands. The researcher has not yet found the exact definition of craft, even though it has been studied by many researchers. Kojonkoski-Rännäli (1995) divided the concept of craft into four elements, as follows:

- Craft can be seen as a basis for human activity, for which the individual has a natural need.
- Making an object by hand creates an organic connection between the individual and nature. The craft process leads the maker to learn to respect and understand nature.
- The concrete object, the external results, is of great importance to the development of the individual's self-concept and self-esteem.
- Craft is an integrated activity where the same individual is in charge of all the phases of the process. The above elements identify craft in a more holistic way, although it does not really explain what craft is.

As crafts are normally produced by one or two people in the same community, the phenomenon of working together strengthens the team spirit among communities. Craft results in the growth of internal qualification and abilities, in harmonious balance between with the various sides of his or her personality. To understand the links between craft, sustainable natural resource use, ecotourism and ICT, the researcher presents an overview of craft in order to justify the choice of research topic. The practical skills and expertise of producing craft lies with an individual and is not academically transferred. If it is not passed on to following generations it would be lost.

2.4.1.1 The use of craft

Craft was produced for utilisation by community members in the home environment. The crafts are manufactured through local materials and techniques of production, even if the manufacturing skill and expertise have lost their original purpose (Singh, M., Bersalona, C. & Quintans, K.N. 2000). In KZN, craft that are non-timber, such as beadwork, bags made out of grass, sleeping mats and other kitchen utensils, are produced by women. Kepe (2003) corroborates the fact that non-timber, plant-based craft-making is practised by women in most rural areas of Africa and beyond.

The sculptures are produced by men. The researcher had to designate the differences between art and craft in this research. In pre-Industrial societies craft products were integrated into, and important parts of, everyday life, produced for food preparation and used as cooking vessels, for serving meals and drinking, beer brewing, storage and transport, sitting and sleeping, as well as for medicinal and ritual use (Fowler, 2008). With modernisation, craft has changed; it is currently produced for aesthetic and decorative

purposes and as souvenirs for tourists, resulting in the establishment of craft markets. In short, it is currently used for profit or economic gain (Fowler, 2008).

2.4.1.2 Craft as vernacular

Craft normally represents the province or the country visited, but craft is currently produced for economic gain, promoting imports and exports and misleading tourists concerning its origin. 'Vernacular' arts are an important aspect of the growing phenomenon of 'cultural tourism', where tourists are as interested in seeing the cultural resources of communities as they are in conventional sights such as wildlife or landscapes (Stevens & Munro 2009).To make sure that tourists are able to view the cultural resources of local communities bordering HIP, Ezemvelo KwaZulu-Natal Wildlife (EKZNW) established the craft market within the protected area, based on the theory that natural resources and the prevailing socio-political and economic structures and conditions of a people determine, to a large extent, the types of materials, their quality and quantity, used for art. EKZNW allows local communities to harvest natural resources within the protected area, but harvesting is controlled, to avoid over-exploitation. NEMA states that natural resources need to be conserved for future generations. Therefore fences were created around protected areas to protect wildlife and prevent people from entering illegally. Craft markets began to be concentrated in and around HIP after the late 19th century, in order to meet tourist needs (EKZNW, 2009).

Labi, (2006:128) comments as follows on pottery:

> Firstly, pottery is one of the oldest arts of humankind and has been used often because it is readily available, easily acquired and its production requires very few tools. Secondly, the earth is from time to time seen as a goddess, and its products are sometimes seen as supernatural objects for religious ceremonies.

In pottery clay soils are used, but one would never hear of erosion, excavations or dongas caused by craft or art makers, as they rehabilitate the areas after harvesting and they usually do not take more than they need (Labi, 2006). According to Henderson-Quartey (2002:34), the eastern pottery centres were Ladoku and Teshie, the seaside town locally known as *Nshonamajii*, meaning town on the shore, where the pots became known for their polished,

shiny red colour, high cylindrical pedestals and decoration with round grooves in the internal and external parts. The accessibility and practicality of clay in the area of research make it a good material for the production of pottery. The pots have globular bodies, are hard-fired and glazed black (Steele, 2009). According to Henderson-Quartey (2002), the advent of westernisation manifest in the building of European styled forts and castles built using stones and cement – influenced the local architecture of the traditional people. The craft was not produced by a single community or province, but by the entire country and differed only in terms of design.

2.4.1.3 Inventing the 'vernacular'

Bowe (1993) emphasises that vernacular arts are characterised by a search for a 'vernacular symbolism' using images appropriate for the specific country. They may be based on local flora and fauna, geography, climate, landscape or history, personal narratives of ordinary or marginalised people, or a combination of all stated above (Bowe, 1993). Craft and vernacular art can be regarded as the essential elements that can promote a sustainable community development framework, (Henderson- Quartey, 2002). Local communities trading with craft seek to create a tradition and establish their identification with national heritage and national pride. They are a social group inhabiting a common territory and having one or more additional ties (Mead, 2002).

Local crafts were normally made by the uneducated, elderly, black, poor and rural communities. Bowe (1993:143) explains as follows: "The makers are non-professional, so their products are part of popular, rather than 'high' culture and they aim to produce signs and symbols that can unify and regenerate their society." Bowe's statement, above, is relevant in the research as the majority of black women did not go to school, as there were no schools and schooling was not seen as a priority for women. Skills and expertise were acquired by observation of the elders at work doing it and then practising themselves, leading to magnificent end products.

The previously disadvantaged communities view art and craft as a community-woven thread that promotes healthy relationships among them and conserves the natural resources for the wise use of present and future generations (Kibert, 2012). Unlike domestic stocks, which are the male-dominated assets, art is the asset for every member in the community: youth, men and women. Working together on the projects, although for a relatively brief

period of time, offers an experience of community life that inspires feelings of belonging and unity (Kibert, 2012).

Local communities do not normally have other resources or sports for entertainment. The spirit of producing crafts together is a form of unifying the communities, sharing their skills and expertise and other issues taking place within the communities. Community members develop relationships while working together. Craft can also be seen as an antidote or stress reliever, as instead of these women becoming depressed and complaining about their loneliness, they share their experience, as the majority of men are not present. The craft helps the women so they do not hide in their corners and keep their problems to themselves, but are transparent and share everything. Some men leave their homesteads and families for almost a year. The mature women discuss family issues while doing their craft (Finger & Schuler, 2004:56-57). Cultural attitudes and values, provide the foundation for the social norms by which people live. Art remains a less-developed profession, because there is no sophisticated political system to demand it. The research examined the factors that determine the production of craft and what information can be deduced from the artistic traditions of the period of study (Finger & Schuler, 2004)

2.4.2 Establishment of the craft market

The craft market finds its tradition in the social and cultural conditions in which such products were developed and served as an integral part of its people's lives. Such a culture was established on and is founded in the notion of *ubuntu*. In societies found on the continent of Africa, especially the Republic of South Africa, *ubuntu* tries to articulate what it means to be human: "a person who possesses *ubuntu* is a person who is considered to be generous, hospitable, friendly, caring and compassionate. The idea behind this worldview of *ubuntu* is that 'a person is a person through other people'" (Murithi, 2006:1).
A person with *ubuntu* is open and available to others and does not feel jealousy when others achieve, because he or she recognises that they all belong to a greater whole.

2.4.2.1 Craft as business

Although craft, as discussed, is not a new phenomenon but a common element in traditional cultures globally, the demand for it – both nationally and internationally by tourists – has brought a huge change and focus to it (Ndiame, 2008). The reason for the focus on the

sustainability of natural resources is because of their present scarcity and the fact that most of the craft are produced using natural resources. According to Ndiame (2008:6), "[w]hilst the craft sector in Southern Africa has recently grown into a considerable industry, it is still a fragmented sector which works essentially from an informal base, often in rural settings."

Finger & Schuler, (2004:59) refer to small operators and craft entrepreneurs as people who lack the core business skills to effectively set up, manage and grow their businesses, including the establishment of the necessary business linkages, effective marketing and continuous product innovation. Thus, craft is not only considered to be a practice and production of lower-class people who are considered uneducated and too poor to buy utensils for their homes use, but is also prevalent in developed countries. While a 'crafts approach' can apply to every form of creative endeavour and strong links exist with art, design and industry, 'the crafts' have become associated with work in certain media (Finger & Schuler, (2004:59) In the African culture of people residing in KZN, craft was not made for aesthetic purposes, as is the case now, where people participate in activities that can generate income under the auspices of tourism.

Thus, the local or rural communities never see craft as a business entity that would require marketing skills. As opined by Lyve (2005), entrepreneurial skills compare favourably with the basic skills required for starting, developing, financing and marketing a business enterprise. Handicrafts have value beyond their capacity to generate income. India's myriad craft traditions and living craft skills, as mentioned by Finger and Schuler, 2004 "are rare and irreplaceable resources, generally acknowledged as living links to the past and a means of preserving cultural meaning into the future. Many people engaged in commercial activities that will help developing country artisans earn more from their artistry are motivated by their love for the art and their concern for the artists, as well as by the opportunity to profit from their work" (Finger & Schuler, 2004:7). Crafts show tremendous potential in terms of employment generation and poverty alleviation (Finger & Schuler, 2004). "Crafts producers often employ skills and complex knowledge systems that have evolved over long periods of time. However, the skills and the knowledge systems remain largely informal, poorly protected, inadequately documented, socially and culturally disadvantaged, and imperfectly adaptive" (Finger and Schuler, 2004:56). The objective of the present research was to recommend ICT devices that can be used by craft market traders to enhance their business performance. The devices can provide local communities or craft

market traders with the entrepreneurship skills to market their craft nationally and internationally.

2.5 TOURISM

Tourism is a very dynamic and complex phenomenon that despite the need, still has no unanimous definition among researchers not even the definition by the World Organization Travel-UNWTO of tourism (UNWTO, 2005). Definitions proposed are criticised and can be always improve upon. The tourism industry has been identified as a catalyst for creating job opportunities and growing the economy in a country. According to Tecle and Schroenn (2006), the definition of the tourism industry (or sector) is complicated by the fact that, unlike conventional industries, tourism does not produce a single, homogeneous product or service. Instead, it may be characterised as an industrial activity defined by the diverse collection of products (durables and non-durables) and services (transportation, accommodation, food and beverage, entertainment, government services) that are delivered to visitors (Tecle & Schroenn, 2006).

Tourism comes in different shapes and forms as we have, religious tourism, ecotourism, cultural tourism, indigenous tourism, hard tourism etc. In fact, heritage tourism appears to be growing much faster than all other forms of tourism, particularly in the developing world, and is thus viewed as an important potential tool for poverty alleviation and community economic development (UNWTO, 2005). The tourism industry can also be defined as a sectoral system of innovation and production (SSIP): "A set of new and established products for specific uses and the set of agents carrying out market and non-market interactions for the creation, production and sale of those products. The agents are individuals and organizations at various levels of aggregation with specific learning processes, competences, organizational structure, beliefs, objectives and behaviours. They interact through processes of communication, exchange, cooperation, competition and command, and their interactions are shaped by institutions (rules and regulations). Over time, a sectoral system undergoes processes of change and transformation through the coevolution of its various elements" (Hall & William, 2008).

The craft market was regarded as a small business for the purpose of the present research. The ineffectiveness of the established craft market within HIP is viewed as a major obstacle inhibiting growth. Studies conducted in South Africa and internationally have corroborated

the perception of viewing market access as a critical factor in business growth (RSA, 2005). The present research sought to explore how ICT could be used by local craft market traders who intersect with the tourist industry to increase community beneficiation through job creation and poverty alleviation. The Department of Trade and Industry states that Government's rationale for the stimulation of SMEs must be seen as part of an "integrated strategy to take [South Africa's] economy onto a higher road – one in which our economy is diversified, productivity is enhanced, investment is stimulated and entrepreneurship flourishes" (RSA, 2005:7). As tourism is the holistic buzz word, it is defined by the researcher for purposes of clarity.

The intention of the research was to illuminate the craft market primarily as a service industry that produces goods and renders services to various classes of people visiting HIP for leisure, game viewing or business. It is therefore referred to as 'community tourism'. The present research did not focus on tourism holistically; rather the main focus was on attracting people to the destination of KZN with the aim of appreciating the environment, enhancing the provincial economy and alleviating unemployment, poverty and inequality. The craft market in HIP is part of the tourism industry, which was established to improve job opportunities and the economy of South Africa. It is based in a protected area. Tourism, however, has its good and bad connotations, which enhance and hinder it as a business.

2.5.1 Barriers to tourism

Finger & Schuler, 2004:59 state that it is extremely difficult to tackle the many problems of the crafts sector in any remotely comprehensive way because of its amorphous, unorganized nature. Indeed, the very nature of the problems can be quite different in different areas and for different types of crafts producers. It follows that small businesses represent an important vehicle for addressing the challenges of job creation, economic development and social development in South Africa (United States Small Business Administration, 2004). People working in the tourism sector are in regular contact with visitors from outside their region or country and require multi-language proficiency.

Quek and Pablo (2002) state that ICT can be used more effectively if linked to local cultural practices, languages, traditional forms of communication and festivals. Language has become a stumbling block in achieving good results in tourism. As the buyer and the seller

are unable to understand each other because of poor language communication, ICT devices can play a major role in bridging this gap. The White Paper on the Development and Promotion of Tourism in South Africa (DEAT, 1996:19) states that factors limiting meaningful involvement of local communities in the tourism industry include the following:

- lack of information, awareness and training concerning tourism
- lack of access to the lucrative tourism markets, as visitors are kept within the established tourism facilities
- lack of knowledge and understanding on the part of community members of what tourism is really about.
- deficiency of finances for promoting community projects in tourism
- absence of incentives to reward private enterprises that build or develop local capacity and create job opportunities
- lack of local participation in decision making and entrepreneurial opportunities.
- prevalence of inequalities, which have concentrated tourism opportunities among the privileged groups, also exploiting local cultures and community groups

2.5.2 Tourism as an economy booster

The tourism industry forms part of the Accelerated and Shared Growth Initiative for South Africa's goals to reduce poverty and unemployment the significance of the tourism cluster for policy and planning in South Africa being acknowledged by the report of the National Development Plan (RSA, 2011).

This report highlighted tourism for its labour intensity and its role in stimulating the growth of small businesses (RSA, 2011:131) as it is believed that tourists visiting South Africa and its provinces create jobs and therefore the rate of unemployment declines. Ashley (2000), cited in Tecle and Schoeman (2006) feels that tourism has an exceptional capacity to create opportunities for the poor. Firstly, unlike other 'export' industries, in tourism consumers' presence at the destination offers opportunities to sell additional goods and services (UNWTO,2005). Therefore, tourism can diversify and bolster local economies; its benefits often reach the poorest areas of a country, precisely because these are least 'developed', are often remote and have unspoilt natural and cultural resources. Another distinguishing

feature of small tourism firms, as highlighted by Getz (2007), is that they often function within unique environmental conditions, including seasonality of demand, remote and resort locations and a high degree of product substitutability.

However, In order to meet the expectations of tourism, or to offer a superior service, the whole range of tourism staff, employers and other stakeholders should be equipped with the necessary skills and attitudes such as customer relations skills and foreign language skills (Tecle & Schroenn, 2006). Utilising the Internet has been suggested as one way of overcoming the market challenges faced by small businesses. Briedenhann (2011) stresses that greater attention should be paid to the cumulative potential of small tourism firms to assume a significant role in poverty alleviation and local community development. With this in mind, the present research focuses on community tourism, as the research mainly investigated natural resources and local communities, and not the hospitality industry.

2.5.3 Tourism and community needs

Ecotourism as defined by Fennel, 2003 is a niche market in the global tourism industry is increasingly gaining the attention of conservationists, academic communities, development practitioners and local communities because of its touted potential to contribute to achieving the dual mandate of conservation and development. Whereas citing a comprehensive and multidimensional definition provided by Joshi (2011), Environmentally responsible travel and visitation to natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features, both past and present) that promote conservation, have a low visitor impact and provide for beneficially active socio-economic involvement of local peoples. Although ecotourism initiatives may provide benefits to people, it is mainly concerned with the environment. The manufacture of craft uses mainly natural resources, but craft has to be sold to generate economic growth. The researcher therefore uses the term ‘community-based tourism’, as its initiatives aim to increase local communities’ involvement in tourism, thereby alleviating poverty and addressing the apartheid legacy of discrimination and inequalities as stated in the South African constitution (RSA,1996). The concept of community development places people at the centre of the development process, with the emphasis being on enabling people to realise their potential and participate in activities that are responsive to problematic issues within their communities.

Klopper, Lubbe and Sikhakhane, (2005:227) state that people living in rural communities lack access to information because of poor infrastructure. Houses are scattered around and it is difficult to have a centre for people to access information. It is not only the lack of infrastructure that hinders communities' access to information, as literacy, finances and transportation are all causes. This is the challenge that needs to be addressed. The knowledge of the researcher relies on the literature that relates to problems already solved by other researchers, as her aim was not to re-invent the wheel.

2.6 COMMUNITY DEVELOPMENT

The concept of community development places people at the centre of the development process, with the emphasis being on enabling people to realise their potential and to participate in activities that are responsive to problems within their communities. The UN was the first to view community development as synonymous with community participation. The new emphasis on community development has been linked to the wider neo-liberal objectives of creating active communities to promote self-reliance, local initiative and reduced dependence on the welfare state (Cochrane, 1993; Kearns, 1992; Lovering, 1995). The research objective was to achieve all of the above and to promote self-reliance, where local communities would rely on themselves in marketing craft nationally and internationally using ICT devices. The local initiative has been achieved by producing craft and establishing the craft market, but all of this needs to be fine-tuned to promote economic growth.

Local communities need to be involved in the design of universal access programmes by participating in decisions about particular information access outlets. According to Charles Kenny, an infrastructure economist with the World Bank (Kenny, 2001),

> "Local communities need to be involved in the design of universal access programs by participating in decisions about particular information access outlets. Indeed, most studies find that the most effective way of ensuring the economic success of ICTs in rural areas is to encourage local participation and create social institutions in support of the new technologies. This can be achieved through a participatory approach, to complement technical and economic calculations of telephone placement."

The researcher observed that communities are normally engaged when the project is complete. Many projects around HIP had become white elephants, as there was no interacting and sharing of ideas from the start. The development dimension lies in helping poor people to master the commercial and legal tools needed to collect the value of their novelty. This is about entrepreneurship, about finding clever ways to repackage traditional knowledge into products useful for consumers in mass markets, and about developing the capacity to produce and deliver these products in sufficient quantity and quality as to satisfy such markets (Finger & Schuler, 2005:35).

2.6.1 Fair trade

The fair trade organizations are market-accepting organizations; they accept that over the longer term commercial viability is necessary. Fair trade is generally considered as a tool to aid development, with the Fair trade movement being part of the 'new globalisation', reshaping patterns of international trade and the processes of corporate expansion that have historically undermined global ecological and social conditions (Murray & Raynolds, 2007). Levi and Linton (2003:419) explain that, while fair traders do offer a tangible market product, what they are essentially trying to sell is the norm that people in prosperous countries should factor global social justice into their buying decisions. Many of the traders obtain market exposure by attending trade/craft fairs which take place at the national, regional, and provincial levels (Singh, Bersalona & Quintans, 2000:15).They further explain that fair trade buyers thus commit to a number of principles, including:

- The payment of a 'fair price', which includes the establishment of a minimum price for a particular product which acts as a price floor, as well as a price premium (otherwise known as the 'social premium')
- Having a more direct relationship with producers (cutting out middlemen such as exporting companies etc., which can take a substantial cut of the profits);
- Establishing a long-term relationship (e.g. through long-term contracts) with producers, which gives them certainty of future demand and hence a greater incentive by both parties to invest;
- Having a more supportive relationship with producers, and encouraging their independence, by building their capacity, improving their management skills and

helping them to access new markets, etc. Marketing their craft nationally and internationally using ICT devices is however still an impossibility for craft market traders.

Fair trade in physical goods refers to the process of building direct relationships between importers in developed markets and the poorest and most marginalized producers, thus sharing the benefits of market opportunities and making this shortened supply chain endure so that poverty alleviation benefits are gained (Singh, Bersalona and Quintans, 2000:75.). The fair trade organizations are market-accepting organizations; they accept that over the longer term commercial viability is necessary. According to Singh, Bersalona and Quintans, (2000:15.) many of the traders obtain market exposure by attending trade/craft fairs. During the year, several fairs take place at the national, regional, and provincial levels.

National level fairs are sponsored by DTI and require registration and related fees for participation. If registered as a trader with DTI, the traders receive formal invitations and notification from DTI six months in advance. Their businesses are showcased using new technological devices such as computers, big screens, projectors, and even cellphones. Local communities are unable to market their craft even locally, although the Tourism Indaba, which normally takes place in Durban every year, is geared to achieve that. Marketing their craft nationally and internationally using ICT devices is however still an impossibility for craft market traders.

Levi and Linton (2003:419) explain that, while fair traders do offer a tangible market product, what they are essentially trying to sell is the norm that people in prosperous countries should factor global social justice into their buying decisions. When local communities are attending the Tourism Indaba they would be able to interact face to face with other business partners, establish new networks relations, share their skills and expertise, solve business-related problems and take valid business decisions. The face-to-face interaction with other stakeholders could be their ticket to enter into the global knowledge exchange, by understanding the present and future developments of the tourism business that occurs in different parts of the world and by looking at their displayed products and learning about their business ideas and innovations. Fair trade works to share benefits from the opportunities in industrial country markets for physical goods from

developing countries, thereby reducing poverty elaborate Singh, Bersalona and Quintans, (2000:91).

The fair trade or Tourism Indaba could eliminate the intervention of the middleman in their business. Fair trade seems to be a good social movement because it offers communication and information sharing among business entrepreneurs and also exploration of market trends. When local communities are attending the Tourism Indaba they would be able to interact face to face with other business partners, establish new networks relations, share their skills and expertise, solve business-related problems and take valid business decisions. The face-to-face interaction with other stakeholders could be their ticket to enter into the global knowledge exchange, by understanding the present and future developments of the tourism business that occurs in different parts of the world and by looking at their displayed products and learning about their business ideas and innovations. Fair trade could eliminate the intervention of the middleman in the market traders business as it offers communication and information sharing among business entrepreneurs and also exploration of market trends.

2.7 BARRIERS TO GROWTH AND ECONOMIC DEVELOPMENT

Although many authors and researchers have defined sustainable development, the best definition is offered by Barbier (1987), namely that sustainable development means simultaneous maximisation of the objectives of biological systems (genetic diversity, biological productivity, flexibility), the objectives of economic systems (satisfying basic needs, equity increase, growth in goods and services) and the objectives of social systems (cultural diversity, institutions' durability and social equity). Sustainable development is based on the environmental approach, except that political systems were omitted and nowadays everything revolves around power and the economy (Szabo, 2011:254). Without legislation and policies, as well as budgets and finances, social issues and biological issues would not succeed. Szabo (2011) defines economic systems as satisfying basic needs and attaining increased equity and growth in goods and services.

Currently, local communities who are craft market traders lack technical knowledge and tools (ICT tools), resources (budgets or finances and capacity building) and power (the voice, community involvement). Producers of crafts may not only lose their traditional markets, but may also, often, not be aware of potential new markets for their products in

wider economic spaces. “The low level of education and rural orientation of the majority of craftspeople leave them vulnerable to exploitation by all those middlemen who are their only means of access to distant markets” Finger & Schuler, 2005:70). When they do have the opportunity to interact directly with a buyer, the problems multiply. Tongia (2005) emphasises this when highlighting the barriers of economic growth and development in his project of ICT for sustainable development as follows:

- prevalence of poverty
- lack of resource development
- migration of people from rural to urban areas
- lack of government support for economic growth and development
- Inadequate communication for development
- financial constraints of regulated institutions and independent investors
- lack of business skills and expertise that interact globally and locally
- uncollaborated of efforts
- fear of the unknown

These barriers also exist in the local communities of HIP and the discussion of the barriers below is important in understanding the problems currently encountered by local communities although not all of them are discussed in the research. Crafts producers suffer greatly from lack of working capital and access to credit and loan facilities. Various credit schemes are available to craftspeople, primarily through government institutions, but it is difficult for the uneducated artisan to understand and access these programs, and it is often impossible for a poor craftsperson to manage the necessary collateral or funds for required bribes

2.7.1 Prevalence of poverty

Tongia (2005) names poor education as one of the causes of poverty. Those that received an education did not reach secondary or tertiary levels, due to social and economic issues. Chapra (1993) states that appropriate education and health training strongly contributes to improvements in the greater socio-economic justice, as education opens the door to social equality and economic opportunity. If local communities have insufficient education it will be impossible for them to promote community tourism using ICT tools. Therefore, to

improve socio-economic justice local communities should be educated and trained with appropriate skills that can lead job opportunities. The government and policy makers are faced with the formidable challenge of raising urban local communities out of poverty to eliminate the imbalances of the past. Pelham (1985), cited in Ferreira, Strydom and Nieuwenhuizen (2010:98) states that other studies in the United State of America (USA) reported on the effectiveness of consultants and blamed the inability of the academic fraternity to communicate with small business owners in simple, clear language.

2.7.2 Lack of resource development

In his project on ICT for sustainable development, Tongia (2005) concludes that infrastructure, transportation, roads and electricity are the main problematic services that hinder economic growth and development to train people and address local needs, coupled with neglect of local needs by industry. The provision of infrastructure to all people of South Africa is the role of the government, to enable full advantage to be taken of the opportunities offered by ICT (Migiro & Adigun, 2005). However, in communities around HIP this is not the case. Even when the infrastructure is available, electricity is a problem.

2.7.3 Migration of people from rural to urban areas

The decision to migrate to a domestic or international destination is usually made in response to the real and perceived needs by individual members of a household.

These needs are often economic (Fomby, 2005; Wodon, Angel-Urdinola & Gonzalez, 2003): the household head is searching for higher wages; the physical household is in need of repair, or the goods and services that the members of the household desire are beyond the means of those individuals who earn local wages. Professional dissatisfaction, political conflict and the search for material advantages normally cause the ‘brain drain’ migration in Africa (Kaba, 2006). The researcher stated that, initially, local communities ploughed the fields and harvested their production, while men had herds of cattle. The National Environmental Management Protected Areas Act (No. 57 of 2003) (RSA, 2003a), as amended by the National Environmental Laws Amendments Act (No. 14 of 2009), provides for the protection of ecologically viable areas representative of the country’s biological diversity and its natural landscapes and seascapes.

It further provides for the establishment of a national register of protected areas, co-operative governance, public participation and matters related to protected areas (Van der Linde & Feris, 2010:87). To achieve the objective of the Act, government had to provide finances to maintain staff, fleet, infrastructure and assets, to oversee the protected area. Protected areas are proclaimed and fenced, not to stop the public or communities from utilising it, but because of the environmental goods and services it offers. The ICT sector in South Africa has continued to attract the interest of government in view of its widely touted potential to contribute to economic growth and development. Government's interest is also due to the wide impacts of the lack of access to ICT on productivity and growth for both rich and poor countries (Quibria, Ahmed, Tschang, & Reyes-Macasaquit, 2003).

2.7.4 Lack of communication for development

In each and every development taking place in society, communities need to be informed about that development and they need to voice their opinions through communication processes about that development. That statement is seconded by Mchombu (2004), who states that to produce the change from underdevelopment to development, information needs to be disseminated through mass media to communities who were preciously isolated and therefore excluded. It is clear from this perspective how ICT plays an vital role in the development process. Exposure to radio, newspapers, TV and books can change the communities' culture, attitudes and traditional way of life.

The results would be a new understanding and therefore acceptance of Western ideas of development (Mchombu, 2004:16) and specifically the ways in which local communities can then exploit those Western approaches to securing livelihoods. Entrepreneurship is a business idea that endeavours to bring about change and promote growth, taking on greater than Therefore, an important aspect of community development should be that of business and entrepreneurship development. There should be a vision to recognise opportunity where others see chaos, contradiction and confusion. Local communities should be involved in any development taking place, by being invited to meetings so as to interact and share ideas to ensure sustainable development.

2.7.5 Financial constraints of regulated institutions and independent investors

Economic growth and development in local communities is disabled by the absence of regulated financial institutions and independent investors in rural areas. Finger & Schuler, 2005:59 state that;

> "crafts producers suffer greatly from lack of working capital and access to credit and loan facilities. The producer who receives a large order will often not be able to find the funds necessary to purchase raw material in bulk, or to support the family while the work is in process. And the irony is that the amounts that could make a real difference to the crafts producer are often extremely modest. Various credit schemes are available to craftspeople, primarily through government institutions, but it is difficult for the uneducated artisan to understand and access these programs, and it is often impossible for a poor craftsperson to manage the necessary collateral or funds for required bribes".

ICT devices can help bridge this absence, by allowing individual remote access to the same services if it can be universally available, accessible and affordable. At least, basic information, primary educational programmes and government services should be accessible to all citizens within convenient distance, at zero or near-zero cost. The role of financial consultants is to assist entrepreneurs with business plans in order to gain access to finance.

Ferreira, Strydom and Nieuwenhuizen (2010) state that business support is heavily skewed towards helping owners gain access to finance, while neglecting the development of owners' business management skills and even advising SME owners incorrectly. The primary need when growing businesses is not necessarily finance, but ongoing business advice and support (Ferreira, Strydom & Nieuwenhuizen, 2010). Thus, the securing of finance should not be the sole purpose of a business plan. Financial constraints are also a major issue for craft market traders with regard to travelling to purchase materials for craft. ICT devices such as computers and speed points, as well as advanced cellphones with cameras and e-mail could help this.

2.7.6 Inadequate business skills and expertise that interact globally and locally

The lack of skills and expertise, as well as the lack of tradition or experience in businesses that interact globally and locally, is the downfall of every industry. Rutherford (2001), cited in Jain (2006:56), points out that buying a typewriter does not make one a better writer. Similarly, just buying new IT does not make an organisation better at managing knowledge. Some suggest that what is critical is the acceptance and effective utilisation of the technologies, and that ICT infrastructure is valuable for knowledge management, but ICT alone cannot bring about a revolution in African development without the necessary expertise. While others suggest that although technology is advanced these days, the fact remains that it involves machines. It cannot operate by itself and make its own decisions. It has to be operated by a person and can be used as an aid to simplify tasks. Therefore, local communities need to be trained and capacitated in order to acquire skills and expertise Such differences of opinion are not merely academic.

2.7.7 Lack of collaboration of efforts

Crede and Mause (2004) state that the issue of collaboration goes beyond just having a team of designers: it embraces the involvement of customers, clients and consumers in the design process. The knowledge gap between community members can be reduced if governments and other stakeholders design and implement effective ICT and services. For example, Computers for Africa, a non-profit organisation, refurbishes second-hand computers and ships them to Africa (Computers for Africa, 2004). These computers are given to disadvantaged groups and organisations that work for social development.

The computers are connected to the Internet (continuously) through a dial-up access and no instructors are provided. This allows people to learn everything at their own pace and speed.

2.7.8 Fear of the unknown

Developed countries are concerned over loss of jobs to developing countries (outsourcing). These barriers seem to be universal, or they have become uniform among poor communities as well as developing countries. Atkinson and Wilhelm (2002:5) highlight a very important factor when stating that regulations designed to protect middlemen artificially inflate prices for consumers and limit their choices, and these regulations are not just minor annoyances

or restrictions that raise prices for consumers. They can mean the difference between life and death for e-commerce competitors. Therefore, the effects of all these problems can be made less severe through the effective diffusion of new innovations and the implementation of government policies. Besides focusing on the demand for tourism and barriers that can hamper tourism development, some scholars have made cautionary statements as a way of suggesting that we must not allow tourism development to carry the seeds of its own destruction by ignoring the need to make it a sustainable economic activity (Mthembu, 2012).

2.8 INFORMATION AND COMMUNICATION TECHNOLOGY

ICT applications have been around for more than a decade, worldwide, but it is a fairly new concept to the majority of South Africans. In terms of ICT capabilities in the economic, social and cultural development of rural societies, it is considered by global organisations as one the most important tools for reducing poverty in villages, increasing services and expanding rural industries (Mohammadi, Rahimian & Loghmani Jahromi, 2007). Although modern ICTs are powerful tools for communicating information, they cannot solve the underlying socio-economic and political problems associated with development processes (Servaes, 2008:206), because there are no industries in rural areas except co-operatives such as craft markets, where local communities come together to sell their crafts. ICT can help local communities and artisans by connecting them to global markets.

According to a report published by the OECD in 2009, more than 60% of all adults living in Africa are illiterate, and that pose a challenge of low level of literacy on the continent, particularly among the adult population which will hinder access to knowledge. Another challenge is education levels, which are fundamental to human capacity building. Currently, local business people in Africa lack the strong information literacy skills needed for using ICTs effectively (Mason, 2011; OECD, 2009). There are so many co-operatives within local communities and ICT can increase the services of agricultural farming and ploughing, craft market trading and other entrepreneurial skills within local communities provided they are knowledgeable on the subject of ICT.

Knowledge is the key to economic development and sustainability (Rooney, Hearn & Ninan, 2008). The new ICTs include direct-to-home systems; digitalisation and digital compression technology; digital audio broadcasting and satellite radio; digital terrestrial

TV; Internet and broadband multi-media; interactive TV, combining features of traditional broadcast technology with those of the Net; new technologies in programme production, especially in the 'post-production' stage, involving use of computers, new digital equipment and techniques; and new developments that make it possible to have smaller, more portable and less expensive terminals for up-linking TV/radio programmes to satellites (Ministry of Information and Broadcasting, Government of India, 2008). These are sometimes categorised into 'old' (radio, TV and telephone), and 'new' (computers, Internet, satellite communications and digital radio/TV) technologies, as stated by Michiels and Van Crowder (2001:8). Mobile devices were large in size when they were introduced, but with the advancement of technology they are currently decreasing in size, weight and price and increasing in power, storage, connectivity, position and capabilities. ICT can be a tool to assist local communities. Shanker (2008:50) describes ICT as follows:

> A broad terminology referring to multiple communication which range from simple to complex technologies, namely cell phone applications, short message services (SMS), digital cameras, Internet, wireless (WiFi and WiMAN), Voice over Internet Protocol (VOIP), Global Positioning System (GPS), Geographic Information System (GIS), convergence (data, voice, media) and digital radio.

Electronic personal guides are now in frequent use. Wireless devices such as cellphones, laptops and computers with WAP (wireless application protocol) for accessing the Internet have increased tremendously. These wireless devices had many applications, such as global navigation satellite systems, which pinpoint one's position; general packet radio services (GPRSs), which enhance cellphones to handle larger amounts of data than the global system for mobile communications network; Dropbox; and video players, to name a few, which would be useful in the tourism industry. Innovative ICT projects have not been reaching out, especially to local communities, because of restricted geographical location (Shanker, 2008).

2.8.1 Information and communication technology in KwaZulu-Natal

Lanvin and Qiang (2003) emphasise the fostering of the development of the ICT sector in South Africa when they state that government has embarked on various initiatives to

stimulate the growth of the sector, in collaboration with other stakeholders. Infrastructure in urban areas around the province is growing at a rapid rate compared to rural areas. That has been confirmed by the United Nations, Department of Economics and Social Affairs (2004) that for the first time in human history, more people in the world are living in cities and towns than living in rural areas and by 2017 the developing world is likely to have become more urban in character than rural. Another stumbling block might be the low income levels in rural areas compared to urban areas. Irrespective of these challenges, ICT can transform local communities directly and support and contribute to sustainable economic growth, social upliftment and empowerment.

ICT can help South Africa achieve the Millennium Development Goals by increasing efficiency, transparency and competitiveness and by opening up new opportunities and business models and empowering citizens (Lanvin & Qiang, 2003). A key element is to use ICT in the search for solutions to local development problems using the new technologies. In the present research, ICT can improve the culture of small businesses (craft markets) in HIP by assisting in the marketing and distribution of their craft nationally and internationally, without the involvement of a middleman. To understand the potential of ICT, the research had to look at a collection of technologies and applications that enable electronic processing, storing and transfer of information to a wide variety of user.

Skype is an Internet Protocol (IP) telephony service provider that offers free calling between subscribers and low-cost calling to people who do not use the service. In addition to standard telephone calls, Skype allows file transfers, texting, video chat and video-conferencing. The service is available for desktop computers, notebook and tablet computers and other mobile devices, including cellphones. Craft market traders could use Skype to communicate with their customers concerning prices and products.

2.8.2 ICT for development

Tongia (2005) feels that there is a general tendency to associate ICT for sustainable development with digital issues, especially relating to making the Internet available to more people. ICT is the intersection of diverse fields of enquiry and application, spanning technology, economics, sociology and policy, among others, and is therefore viewed as both a means and an end for development (Lanvin & Qiang, 2003). Quek and Pablo (2002)

state that ICT can be used more effectively if linked with local cultural practices, languages and traditional forms of communication and with festivals. ICT is not an effortless or inexpensive proposition, but its benefits would far outweigh the costs and the scale of investment required. In general, the vision of this research was to target historically disadvantaged communities who are craft market traders around HIP and who are isolated from information and communication networks, to end their deprivation of new technologies.

2.8.3 ICT for sustainable development in tourism

Issues that determine the success of ICT for sustainable development primarily focused on traditional computing and connectivity. Harris (2001) found that educating and training the rural communities, in which the majority are illiterate in ICT, requires patience and determination. In the last few years, sustainable development has received renewed attention due to the growing awareness of global warming, as well as the negative impact of development on both human beings and the environment (Edwards, 2005; Friedman, 2009). Sustainability has taken many forms and shapes. The data extracted from the research can be analysed and synthesised for further research and ultimately used to gain knowledge. Human beings nowadays perform tasks using various modes of communication.

Fostering such collaboration requires designed ICT that is available, accessible and affordable, therefore communities need to recognize the value of, and make use of, their own local learning systems and local knowledge for a sustainable development (Yeomans, 2003). The studies conducted in China by Meng and Li (2002) and in Taiwan by Wang (2004) revealed that the contribution of ICT goods and services to economic growth can be measured according to production.

2.9 INFORMATION AND COMMUNICATION TECHNOLOGY SYSTEMS SECURITY AND STANDARDS

The exploitation and application of ICT require a secure environment and appropriate standards. A computer crash through viruses or theft could result in a serious loss of data, services and business operations. The South African government promulgated the Electronic Communications Security (Pty) Ltd Act (No. 68 of 2002), (RSA, 2002) amended in 2004, for the purpose of providing for the establishment of a company that will provide

electronic communications, security products and services to organs of state; and to provide for associated matters, connected ICT may also be a destructive tool when placed in the hands of those bent on doing evil. Currently there are security solution, which leverages clients from the security burden, by trusting a Third Party. The Third Party is tasked with assuring specific security characteristics within a distributed information system, while realizing a trust mesh between involved entities, forming federations of clouds (Stanoevska-Slabeva &, Wozniak, 2010).

Cloud computing is a model for enabling convenient, on-demand network access, to a shared pool of configurable computing resources, (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction. Cloud computing is viewed as one of the most promising technologies in computing today, inherently able to address a number of issues National Institute of Standards and Technology (NIST, 2009). A number of key characteristics of cloud computing have been identified by Reese, (2009) and Rajkumar, Yeo, Venugopal, &. Malpani, (2009). Four deployment models have been identified for cloud architecture solutions, described below:

- *Private cloud*. The cloud infrastructure is operated for a private organization. It may be managed by the organization or a third party, and may exist on premise or off premise.
- *Community cloud*. The cloud infrastructure is shared by several organizations and supports a specific community that has communal concerns (e.g., mission, security requirements, policy, and compliance considerations). It may be managed by the organizations or a third party, and may exist on premise or off premise.
- *Public cloud*. The cloud infrastructure is made available to the general public or a large industry group and is owned by an organization selling cloud services.
- *Hybrid cloud*. The cloud infrastructure is a composition of two or more clouds (private, community, or public) that remain unique entities, but are bound together by standardized or proprietary technology, that enables data and application portability e.g., cloud bursting for load-balancing between clouds, (NIST, 2009).

Security in a cloud environment requires a systemic point of view, from which security will be constructed on trust, mitigating protection to a trusted third party.

2.10 CONCLUSION

Focusing on developing countries, ICT diffusion can play a major role in poverty reduction through better diffusion of information, more effective promotion of social programmes and improved governance and political participation (Adeya, 2002). Although there is little discussion of the details of the works of craftsmen and women in the literature, literature on craft and ICT information gleaned reveals a vibrant practice, tradition and art. Tecle and Schroenn (2006) state that Africa's share of the global market (stock exchange) remains low in spite of the region's advantages.

Interlinked reasons for this commonly include poor service standards and a shortage of suitably skilled labour in the tourism sector. Large numbers of young people in the rural populations migrate to the urban areas of this country to seek job opportunities and a better quality of life. This means that local skills which are culturally embedded are not transferred from one generation to the next. Potential livelihood strategies such as the crafts which could be exploited by local communities in sectors such as Tourism are jeopardised.

Global realities thus affect both the local communities and the integrity and survival of their cultures as well as the inherent livelihood skill sets such as the crafts. There are also issues of environmental degradation in rural areas. Environmental pressures such as growing populations relying on limited resources threaten local communities traditional means of livelihoods and survival. Due to the evident development bias towards urban areas, rural areas suffer from poor resource management. Since local communities in rural areas such as the HIP depend on the local natural resources, there is also the need to re-conceptualise the role of western knowledge in resource management so that there is the acknowledgement the inherent wisdom of indigenous knowledge in order to protect the natural resources from further irreversible degradation. Craft was historically not seen as a business venture by local communities but rather a vital and integrated necessity of everyday life as well as an articulation of cultural identity. Craft is thus both the product of and the means to a cultural cohesion.

However, there is a need to share business knowledge and know-how to rein form local communities about the economic potentials of their craft practices. Teamwork, even if it is for a relatively brief period of time, offers an experience of community life that inspires feelings of belonging and unity. Urban scholars have the advantage of computer centres,

Internet access, experienced teachers and ample sporting and cultural facilities. Some rural scholars have no textbooks, writing paper, desks, electricity or even toilets. Reports from the media in relation to matric results in South Africa suggest that in rural areas, especially, 50% of schoolchildren drop out before high school. With little or no command of English, the language they are expected to switch to in Grade 5, their cause is nearly impossible.

According to Jain (2006:61), there are two elements of ICT content that need to be highly prioritised: firstly, to focus on processes in order to empower local groups and secondly, to foster creativity between individuals. True community development needs to come from within the communities themselves and ought not be compelled. Therefore there is the need to share knowledge and information so that the benefits of new technologies are obvious and the negative are discussed and mitigated within the local contexts of each community. The importance of the local language (IK) should not be forgotten. Local languages provide a wider scope of knowledge sharing. Quek and Pablo (2002) state that ICT can be used more effectively if linked with local cultural practices, languages and traditional forms of communication and festivals. Capital and natural resources play an important role in economic growth. However, human capital is a critically important factor affecting development and social progress. Quality education and training is essential to community development. It is not possible to take all communities back to school, but education and training can be done while communities are trading their craft in the market, using ICT devices such as computers and the Internet. Prioritising the training of community members is essential to reap the full benefits of ICT, including all types of jobs people are performing. Such training should draw on the resources of IK. Jain (2006:58) strongly believes that IK should permeate development for the simple reason that it is less expensive, readily available, environmentally appropriate and familiar and, most important of all, it has a proven record of effectiveness.

2.11 SUMMARY

Chapter 2 outlined the historical background of craft and craft market traders and the understanding of tourism and community tourism. Tourism is the holistic buzz word that encompasses the hospitality industry and other sectors. The present study was narrowed down to community tourism, as it focused on the tourist, natural resources and local communities. The link that binds all is craft. Local communities sell crafts to tourists

visiting the park in order to alleviate poverty and increase job opportunities, but there are many challenges that hinder their progress. Chapter 2 discussed the overview and challenges that local community's face. The researcher had to take into consideration the fact that local communities or craft market traders are poverty-stricken and lack education, training and awareness.

Their culture is still embedded in indigenous technology. The researcher has to introduce the ICT devices, as it is not yet known in which ways ICT could be used to enhance business performance of craft market traders. In parts of the world the useful component of ICT is regarded as computing, communication and Internet usage. ICT is not an effortless or inexpensive proposition, but its benefits typically far outweigh the costs. The scale of investment required is often much lower than that for development (such as providing electricity or water and sanitation). ICT is therefore viewed as both a means and an end for development. Issues that determine the success of ICT for sustainable development primarily focused on traditional computing and connectivity, but computing and connectivity are currently challenges when considering awareness and education, skills and expertise, availability, accessibility and affordability. The research investigated increasing craft market productivity by improving the traders' marketing skills and expertise, using ICT devices, and increasing employment or livelihood opportunities in local communities by training craft market traders on how to use ICT devices to market their products and improve the conservation of natural resources. A valid point was made by Servaes (2008:2006) that, although modern ICTs are powerful tools for communicating information, they cannot solve the underlying socio-economic and political problems associated with development processes, because there are no industries in rural areas except co-operatives such as craft markets, where local communities go to sell their crafts. Tongia (2005) identified several barriers of economic growth and development in his project on ICT for sustainable development. These barriers are poverty, lack of resource development, migration to urban areas, lack of government support, lack of communication, financial constraints, lack of business skills and expertise, lack of collaboration of efforts and fear of the unknown.

Another obstacle is the low level of literacy on the continent, particularly among the adult population. Mason (2011) and OECD (2009) indicate that, currently, local business people in Africa lack the strong information literacy skills needed for using ICTs effectively. It

might be wise to create a local-language website, namely one in Zulu, as this is the dominant language in KZN. The effects of all these problems can be made less severe through the effective diffusion of new innovations and implementation of government policies. The researcher has encountered similar problems, as indicated by the results of the data obtained through the quantitative research among craft market traders around HIP. The barriers that the researcher observed within the local communities were the domination of culture and fear of the unknown. Chapter 3 explores ICT devices that can be used to enhance business performance around HIP for craft market traders, taking into consideration the challenges already mentioned. Local communities need first to be capacitated in using ICT devices, until they are able to handle the devices themselves. Chapter 3 provides more technical information on ICT tools that can enhance the business performance of craft market traders in HIP.

CHAPTER 3

INFORMATION AND COMMUNICATION TECHNOLOGY DEVICES THAT CAN ENHANCE BUSINESS ACUMEN FOR CRAFT MARKET TRADES.

3.1 INTRODUCTION

Chapter 3 seeks to explore the effect of ICT tools that can be used to improve the business performance of craft market traders at HIP. In the past few decades ICT has promoted economic growth and social progress. Chapter 3 investigates the various ICT devices that can be used to promote sustainable community development for community tourism in HIP and to support the implementation of the research strategy at national, provincial, regional and local levels. The research was conducted in a rural area of KZN that has little access to basic infrastructure. Looking at the geographical area of HIP, the researcher had to be very careful in selecting the devices that can be used to promote sustainable development for tourism. The literature review has highlighted a number of obstacles that can delay the implementation of ICT devices in HIP.

The researcher could therefore not consider a holistic approach of ICT. The primary objective of the research was to do a systematic inquiry with regard to the success of ICT among the craft market traders and experientially test the possible influences and relationships between the various independent variables that can influence the dependent variable. Many people have access to IT and many do not. When considering urban and rural areas there are still gaps in terms of access and these problems have been created by socio-economic imbalances and limited economic growth. The negative and positive effects of ICT and the gap between those who have access to IT and those who do not as explained by Rice & Katz, (2003), referred to as the digital divide will be identified. This research study intended to identify both he researcher aimed to explore where the gap occurs, what causes it and how it can be bridged. The researcher therefore examined the digital divide before engaging ICTs.

3.2 DIGITAL DIVIDE

Rural studies literature has generated ever-increasing interest in the potential impacts of digital connectivity on quality of life in rural settings (Philip et al., 2015; Wallace, 2012).

Scholars and researchers agree that a country without knowledge and technology is a country without wealth. Fuchs (2008:102) states that developing countries are not only economically excluded, but also deprived of political power and cultural skills needed for active participation in the information society. Castells, in his book "The internet galaxy", defines the digital divide as unequal access to the Internet, which is a requisite for overcoming inequality in a society whose dominant functions and social groups are increasingly organised around the Internet (Castells, 2002:248). During the second decade of the 21st century, the OECD redefined digital divide as the gap between individuals, households, businesses and geographic areas at different socio-economic levels with regard to both their opportunities to access ICTs and the inequity of the use of the Internet for a wide variety of activities (OECD, 2013).

According to the International Telecommunication Union (ITU, 2005), multiple definitions of the digital divide exist. However they all highlight the unequal distribution, differences or gaps that exist in opportunities to access and use of ICT among diverse population groups (ITU, 2005). According to Warschauer (2002) , a digital divide is marked not only by physical access to computers and connectivity, but also by access to the additional resources that a;;ow people to use technology well". Over a decade later, Sparks (2013:28) noted that the digital divide is a term "used to cover a broad range of social differences in access to and use of digital equipment and services, most notably personal computers, and the ability to access the internet in terms of both physical connection and facility of use".

It Doong and Ho (2012:518) explain that opportunity to access ICT is a key component in measuring the digital divide. Many of the studies as eluded above have defined the digital divide differently, but what emerged strongly is that the digital divide is a gap between individuals or inequalities in a society and geographical areas with regard to access to ICT and the Internet. These key components are Internet access and personal computer (PC) access, and user digital capabilities of the cellphone. It was not within the scope of this research to explore measurements of the digital divide, but to explore the ICT tools that enhance the business performance of craft market traders, thus would be productive to understand the barriers in the digital divide before analysing the contents of the digital divide.

3.2.1 Barriers of the digital divide

In a study done by Van Dijk and Hacker (2003), the authors list the four types of barriers to access:

- lack of mental access, which refers to elementary digital experience
- lack of material access, meaning a lack of possession of computers and network connections
- lack of skills access, which refers to a lack of digital skills
- lack of usage access, which signifies the lack of meaningful usage opportunities

Warren (2007:375) defined digital exclusion as a situation where "a discrete sector of the population suffers significant and possibility indefinite lags in its adoption of ICT through circumstances beyond its immediate control". Looking at the craft market traders, the researcher added a fifth barrier, namely lack of connection, which refers to lack of resources such as electricity and Telkom services to connect to the Internet. Skills access and usage access are a challenge, as local youths when educated may not share the information with their parents, siblings and local community, but instead migrate to urban areas where their skills and knowledge are utilised.

It is not young people's mandate to develop their local communities, but that of government. The ability of communities to "pool resources, plan jointly, and look across needs to achieve economies of scale, better services, and more robust community technology infrastructure" (Mandel, Alemanne, & McClure, 2012:142) demonstrates the potential for community actors at differing levels to respond to the currently uneven broadband market. Therefore South African government have to make concerted effort to capacitate local communities by bridging the digital divide in the form of bringing ICT to local areas where the majority of the local community lives.

3.2.2 Electronic-learning (e-learning)

E-learning is often viewed by different authors as a vehicle that can bridge the digital divide between rural and urban communities in sharing knowledge, enhancing educational qualifications, ensuring life-long learning and contributing towards alleviating poverty and accompanying social-economic problems (Matodzi, Herselman & Hay, 2007). E-learning can be regarded as the solution to the digital divide for local communities that are trading with craft in HIP. Adams and Hall (2005:1) further explain the coverage of e-learning as a

wide set of applications and processes such as Web-based learning, computer-based learning, virtual classrooms and digital collaboration, which includes the delivery of content via the Internet, intranet/extranet (LAN/WAN [wide area network]), audio and videotape, satellite broadcasting, interactive TV and CD-ROM, which gives a clear indication of what the research is focused on in terms of enhancing e-learning skills within communities. The major challenge for craft market traders in HIP is the lack of infrastructure, scattered households and lack of transport to centres such as telecommunication centres in order to utilise the Internet.

Therefore e-learning would be a recommended tool to capacitate craft market traders with business and marketing skills through online service that can be accessible close to their homes. According to Daly (2004:1), ICT delivers sufficient knowledge and intensive management skills to people in rural communities which, in turn, can help other people to access the information and skills they need for better management through e-learning. The e-learning could assist craft market traders in the acquisition and development of knowledge and understanding when using any of electronic technology, as craft market traders are committed to many chores such as the production of craft, selling in the market plus domestic chores. It would be easier for local communities to get employment or work for themselves using the skills acquired.

According to Woodall (2004:1), key features of e-learning include the fact that it teaches a wide variety of technical and business skills through the Internet and treats learners as problem-solving adults. It does not only present stimulating, real-life situations to make learning engaging and interactive, but provides for meaningful assessment and testing. To achieve the objectives of the research, the focus was on achievable outcomes that are short-term. This requires intensive skills and expertise on the development side of training craft market traders. Therefore the primary focus was on the Internet, digital collaboration and e-learning. Mcloughlin and Lee (2007:672) stress that more, richer and engaging pathways to learning are available now than ever before; however, these opportunities demand that both teachers and learners experiment with new tools to explore their potential for enabling choice, creativity, participation, personalization, productivity and self-direction for learners.

Integration of ICT technologies in schools would require significant pre-service and in-service teacher training in basic computer literacy as well as how to teach with e-learning technologies (Calder, 2009). The statement by Mcloughlin and Lee as well as Calder clearly state that although e-learning will be an answer to education and capacitation of the local communities there are still challenges that need to be overcome. Matodzi, Herselman and Hay (2007) state that if e-learning was available and accessible in rural communities, people would be able to choose what to study, when to study and how to study. ICT would enhance their quality of life and future perspectives.

3.3 INFORMATION AND COMMUNICATION TECHNOLOGY DEVELOPMENT

Many local communities rely on the radio for information and knowledge, but they are unable to respond or communicate back, as it is not a form of two-way communication. To redress the imbalances of the past there is still a digital divide that needs to be bridged by the government and citizens of South Africa. Wilson (2006) identified eight aspects of the digital divide, namely physical access (access to ICT devices), financial access (cost of ICT services relative to annual income), cognitive access (ICT skills), design access (usability), content access (availability of relevant applications and information online), production access (capacity to produce one's own content), institutional access (availability of institutions that enable access) and political access (access to the governing institutions where the rules of the game are written). These aspects of the digital divide have a crucial effect on ICT tools for business performance. There is a variety of ICT tools that can enhance business acumen by promoting community tourism but will name a few that is relevant to the research like computers, telecommunication and the Internet. These are discussed in the following sections.

3.4 COMPUTERS

The use of computers is now the driving force of instruction in any business or institution. The development of networking and telecommunications has turned computers into communication tools, as a means to promote business and to search for information through the internet, as well as for educational purposes. However, the aforementioned digital divide as articulated through poverty and income levels has had a negative bearing on computer usage.

The digital divide is the term used to define the gap between poorly connected and well connected but a statistical analysis analysing the factors behind digital inequality within and between countries found that differences of access and use could explained by five factors: 1) differences in the technical devices that people use to access the Internet, 2) location of access, 3) the extent of one's social support network, 4) the type of activities the device is used for, and 5) one's level of skill (Oyelaran-Oyeyinka and Lal, 2005). Therefore an individual can have wired access to a home computer or a work computer and still not be able to send an e mail, attach a file, or do word processing. On the other hand, a well-educated citizen with no computer access can circumvent this handicap by accessing Internet Cafes and libraries. Thus an education on the use of ICT is imperative in our country South Africa as the country positions itself for economic, social and political transformation in this technological era.

3.4.1 Computer-mediated communication

Van Belle, Bell, Hall, Muganda and Riekert (2008) define CMC as any communication that is mediated by a computer, which occurs on an interpersonal or group level, but excludes mass communication. CMC can be viewed as fast mail. The message is sent instantly, which means local communities can interact on the computer by sending e-mails. Wang (2004) categorises CMC as an interaction based on written, oral and oral-visual interaction, where written interaction can be supported by text-based communication tools such as e-mails, discussion forums and text chats, using instant messages (IM) and the short message service (SMS), while oral and oral-visual interaction can be achieved through the use of audio and video-conferencing tools.

IM systems afford the building of age-peer relationships in a manner that e-mail cannot. Today, text-based synchronous CMC, in the form of web chat rooms and especially instant messenger programmes, is one of the most prevalent modes of Internet communication, particularly among the generation who have grown up with the Internet (Thorne, 2003; Thorne & Payne, 2005). Using CMC would be time-saving for local communities, as they would not need to buy writing pads, pens and envelopes, spending money on transportation to the post office and waiting for months for a response. The use of audio and video-conferencing would be of great benefit to local communities selling craft, as they could showcase the production of their craft to customers without travelling interaction can be

achieved through the use of audio and video-conferencing tools which are linked to the internet, The“Internet is a very ‘western’ medium and needs to be appropriated by the poor communities before any real benefits can be derived” (Gigler, 2006:128). Therefor The approach should be community participation in a communication development strategy that stresses ”access and with that access having the knowledge, skills, and supportive organizational and social structures to make effective use of that access and that e-technology to enable social and community objectives” (Gurstein, 2003).

Many people are scared of rejection and humiliation. If access remains as “simple access to passive consumers” then real opportunities will remain in the hands of a select few who provide the services, and design and produce the information on the internet while the marginalized groups continue to be at a disadvantage economically, socially and politically (Gurstein, 2003). Should the government of South Africa extend the education and skills of ICT devices then CMC can gives craft market traders the opportunity of writing everything down and forwarding it to the customer, without approaching anybody physically. The anonymity encouraged by CMC can eliminate people’s anxiety over how they would be judged based on their opinions. Oral video-conferencing might, however add value to their marketing skills, as they can explain their businesses to their customers and probably receive the response provided that all the resources to do this are given to them and they are capacitated to use them.

3.4.2 E-mail

The ubiquitous use of email correspondence in all workplace environments these days makes it unfeasible to identify a common communicative purpose or rhetorical structure for email within the meaning of genre (Koester, 2010). However, what emerges from the literature is that one of the biggest barriers to the growth of small businesses generally, and a small tourism business specifically, is access to markets (Elliot & Sewry, 2006). In e-mail, clues can be drawn from the appearance of the message. Marketers are able to identify and satisfy customer needs and preferences through monitoring website visitations, e-mails, online surveys and chat rooms conducted on the Internet (Porter, 2001:68).

In the workplace, e-mail is used not only for communication, but is increasingly viewed as a tool for task management and for the delegation and distribution of work. The e-mail changed communication patterns in that people communicate with different people more

often and about other subjects than before. It can also make communication less interactive and therefore less personal. Even though the message is less personal than a telephone call or face-to-face conversation, it is certainly more efficient. E-mail is a good medium with which to exchange short, urgent messages, but it is not method of conducting lengthy conversations.

3.5 TELECOMMUNICATION

The purpose of ICTs in a modern participatory democracy is to provide opportunities for citizens to be informed and be heard. The Basic Telecommunications Agreement (BTA), ratified in 2002, provides a framework for the integration of the country's ICT industry into the global economy, committing government to the dismantling of state monopoly in telecommunication (Hassanin, 2007; Badawy, 2007). Olaniran (1999:68) emphasises that the existence of an effective telecommunication infrastructure is an important factor in driving the successful implementation of communication technology. In an attempt to enhance access to ICTs by local communities, the Telecommunications Act 1996 (No. 103 of 1996) (RSA, 1996b), as amended, mandates the Universal Service Agency, a statutory body set up by the said Act to facilitate access to telecommunication and other information services for all in South Africa and to provide information and telecommunication services in rural areas.

Local communities were using the natural mode of communication before the invention of technology. They use word of mouth through *isigijimi* (a person sent to relay a message) and local *izimbizo's* (group meetings called in an open area). As discussed, knowledge management of local communities is embedded in their indigenous culture. For example, local communities would tell if it is going to rain in the afternoon by checking the weather by looking at the clouds and confirming it in the afternoon by looking at the flight of swallows. This knowledge has been passed down from generation to generation (Brush & Stabinsky, 1996). However, the validity of knowledge management within local communities is questioned, as southern African countries and the world are faced with climate change challenges. Matodzi *et al*. (2007) cites that Dürsteler (2005:1) has argued that:

> [k]nowledge management (KM) is a significant challenge for businesses in a knowledge economy and involves the process of identifying, indexing, and making available (in various formats) knowledge generated within the daily

activities of an organization thus had to look at the other concept of communication.

3.5.1 Mobile communication

Although initially developed a long time ago and well received by elite groups and business people globally, mobile communication is still relatively new in many communities in South Africa. The inquiry by Porter *et al.* (2016) on South Africa, Malawi, and Ghana established that the burgeoning mobile usage by the youth on the continent has potentials to be tailored toward greater harmony between practice and policy. Cellphones, specifically smart phones, can now access the internet. The wired and wireless devices and services are ICT tools that can enhance business performance for community tourism. Goggin (2006) stresses that the literature is fuelled by radical transformations that have resulted in traditional mass communication models being surpassed by the new mobile communication technology in re-shaping developing society.

3.5.2 Wireless communication

According to Duncan (2001), cited in Muir and Crystal (2005), wireless communication is a term that refers to the wireless transmission of data and information. Despite the clear conceptual parameters, the terms ‘wireless’ and ‘mobile’ are words that are commonly used as synonyms. The difference is that many mobile solutions do not require wireless access to effectively serve the intended purpose. In South Africa the theft of copper wires, telephone lines and power cables is a common problem. Mobile cellular phone is less prone to vandalism and theft, as there are no copper wires to install (Minges, 1999). Wang, Lynch and Law (2006) have estimated that the typical wiring cost in industrial installations is US$130 650 per metre and adopting wireless technology would eliminate 20 to 80% of the cost.

The disadvantage of wireless communication systems is that they are all short-distance communications devices that have to be connected to a mesh network for longer range.

3.5.3 Cellphones

According to the United Nations Conference on Trade and Development (UNCTAD) (2009) cellphones have now become portable, small and light, can have multi-frequency bands for use in different geographical locations and countries and have the added functionality of applications that have been designed not only for voice communication, but also for business transactions and information access. Cellphone have become multi-purpose devices designed to make all aspects of life easier. The slow progress of Telkom to implement cables in rural areas, purportedly due to geographic location, had been a drawback to local communities, as they are unable to communicate with the outside world or receive prompt communication.

Local communities are now not *as* hindered by the slow and uneven deployment of technology such as landline cables. Cellphones allow participation in multiple activities, simultaneously, to a greater extent than do wired technologies, especially when the phone is equipped with wireless Internet and other applications (Kwan, 2007). The cellphones would be an advantage to craft market traders, as they would be able to complete a variety of tasks at once without leaving the craft market to go and make the calls at the telephone boot. De Bruin, Viechtbauer, Hospers, Schaalma and Kok (2009:15) state that autonomous communication is possible because creativity and innovation provoked or condoned by mobile telephony occur in social spaces in the margins of the state, that is, at the masses' extreme and of the class continuum. SMS in particular has been very successful.

The rising popularity of SMS has created a new channel for advertising, called mobile advertising. Advertisements are rendered as short textual messages and sent to cellphones (De Bruin *et al.*, 2009). Cellphones are gaining popularity and it would be beneficial to craft market traders to advertise and market their craft nationally and internationally. The device would be with them all the time, as it is handheld. Crang, Crosby and Graham (2006) stress that ICTs allow people to circumvent the restrictions imposed by the opening hours of brick-and-mortar shops, services and other facilities, thereby increasing individuals' window of opportunity for shopping and other errands. Local communities are able to transfer both cash and airtime between customers and the transfer cost is minimal, thanks to mobile commerce. The translated versions of user guides into local languages such as Zulu make it easier for Zulu-speaking communities to understand how to operate the phones. With a cellphone, one can talk to any person at any time. One can call, despite the time differences in countries, send text messages to people in other countries and download

TV shows from one's PC, then transfer these to one's cellphone. Considering the high costs of computers and the availability of related computer literacy training in South Africa, cellphones appear to be providing an intermediary link in the path to digital communication and a plugged-in networked culture (Muir & Crystal, 2005).

Lee (2002:22) states that, despite the advantages, there are numerous challenges facing mobile messaging. These include network congestion, security issues (including theft) and spam. Bhatia, Bhavnami, Chiu and Janakiram (2008) contend that the use of cellphones results in the reduction of transportation costs, household expenditure drops and consumer surplus increases. Furthermore, because most cellphone users carry their mobile devices with them and messages are delivered within a short period, accessibility and immediacy has increased. Wireless technology plays a significant role in rural areas, where traders travel to urban areas to check for craft demands and negotiate prices. Just as users in developed countries conduct business using cellphones, craft market traders would be able to ensure that demand exists for their products before setting out on a journey. Moreover, in certain circumstances, cellphones can allow elimination of the 'middleman'.

3.5.4 WiMAX

The next emerged technology evolution is WiMAX, defined as worldwide interoperability for microwave access. WiMAX IEEE 802.16 is a telecommunications technology that provides wireless broadband (WiBro) Internet access and is a replacement to wireline services such as XDSL and cable modems (Mohamed, Khaled & Chetan, 2011:1029), which has been accepted as the fourth generation (4G) of mobile communications technology. According to Patton, Aukerman and Shorter (2005), mobile WiMAX is the first mobile wireless specification to adopt this technology.

It has been stated in the research that the geographic location of HIP is a challenge, and therefore the connection of cables would be an expensive exercise. Odinma, Oborkhale and Kah (2007), point out that WiMAX enables users to browse the Internet without physically connecting the computer to a wall jack, which means WiMAX would allow local communities to have Internet access while at their place of abode, without having to pay expensive charges. It supports the delivery of last-mile WiBro access as an alternative to cable and XDSL. Wireless technology is cable-free and does not require operators to invest

in cable installations. Michiels and Van Crowder (2001) confirm that ICT promotes democratic governance by enabling all citizens to participate in the political process, as well as to have access to global knowledge and information. WiMAX proves to be effective and efficient and craft market traders would not go wrong if they adopted its usage.

3.5.5 Telkom

South Africa passed legislation to revamp the telecommunications sector to introduce a telephone service to the previously disadvantaged communities and establish an independent regulator to oversee the reform. Telkom was awarded the tender and given monopoly power. Around 80% of Internet customer usage costs go directly to Telkom, in the form of telephone line rental and dial-up charges (Gillwald & Kane, 2003:49). Telkom delays in providing facilities and intercommunication to the VANS providers (Gillwald, 2005:470). VoIP refers to a range of protocols designed to send voice over packet switched networks, traditionally the domain of Internet traffic. Voice is sampled, digitised and broken down into packets, before being sent to its destination (Ahuja & Ensor, 2004). The International Telecommunication Union (ITU) publication by Rawson (2007:191) summarises the tension between the challenges and opportunities of effective VoIP regulation in the following terms:

> Regulators recognise that, although VoIP poses increasing challenges to legacy operators, it also brings new opportunities to end users for more affordable services. In many ways, the rise of VoIP has crystallized the delicate balancing act that many regulators have been performing as regulatory reform has been implemented ever more widely. Weighing in on one side of the scale are the commitments of the World Summit on the Information Society to encourage low cost access to ICT services, while the other end of the scale balances the desire to protect incumbent operators especially when incumbents remain at least partially government owned.

The implementation of the Telkom network in rural areas would have positive spin-offs on the use of the Internet by local communities, especially at HIP in the craft markets. There is still hope for telecommunications, as Rawson (2007:190) explains that the telecommunications market in South Africa is becoming more competitive and dynamic as a result of the reduction in mobile termination rates and the introduction and operation of

new undersea cables providing international connectivity and a reduction in Internet costs. According to Telecommunications Act 1996 (No 103 of 1996), Telkom is the largest South African communications company. It can assist craft market traders in HIP to market their craft nationally and internationally without much effort. This means using a local product, because it is a South African company. Telkom is widely spread in South Africa and its employees are located in areas where they are familiar with the language spoken by the community.

3.6 THE INTERNET

Boyd (2005) wrote that: "the Internet has spread its tentacles throughout the world, reaching communities all over the globe. But it is quite another thing to help local people figure out what to do with the technology once they get it". According to Herselman (2003), the Internet is one of the best-known WANs spanning the globe, made up of thousands of smaller networks and users across the world, with no central office to control it, making it impossible to attack it physically. It combines many of the features of existing media with new capabilities of interactivity and addressability; thus, it transforms not only the way individuals conduct their business with each other, but also the very essence of what it means to be a human being in society (Barwise *et al.*, 2006). The Internet became popular and was used extensively in the 1980s, when a number of public and private networks such as colleges, businesses and agencies joined and began using it (Meyer & Baber, 1995:248). Nyheim, McFadden, and Connolly (2005) defined the Internet as a network which links multiple networks and users around the globe and a network that no one owns outright, the network of all networks.

3.6.1 The Internet as essential tool for industry

According to Foros, Kind and Sand (2005), although the Internet is a fairly recent communication technology, it is not a sole provider of electronic communications, but consists of a number of sub-networks that are connected to one another and through which communication is transmitted. ICT tools have facilitated business transactions in the industry by networking with trading partners, distributing product services and providing information to consumers across the globe (Foros, Kind & Sand, 2005). According to Shanker (2008:53), a "global distribution system refers to the network connection, integrating the automated booking systems of different organisations, which enables the

user to access it through the intermediation of a travel agency states". The Internet has been the essential communication tool for the industry, which has transformed the overall structure of the tourism industry, as it is effective and efficient in terms of increasing the relationship between management and customers (Shanker, 2008:59).

Customers now have access to the distribution channels, traditionally used by tour operators through the Internet. Nowadays, the Internet and ICTs are relevant on all operative, structural, strategic and marketing levels to facilitate global interaction among suppliers, intermediaries and consumers around the world (Buhalis & Law, 2008, Buhalis, 2004). The behaviour of consumers has recently changed. They are inclined to expect service delivery more specific to the content and the details of the arrangement and tend to make comparisons between two products with regard to price (Shanker, 2008). If the Internet was not established, consumers would not be able to easily compare two products with regard to price online. Service delivery would be prolonged, as it would take a long time to reach its target, and therefore the business industry turnover will be low. Technological advancements have given rise to The Information Age in which everything moves so rapidly. The revolution of the Internet and information and communication technologies (ICTs) has had already profound implications for the tourism industry. A whole system of ICTs and the Internet has been rapidly diffused throughout tourism sectors (Buhalis & Law, 2008; Werthner & Klein, 1999). It is through the digital divide that host communities are neglected. This is not done deliberately, but the host communities lack knowledge and technological skills to breach the gap. However, the Internet can still have a meaningful impact on certain facets of the marketing process for small tourism businesses. Many tourism-related organisations had to go through a major business processes re-engineering to take advantage of the emerging technologies in order to transform their processes and data handling as well as their ability to operate and to compete in the emerging global marketplace (Laudon & Laudon, 2007).

3.6.2 Benefits of the Internet

The Internet is a universal knowledge factory that links knowledge seekers with the world, irrespective of demographic profile The emergence and mainstreaming of the Internet empowered the global networking of computers, enabling individuals and organisations to

access a plethora of multimedia information and knowledge sources, regardless of their location or ownership, often free of charge.

Figure 3.1 below, summarized by Turban et al. (2008), displays benefits of e-commerce to organizations and individual customers.

Benefits to Organizations	Benefits to Consumers
Locating customers and/or suppliers worldwide, at reasonable cost and fast	Can customize many products and/or services
Business always open (24/7/365); no over time or other cost	Can shop any time from any place because of ubiquity
Improve customer service and relationship through direct interactions with customers	Can socialize online in communities yet be at home
Reduce distributing cost by deliver online•	Digitized products can be downloaded immediately upon payment
Lower communication cost•	Can compare and shop for lowest prices

Figure 3.1: Benefits of Electronic Commerce. *Source***:** Turban *et al*. (2008).

3.6.3 Barriers to the use of the Internet

One of the most concerned technological barriers is a lack of global standards for quality, security, and reliability (Turban *et al.*, 2008; Van Toorn, Bunker, Yee, & Smith, 2006). Stringent measures must be engaged by business organizations to protect themselves and their customers from losses due to cyber-crimes, such as auction fraud, vacation fraud, gaming fraud, spamming, identity theft and hacking booking details (e.g., credit card numbers and card-verification codes) (Buhalis & Law, 2008; Mills, Ismail, Werner, & Hackshaw, 2002). In 2009, worldwide Internet users reached 1.8 billion (27% of the population worldwide) including 360.0 million Internet users in China (27% of its

population) and 227.7 million users in the US (74% of its population) (Statistics South Africa, 2011).

This statistic represents an increase of 399% compared to year 2000. Although the Internet affords small tourism businesses the opportunity to track and understand their customers, Elliot and Sewry (2006) found that it occurred in very few small businesses. In addition, small tourism businesses may find the costs of implementing database marketing prohibitive, given their lack of resources. Although internet usage is increasingly high but within local communities few people has access to Internet. In general, Internet access costs need to decrease significantly, before the widespread population can have access to it.

Internet and ICT will benefit almost the entire South African citizens if the government engage to assist in the reduction of Internet access costs, so that all citizens have access to the Internet, especially disadvantaged communities such as craft market traders. EKZNW is the closest parastatal organisation that operates around HIP thus they can benefit communities by donating computers that could be used by the craft market traders. These computers can be linked to EKZNW IT servers to minimise the cost for craft traders' marketing strategy. Gretzel and Fesenmaier (2003) suggest that the development of knowledge-based tourism business-to-business (B2B) communities requires the adoption of a multidimensional, multilevel perspective on system design that incorporates processes of knowledge creation and transformation and takes organizational stages of effective technology use into consideration.

3.7 WIRELESS BROADBAND

According to Shin (2007), WiBro is a wireless portable broadband Internet technology developed by the Korean telecommunication industry. In November 2004, Intel and LG Electronics agreed to ensure compatibility between WiMAX and WiBro. Users can access high-speed Internet cheaply and freely in any place and at any time, even while they are moving. The exponential growth of using gadgets for social media had increased dramatically through ssocial media which is defined as the online platform and tools that people use to share opinions and experiences, including photos, videos, music, insights, and perceptions with each other (Turban *et al.*, 2008). Shin (2007) explains that WiBro enables users on the road to remain connected to the Internet at the speed of current fixed-

line broadband connections, via laptops or handheld terminals. Its speed is fast enough to download dozens of MP3 files in a minute.

The WiBro technology would also offer a high quality of service, which allows for WiBro to stream video content and other sensitive data in a reliable manner. Internet service is available on alternative terminals, such as smart phones, personal digital assistants, handheld PCs and notebook computers. Koreans have done it through education and training and according to Shin, (2007) the widespread training and education of the whole population in IT skills have been a major goal and a key for Korea's success with ICTs. Part of Korea's current success in telecommunication can be tied to a government project that trained over 10 million people in IT skills, so that they have subsequently become far more at ease with ICTs and creative as technology users and buyers (Forge, Blackman & Bohlin, 2009:298).

3.8 THE RADIO

According to Qiu, Hu and Li, (2012:5) radios are fully programmable wireless devices that can, sense their environment and dynamically adapt their transmission waveform, channel access method, spectrum use and networking protocols. While there are correlations between having access and level of income literacy is a precondition for using the internet. The old communication technologies (phone, radio TV) are part of the family of illiterate friendly products that is, products that can be used by individuals who have little or no literacy, while computers and the Internet not only demand basic educational skills but their relevance and potential increase in direct proportion to previous intellectual skills. Radios are, however, still a part of everyday life. Community radio is radio that is community-based; not be run for profit but instead for social gain and community benefit; should be owned by, and accountable to, the community that it serves; and should provide for participation by the community in programme production and management (Lewis, 2008; Megwa, 2007). The integration of new ICT into community radio acts as a window for the community to look outward, without losing track of its immediate realities (Pringle & David, 2002). In his study of community radio in South Africa, Megwa (2007:49) found that in several African countries, integration of ICTs has transformed community radio stations into community technology centres or telecentres, where ICT services are offered to local communities. Based on their experience with community radio, Gumucio-Dagron

and Tufte (2006) echo this view, explaining that radio has been the most appealing tool for participatory communication and development throughout the world, as it is the ideal medium for change. The media, especially radio, are now recognised as a public sphere (Habermas, 2004).

3.9 CONCLUSION

Distances from urban to rural areas have created barriers between communities and development, while ICT has been credited with the potential to integrate world economies. The evident poverty and underdevelopment on the African continent stand in stark contrast to the prosperity of the developed world. Muthien and Khosa (2002) point out that the Internet is a cost-effective medium that small South African tourism businesses can realistically use to market their businesses locally and internationally. ICT devices such as computers, the Internet and cellphones play a crucial role in enhancing business performance in present-day craft market trading as part of community tourism.

Although the Internet can play a pivotal role, it has its constraints that can be noticeable in the long term. According to the present research the cellphone is the option to be considered for promoting the business performance of craft market traders. It also has its problems, especially in an area such as HIP, with its rugged terrain, mountains and valleys, where signal is easily lost. The second obstacle in terms of the cellphone is electricity to charge the battery. It is clear that socio-economic imbalances and lack of economic growth have created the gap between those who have and those who do not have access to IT.

South African citizens, especially local communities residing in rural areas, have been marginalised in terms of technology and knowledge, as they lack information. This gap is called the digital divide. For the benefit of the present research, as well as the local communities, the digital divide has to be bridged through training and communication, as has been done in Korea. Local communities such as the craft market traders need to be capacitated in using the ICT devices and given the opportunities to access ICT, computers and the Internet, in order to safeguard their traditional livelihood strategies, cultural cohesion and the natural resources that they depend on whilst making an important step toward integrating with a wider socio-economic reality.

The devices that can enhance the business performance of community tourism have been discussed. All the identified ICT devices are efficient and effective, but they have some barriers that need to be overcome. Matodzi *et al.* (2007) state that e-learning is often viewed as a vehicle that can bridge the digital divide between rural and urban communities in sharing knowledge, enhancing educational qualifications, ensuring life-long learning, and contributing towards alleviating poverty and accompanying socio-economic problems. It is government's mandate, as laid down in the South African Constitution of 1996, that every citizen has the right to quality education. Local communities have to commit themselves to achieving this goal. When local communities are capacitated in IT skills, it will not only boost their morale by providing job opportunities, but will also enhance the economic growth of our country. Topography, geographic location, vandalism and theft of cables, poverty, unemployment and lower incomes in rural areas are the stumbling blocks for the installation of Telkom cables.

3.10 SUMMARY

This chapter provided an outline of the devices that can be used to improve business efficiency in HIP. It explored the barriers and benefits associated with these devices. The recommended devices were discussed. For the implementation process to take place, it is recommended that the human factor be reviewed. Culture, traditions, norms and beliefs of craft market traders around HIP were examined.

CHAPTER 4

TECHNOLOGY AND CULTURE

4.1 INTRODUCTION

Chapter 4 discusses the fundamental cyclical relationship between technology and culture. In Chapter 4 the researcher relies on the cultural frame analysis, as it has been found that it is only possible to understand what is involved in modernization if that concept is related to traditional cultures. Technology is defined by Carayannis, Gonzalez and Wetter (2003) as the whole complex of knowledge, skills and equipment, often science-based, necessary

to produce a product or service, whereas pervasive, persistent economic inequality and lack of access to appropriate education and training have been significant in local communities.

An understanding of traditional culture and technology, as they occur in all spheres of life will be developed by the researcher. People often treat a problem as it seems to be presented, but forget to look deeper, to the underlying cause, to the real core of problem. ICT can have its own challenges in the developing world, but what role is played by culture and tradition in fast-tracking ICT? Is it positive or negative? Servaes (2008:142) emphasises that there can be no sustainable development without human development and economic growth built on a critical mass of knowledge of workers with entrepreneurial and managerial capabilities.

The present research was based on local communities residing in rural areas with limited basic service facilities such as infrastructure, water, electricity, information and technical knowledge. The majority are still governed by their traditions, norms and culture and the researcher had to explore whether ICT can break through their culture and traditions and transform them to use the ICT tools to enhance business performance in community tourism. The IT community has a long-standing interest in cultural differences in attitudes to and use of IT (De La Penna & Orelanna, 2006). South Africa is a developing country, it would therefore be wise to explore the advantages and disadvantages of technology in developed countries, while looking at the culture, traditions, norms and beliefs of craft market traders around HIP. Producing crafts together is therefore a form of unifying the community, sharing their skills and expertise and addressing issues that take place within their community. Raven (1993, cited in Lowe, 2000:364) emphasized that community art is a form of public art that is characterised by its experiential and inclusive nature. With community art, artists work with non-artists in grassroots settings, creating art in the public interest.

4.2 DEMOCRATIC CHANGE IN SOUTH AFRICA

South Africa celebrated its 20 years of democracy in 2014, yet the key indicators of democratic consolidation at local level have been missed. According to Reynolds (1999:22), democracy is unlikely to break down when it is behavioural practical, attitudinally widely accepted and constitutionally entrenched. Van der Merwe (2006) discusses the imbalances of the past in South Africa. Racial discrimination has left a legacy

of social and economic disparities, with the Black, Coloured and Indian communities remaining educationally, fiscally and socially disadvantaged (Coovadia *et al.*, 2009). During the apartheid regime there were policies of racial discrimination and exclusion of black people, especially women. Female migration increases steadily over time, their living conditions remain poor due to ongoing gender abuse (Adepoju, 2008).

Previously disadvantaged communities were denied access to, and control of, their country's economic productive resources and skills, based purely on race and gender, through a comprehensive web of discriminatory legislation and practices. After 22 years of democracy where all South Africans have a voice but the majority of women are still marginalised by the legacy of apartheid. The ways in which women can access power and resources at the local level, and their lived experiences of citizenship, are still poorly understood (McEwen, 2003:471).

Although the democratic government is trying very hard to equalize the social architecture of the past, the memories of injustices cannot be erased. Therefore, whatever is introduced as redress to local communities should be done with great caution, or these measures may be rejected. Despite modern South Africa's multiracial democracy, the legacy of apartheid continues to challenge transformation and the promotion of equality (Coovadia *et al.*, 2009). Community projects that are developed should not be a top-down process, as local communities would be reluctant to accept them. The needs of the local community should firstly be assessed, followed by project planning, budgeting, implementation, monitoring and evaluation.

4.2.1 Legislation

South Africa is governed by legislation and policies. It would be appropriate for the researcher to highlight legislation that can assist both government and local communities to achieve their objectives of information communication and technology to enhance business performance. The Acts are not discussed in length, but their purpose is stated to give clear guidance. The Republic of South Africa is a democratic state. The making of policies therefore requires the involvement and consultation of citizens or communities that will be affected by such policies. Their concerns must be noted (Thornhill & Mello, 2007:286).

4.2.1.1 Sustainable community development

Local communities, especially women, in rural areas are marginalized. The majority of local communities are vulnerable, residing in under-developed areas, where they lack assets, opportunities, power and voice. They are therefore labelled as ‘poor’. sustainable development is often described as a potential pathway for achieving environmental conservation and stimulating socio-economic development at country, regional and local levels, and is increasingly being embedded into national and international development policies (Cobbinah et al., 2015). It has been emphasised that development is key to addressing the imbalances of the past, such as unemployment, poverty and inequality.
Development goes hand in hand with sustainability. According to Tilbury and Wortman (2004:60), action for sustainability may include negotiation, persuasion and political action.

Ife (2002:43–45) states that sustainability is a principle that prescribes that, in the pursuance of community development, systems should be able to be maintained in the long term, resources should be used at a rate at which they can be replenished, and outputs should be limited to the level at which the environment is capable of sustaining them. Local communities interact in the environmental space, which consists of physical, economic, social and political issues. Community development should therefore embrace all human activities and interactions. Government has tried its best to address the imbalances of the past and has instituted the Employment Equity Act (No. 55 of 1998). The Act was promulgated to achieve equity in the workplace by promoting equal opportunity and fair treatment in employment through the elimination of unfair discrimination. The goal of the implementation of affirmative action measures is to redress the disadvantages in employment experienced by designated groups, in order to ensure their equitable representation in all occupational categories and levels in the workforce, also in terms of gender inequalities. The EEA is intended to give effect to the right to equality in the sphere of employment. Amongst other things, it stipulates the requirements, and governs the implementation, of affirmative action measures pursuant to the objective of substantive equality expressed in s 9(2) of the bill of rights.

Local communities have certain skills and expertise that cannot be obtained academically, but can be transferred to younger generations. Craft-making skills are very unique and can only be transferred by those who are practising them. In a global context, the International

Trade Centre (ITC) points out that support to crafts has "become a must on the path towards poverty alleviation and environment protection, two topical and compelling concerns worldwide" (ITC, 1999) South Africa's colonial and apartheid history has been typified by the migration of cheap Black male labour to the mining sector, paving the way for female-headed households to become relatively common (Coovadia et al., 2009). It is therefore recommended that local communities and leadership structures such as traditional leaders and ward councillors participate in the planning, implementation, monitoring and evaluation stages of development. Collaborative efforts with various stakeholders and service providers need to be made to provide training in ICT to local communities.

4.2.1.2 The Restitution of Land Rights Amendment Act, 2003 (No. 48 of 2003)

The Restitution of Land Rights Act, 1994, as amended by the Restitution of Land Rights Amendment Act, 2003 (No. 48 of 2003b), gives effect to the provisions of Section 25 of the Constitution of the Republic of South Africa, 1996. The main objective of the 1994 Restitution of Land Rights Act is to restore land rights to persons or communities who were dispossessed for purposes of furthering the objectives of racially based discriminatory laws. The Act was passed in order to achieve fairness and prevent the unjust enrichment of communities that were removed from their land, as no contract existed when that took place. The majority of communities still bear the pain of their past experiences. This pain is passed from generation to generation. The removal of local communities from their land had created animosity between local communities and those who were responsible in the apartheid era. Despite modern South Africa's multiracial democracy, the legacy of apartheid continues to challenge transformation and the promotion of equality (Coovadia et al., 2009). Government had to bridge that gap by instituting the Act. The Restitution of Land Rights Act of 1994 makes provision for the restitution of land that was unfairly taken from the original owners on or after 19 June 1913 (RSA, 2003). The local communities had experienced extreme poverty through the loss of arable, fertile land that they were cultivating for agricultural production, as well as for their livestock.

4.2.1.3 Skills Development Act (No. 97 of 1998)

The aims of the Skills Development Act (No. 97 of 1998) (RSA, 1998) are to:

> [p]rovide an institutional framework to devise and implement national, sector and workplace strategies to develop and improve the

> skills of the South African workforce; to integrate those strategies within the National Qualifications Framework, contemplated in the South African Qualifications Authority Act, 1995; to provide for learnerships that lead to recognised occupational qualifications; to provide for the financing of skills development by means of a levy-grant scheme and a National Skills Fund; to provide for and regulate employment services; and to provide for matters connected therewith (RSA, 1998:1).

Capacity building for developing technical skills in tourism management, as well as managerial, administrative and financial capabilities, empowers community members to establish tourism businesses. Craft-making skills are unique. the stakeholders can deeply influence the decision-making process and their involvement in the different stages of the planning process is essential to come to a shared policy vision (Hargreaves, et al., 2013). Government must ensure that they do not become extinct, but are transferred to younger generations and that communities became proud of their culture and traditions.

4.2.1.4 Electronic Communications Security (Pty) Ltd Act (No. 68 of 2002)

The purpose of the Electronic Communications Security (Pty) Ltd Act (No. 68 of 2002) is to provide for the establishment of a company that will supply electronic communications security products and services to organs of state and to provide for matters connected therewith. The function of Electronic Communications Security (Comsec) is to:

> [t]rain and support users of the electronic communications systems, products and related services; and protect and secure critical electronic communications against unauthorised access or technical, electronic or any other related threats; and also develop, design, procure, invent, install or maintain secure electronic communications systems or products and do research in this regard (RSA, 2002:3).

4.2.1.5 National Heritage Resources Act (No. 25 of 1999)

The aim of the National Heritage Resources Act (No. 25 of 1999) was to introduce an integrated and interactive system for the management of national heritage resources; to promote good government, at all levels; and to empower civil society to nurture and

conserve their heritage resources so that they may be bequeathed to future generations (RSA, 1999:3). Heritage resources means any place or object of cultural significance like monuments to the kings, battlefields, wetlands, lakes and buildings (RSA, 1999:9). The Act also lays down general principles for governing the management of heritage resources throughout the RSA; to introduce an integrated system for the identification, assessment and management of the heritage resources of South Africa; and to establish the South African Heritage Resources Agency (SAHRA), together with its Council. SAHRA was established to:

> [c]o-ordinate and promote the management of heritage resources at national level; set norms and maintain essential national standards for the management of heritage resources in the Republic and to protect heritage resources of national significance; control the export of nationally significant heritage objects and the import into the Republic of cultural property illegally exported from foreign countries; enable the provinces to establish heritage authorities which must adopt powers to protect and manage certain categories of heritage resources; provide for the protection and management of conservation-worthy places and areas by local authorities; and provide for matters connected therewith (RSA, 1999:27).

4.2.1.6 South African Constitutional Law

The Bill of Rights is a cornerstone of democracy in South Africa. It enshrines the rights of all people in the country and affirms the democratic values of human dignity, equality and freedom. The state must respect, protect, promote and fulfil the rights enshrined in the Bill of Rights (RSA, 1996:5). These were not the only Acts and Regulations that enhance government, but were considered a start for the research. The Acts give us clear guidance as to who should do what and when. The Constitution of South Africa is the supreme law of the country of South Africa. It provides the legal foundation for the existence of the republic, sets out the rights and duties of its citizens, and defines the structure of the government, it states that everyone has the right- (a) to a basic education, including adult basic education; and (b) to further education, which the state, through reasonable measures, must make progressively available and accessible. Every citizen has the right to choose

their trade, occupation or profession freely. The practice of a trade, occupation or profession may be regulated by law (RSA, 1996:8-11).

Therefore for the purpose of the research it is important to look at the culture or endogenous technology of craft market traders, as defined by Lockett (2002:19) as technology that is produced from within and by a culture and states that it should be assigned the important role it deserves. Traditional cultures need to bring themselves into accord with the empirical objective methods of modern science and technology.

4.3 PROMOTING ENDOGENOUS TECHNOLOGY

Lockett (2002:20) states that the promotion of endogenous technology should be based on several assumptions. It should be in accord with its social and cultural environment and the ethical norms and customs of a given culture. Endogenous technology should adapt economically; it should lead to benefits in a given period of time, with limited capital investment and investment Reserves, in order to create employment in both small and large industries. Goods manufactured with endogenous technology should satisfy the basic needs of the whole population and not merely copy the Western way of life (Lockett, 2002:20). Crafts produced in KZN should symbolise the culture, beliefs and norms of *amaZulu* communities. It is supposed to be unique to the province; however, that has changed due to poverty and unemployment. Through observation, the researcher observed that craft traders no longer rely on manufacturing their own craft, but purchase craft from other countries such as Mozambique, Swaziland and Zimbabwe. Craft bought in other countries are brought back into the province and sold in the craft market. When tourists are purchasing the craft they are not informed of its origin and they assume it is produced locally in KZN, as most of these crafts are beautiful and colourful. The knowledge systems acquired by communities over generations, as they interacted with their environment, must play a vital role, because these systems encompass traditional technology, as well as social, economic, philosophical, learning and governance systems (Seepe, 2001:22). Lockett (2002:20) states that endogenous technology should be in accord with its social and cultural environment, the ethical norms and customs of a given culture, whereas the purchase of craft from other countries defeats that purpose, as the social and cultural environment of other countries is different from that of South Africa and of KZN.

The craft produced outside KZN outshines craft being produced in KZN by local craft makers and it thereby loses its essence. Weaknesses on the crafts producers' side limit quality of goods, innovation, intergenerational transfer and sustainability of skills, integration of traditional knowledge into the mainstream, and development of links between local traditions and the world market. These weaknesses all impinge on market prospects in the long term (ITC, 1999). This practice is equivalent to deception, as buyers are duped into thinking that they are purchasing a locally made product. The theory behind it is that there is little emphasis on culture and tradition, and more on profit and income. Some Western craft is also found in the local communities craft market. In macroeconomic analysis, the technology of the economy is summarized by a production function, therefore the goal is to provide industry with the means to better understand the principles of technology, so that the specific conditions for endogenous technology can become more deeply rooted (Lockett, 2002:21).

4.4 CULTURE AND RELATIONSHIPS

Culture is defined by Gorodnichenko and Roland (2010:1) as the set of values and beliefs people have about how the world (both nature and society) works, as well as the norms of behaviour derived from that set of values. It is also defined as the collective programming of the mind, which distinguishes the members of one human group from those of another (Hofstede, 2001).

The researcher agrees with Hofstede (2001), in that culture defines people, their origins, character, personalities, behaviour and the sense of traditional or Christian belonging, as it determines the lifestyle followed by each individual. Traditional families who believe in ancestors perform rituals such as goat slaughter, whereas Christians only believe in what the Bible states and regard rituals as demonic. The researcher felt that it is not wise to criticise the culture of other groups or to try to change them, because people can become furious if their culture is being criticised in an unconstructive way. Traditional beliefs and ancestor rituals were all forms of natural or science technology. Looking back at IKSs, ICT was practised by local communities, especially traditional healers.

Unfortunately most of the indigenous knowledge system or practise is not documented but this typical example of ICT will enlightened what is being discussed where a thunderstorm

and lightning is generated by the witch doctor and sent to an individual homestead to kill people some might say it's a myth or a belief. Therefore ICT is not a new phenomenon, but has been with our ancestors for ages. It is only that it has been neither transformed nor modernised. Wireless devices are therefore not new, but theirs were generated through natural herbs, because if the receiver is powerful, it can be sent back to the sender, until the stronger and the more powerful wins. People that practise traditions believe that they communicate with their ancestors by performing rituals. Christians believe that they communicate with God in the form of prayers, fasting and reading the Bible.

In the research, culture is not solely based on traditions norms and beliefs, but on how things are done, perceived or practised. Culture is always the expression of human beings' assimilation into their natural environment, and technology is the means they employ to modify that environment (Lockett, 2002:17). The culture of the cellphone and individuals is like a marriage; some individuals' lives now revolve around cellphones. If their phone is not within their reach their lives are at stand still, as they cannot perform any valuable activity. The most-accessed ICT tool in South Africa is the cellphone. The country has one of the highest tariff rates in the world in terms of cellphones (Smith, 2009). Cellphone ownership has been taken as the culture that everyone should have it. Hofstede's (2003) explained the five dimension models of culture as individualism/collectivism, power distance, masculinity-femininity, uncertainty avoidance and time orientation. Only two dimension models are discussed here, as they are related to the research.

4.4.1 Collectivism versus individualism

High individualism implies a preference for a loosely knit social framework, within which people are supposed to take care of themselves and their immediate family members only. Individualism is mostly about the 'me' syndrome, where people mind their own business. Collectivism indicates a preference for a tightly knit social framework, within which individuals are emotionally integrated into an extended family or other in-group that would protect them in exchange for unquestioned loyalty; when making decisions, collective prevails over personal views (Hofstede, 1991). Individualism in the context of the present study concerns personal views with regard to ICT. Even though personal views can be valid, they cannot prevail over the collective view, where decision making is done collectively. In the local community, for instance, one craft market may decide to take

pictures of the craft products and market them internationally, using the Skype device of a cellphone. Communication researchers have agreed that both individual and cultural variables influence behaviour.

Craft market traders collectively might state that they would market their craft products internationally, using a computer and the Internet because of affordability. Such a decision would prevail over the decision of an individual to use personal devices such as ICT tools. Therefore, individualism will retard technological advances in the local community, as they will view themselves as separate and independent from the community. Collectivism will advance the use of technology, as problem solving, resources and knowledge will be shared among the local communities, as there is a spirit of connectedness. Culture played a significant role in the research to understand the behaviour of local communities and whether ICT tools could be used to enhance the business acumen of craft market traders.

4.4.2 Masculinity and femininity

A masculine culture is one where people are task-oriented (Gefen and Straub, 1997). People value earning power and career advancement, and emphasise efficiency.

When making decisions, performance prevails over welfare (Helgstrand & Stuhlmacher, 1999; Hofstede, 1991). A feminine culture is one where people are relationship-oriented (Gefen & Straub, 1997). People focus on interpersonal issues and quality of life and emphasise service. When making decisions, welfare prevails over performance. Both genders can espouse masculine and feminine values to different extents. The masculine values reflect emphasis on work goals, assertiveness and material success, as opposed to feminine values, which focus on quality of life, nurturing and modesty (Hofstede, 1998). Masculinity and femininity emphasise that economical and technical values prevail over socio-political values. This behaviour can be traced back to the post-apartheid era or further in South African history, when considering natural technology science, where women did not have a voice in all spheres of life and in their homes, work and politics. As Hyndman (2006:446) write, feminists “called attention to the silenced, marginalized and excluded.

Researchers and scholars argue that gender plays a significant role in the usage of technological devices. Gilbert and Masucci (2006) have shown that examining individual perspectives of poor women who are navigating institutions to gain educational, economic,

and health services needed for survival gives insight about their self-efficacy with respect to using geographic information specifically and ICTs more generally. The majority of women residing in rural areas are illiterate and are not very skilled in information systems, but are involved in social issues when using the Internet. Their cellphones are used to chat or coordinate household chores, advising that they would be late for appointments and liaising with the schools which their children attend.

Men use technology to coordinate work and manage resources. Talking on the phone is mostly related to business and it is brief, compared to women. Furthermore, Paul and Stegbauer (2005:1) point to the paucity of digital divide research that examines the effects of socio-economic status, education and gender among the elderly, concluding that ‘‘informal peer learning and group support is crucial for dissemination of the use of the Internet among the elderly”. Rural women want to be included in decision making, they want to be involved in “information gathering that will have an impact on their livelihoods, their workloads, and the future of their families and communities” (Pannell and Vanclay, 2011). The scenario discussed above is a reflection of a gender perception; gender is not an important variable in technology relations.

The important variables would be that of masculinity and femininity culture. Selling in the craft market and providing customer care service are regarded as the work of feminine groups, but the duty of the treasurer of the market belongs to the masculine group that protects the money until it is ABSA Banked. Patriarchies is still embedded in African cultures. The objective of the following section is to look at the influences of power in relation to cultural practices or influences of cultural practices in relation to power.

4.4.3 The power of the woman

The researcher has stated that gender is an important variable in technology relations, the important variables would be those of masculinity and femininity culture, as gender boils down to discrimination of who is having power over the other. Personal value, ease of use, and usefulness, may be responsible for transforming information and experience with technology into empowerment, and in turn, into an equalized status amongst men and women (Bock, 2006). Gender is an important variable in technology relations, which need to be clearly understood before judgement is passed. Margolis and Fisher (2003:12) state

that if boys invent things and girls use things boys invent, a cyberspace culture will inevitably reflect the desires and sensibilities of men, to the exclusion, and often denigration, of women.

Using technology (being ‘tech savvy’) in management reduces women's dependency on male family members and increases self-esteem and confidence; as well, it expands women's choices, enabling them to make informed decisions (Umrani and Ghadially, 2003). Men’s behaviour does not imply that women dislike technology or that they are incapable of utilising it, as in the technology era very little is unaffected by the onslaught of technology. Technology should be introduced to women at an early stage. Before the 1990s, computer technology seemed incompatible with women because of the language used and because the ways of thinking associated with it reflected a culture of masculine domination (Turkle, 1997). Protest by women not only took place in Ghana, but also in South Africa during the Sharpeville Massacre, when many people lost their lives (SAHO, 2010). The loss is remembered annually on 21 March as Human Rights Day. The legacy of the past had discriminated against women, but women had fought tooth and nail to have their voice heard. To emphasise the power of women the researcher cites a case study of Mezu (2005:127) in Ghana:

> Women as farmers and powerful traders were equally the backbone of the economic and agricultural life of their communities and even in modern times, as market women, they organise formidable unions that can exert pressure on government. An example is the women’s revolt, which arose through the 1928 colonial government’s imposed-poll tax. Igbo women organized communities of women throughout the region to protest this excessive taxation imposed on them and their men-folk. The protest lasted from 1929 to 1930, ultimately bringing down several colonial-appointed warrant chiefs and rulers. The tax on women was cancelled and women were given a voice in the selection of local rulers.

Resistance to the pass laws intensified during the 1950s and various protests took place. These included protests by the African National Congress (ANC’s) Women’s League in 1950 and the women’s march to the Union Buildings in August 1956, which is now commemorated each year as Women’s Day (SAHO, 2010). The women protest so that their

voices be heard as well as their needs. The researcher concurs with Mezu (2005:119) who states the following:

> When the west colonised Africa, the colonisers brought with them the perspective that depicted women as the weaker sex, a fragile, helpless, passive, idealised, exotic accessory to the educated African male.

Women were perceived by the Europeans of that period as the weaker sex, as they are today, irrespective of transformation, democracy, gender inequalities and all alignments of justice in our country. Nevertheless, Justice Sandra Day O'Connor, of the Arizona Court of Appeals, proved them wrong as she was sworn in as the nation's first female Supreme Court Justice in October 1981 states Schaefer (2006). No woman has ever served as President of the United State of America (USA), or as Vice-President, Speaker of the House of Representatives, or Chief Justice of the Supreme Court. In an African cultural setting, which is well known for its patriarchal sexism, the additional negative stereotype of the woman, idealised only as 'homemaker', worsened matters for African women at that time and even today. Harris, Firestone, and Vega (2005) asserted that the national and social-structural context such as patriarchal institutions, sexist norms, and the historical legacy of male dominance influence how an individual perceives violence against women, and such national contexts vary sometimes dramatically from country to country. Most African societies have patriarchal social and cultural structures; consequently, women are oppressed and suffer several disadvantages in all aspects of life (Ebila & Musiimenta, 2004). African culture destroyed women's traditional autonomy, economic power base and the freedom to move around from home to farm, back to the home and to the market. On the African continent, although cultural activities, norms and beliefs are not similar, the cultural approach with regard to women is similar. The above statement has been confirmed by Glick and Fiske (2001:109) that "An adversarial view [of women] in which women are perceived as seeking to control men". Benevolent sexism, on the other hand, is understood as an attitude that characterizes women as "pure creatures who ought to be protected, supported, and adored and whose love is necessary to make a man complete". Hostile sexism is understood as the more conventional prejudice against women.

Women have a commitment to education as a powerful symbol of social change. It does not mean that women have a negative attitude towards computers. Although technology

products are not inherently biased, computer technologies have been used to generate and reinforce a gender dichotomy. However, the achievement of equity in education largely depends on the extent of total empowerment within the reach of girls and women, who facilitates the capacity building of the family and society in general.

4.5 COMMUNITY EMPOWERMENT

According to Peterson and Zimmerman (2004:129), community empowerment refers to an active, participatory process through which individuals, organisations and communities gain greater control, efficacy and social justice. However, under economic and political systems people are not in full control of their lives. Institutions, governmental and non-governmental, non-profit and for-profit, make important decisions about people without the consent of the individuals or communities. True freedom, democracy and social justice are invalid, important issues are discussed *in absentia* of communities. The important life-affirming values that guide the system must be approved by everyone living in a neighbourhood through a consensual process. Development in every community means economic growth, but imbalances of the past and the digital divide still haunt sustainable development in developing countries.

Information and communication technology (ICT) has fostered economic growth and social progress in the past few decades. Prior studies have shown that ICT plays a critical role in the national ecommerce growth (Fathian *et al.* 2008, Ho *et al.* 2007, 2011), economic growth, Papaioannou and Dimelis 2007, Seo *et al*., 2009), and country development (Heeks, 2008). The system must not impose its values on a community. The following inequalities were pointed out by Van Dijk (2001:358), when discussing inequality and discrimination against women in any given society:

- Power differences in everyday conversational interaction
- Verbal sexual harassment
- Gender inequalities in bureaucratic and professional text and talk
- Limited access to, and control over, various forms of media discourse
- Discrimination in hiring and promotion in discourse in the context of organisations
- Stereotypical and sexist representations of women in male-dominated discourse, in general, and in the mass media, in particular.

The process of tourism development consists of identifying stakeholders (Freeman, Harrison, Wicks, Parmar & Colle, 2010), planning and managing tourism-related activities (Walsh, Jamrozy & Buur, 2001) and ensuring the effective functioning of the whole tourism/hospitality network (Scott, Baggio & Cooper, 2008). Women need to be empowered or capacitated. Women's access to ICT training will not only provide them with the ability to close the gender digital gap, but also to enhance their role and presence in society. Bashi (2009) explains that women have worked relentlessly and across ideological divides to publicise, mobilise and realise their specific demands for women's rights in society. Tourism development is widely considered to be an *ad hoc* process involving a guiding framework and a well thought-out policy strategy towards achieving development objectives (Miller & Twinning-Ward, 2005). Holistic training needs to be provided in order to empower communities, not only in ICT, but also in different ideologies that can enhance their business performance through community structures and craft markets, improve their relationship with customers and understand the supply value chain.

4.6 ELECTRONIC LEARNING (E-LEARNING)

According to Adams and Hall (2005:1), e-learning covers a wide set of applications and processes such as Web-based learning, computer-based learning, virtual classrooms and digital collaboration. It includes the delivery of content via the Internet, intranet/extranet (LAN/WAN), audio- and videotape, satellite broadcasting, interactive TV and CD-ROM. E-learning is often viewed as a vehicle that can bridge the digital divide between rural and urban communities in sharing knowledge, enhancing educational qualifications, ensuring life-long learning and contributing towards alleviating poverty and accompanying social social-economic problems (Matodzi *et al*., 2007). Although modern ICTs are powerful tools for communicating information, they cannot solve the underlying socio-economic and political problems associated with development processes (Servaes, 2008:206) and it is important to empower local communities with knowledge.

To implement ICT effectively and efficiently in business, more tools and training are needed. According to Daly (2004:1), e-learning ICT delivers sufficient knowledge-intensive management skills to people in rural communities which, in turn, can help other people to access the information and skills they need for better management. There can be no sustainable development without human development and economic growth built on a

critical mass of knowledgeable workers with entrepreneurial and managerial capabilities (Servaes, 2008:142). Matodzi *et al*. (2007) state that after people have learnt different skills and acquired knowledge through e-learning, they are more marketable. Therefore, e-learning is a recommended tool to capacitate craft market traders with a wide variety of technical and business skills through having the Internet.

Matodzi *et al*. (2007) further state that e-learning redesigns learning around the needs of the learner. According to Woodall (2004:1), key features of e-learning include, among others, is the fact that it teaches a wide variety of technical and business skills through the Internet and treats learners as problem-solving adults. Knowledge is defined by McInerney (2002:1009) as "the awareness of what one know[s] through study, reasoning, experience or association or through various other types of learning". To achieve the objective of the research, the focus should be on short-term, achievable outcomes, with the developmental angle offering intensive skills, expertise and training of craft market traders.

Table 4.1: Categories of e-learning (adapted from Dürsteler 2005:1

CATEGORY	**EXPLANATIONS**
Informal learning	This is perhaps the most dynamic and versatile aspect of learning. Unfortunately, it is also the least recognised. Informal learning is a by-product of information searching. Our need for information and how we intend to use it drives our search. Search engines (such as Google), coupled with information storage tools (such as Furl) and personal knowledge management tools (such as blogs) present a powerful toolset in the knowledge worker's portfolio. At work we learn more in the break room than in the classroom. We discover how to do our jobs through informal learning, observing others, asking the person in the next cubicle, calling the help desk, trial-and-error, and simply working with people in the know. Formal learning classes, workshops and online events are the source of only a little of the information which we learn at work.
Blended learning	Blended learning provides the best opportunities for learning transition from classroom to e-learning and involves classroom (face-to-face) and online learning. This method is very effective for adding efficiency to classroom instruction and permitting increased discussion or information review outside the classrooms.
Communities	Online communities allow people to stay current in their field through dialogue with other members of the same organisation, or the larger global field. Communities strongly contribute to the flow of tacit knowledge and lead to the social construction of knowledge.

Knowledge management	Knowledge management is a significant challenge for businesses in a knowledge economy and involves the process of identifying, indexing and making available (in various formats) knowledge generated within the daily activities of an organisation.
Networked learning	Communities are typically formed around a particular goal, concept or theme. A learning network is the loose, personal coupling of communities, resources and people. It is the cornerstone of personal knowledge management. The utilisation of personal learning networks allows knowledge workers to remain current in their field.
Work-based learning Electronic Performance Support System (EPSS)	EPSSs and work-flow learning attempt to inject learning content into the actual point of need. As an alternative to courses this style of content presentation requires heavy emphasis on context and employee control in initiating the learning needed. This style of learning can be seen in many computer applications (context-sensitive help).

As stated in Section 2.8, a report published in 2006 by the OECD stated that more than 60% of all adults living in Africa are illiterate. Currently, local business people in Africa lack the strong information literacy skills needed for effectively ICT usage (Mason, 2011; OECD, 2009). Therefore, the present research focused on the Internet, digital collaboration and e-learning. ICT should also include greater autonomy and emotional resilience, as well as broadened horizons, with more opportunities for creative expression, flexibility to study where, when and in ways best suited to individual needs and preferences, with smoother transitions between different phases of education (Naace, 2004:1). Table 4.1 above explains the different categories associated with e-learning.

The researcher wanted to determine how e-learning would assist craft market traders around HIP, as she had identified barriers to sustainable development. The categories highlight the important roles played by work-based EPSS, blended learning, informal learning and other courses. These will require intensive resources, which might not be achievable as a short-term goal, but as a long-term goal. When everything is up and running, these other categories can be considered. Matodzi *et al.* (2007) state that if e-learning is available and accessible in rural communities, people will be able to choose what to study, when to study and how to study. It will enhance their quality of life and future prospects.

4.7 CULTURE AND TECHNOLOGY ACCEPTANCE

The rapid penetration of ICT into education has raised vital questions about the impact of culture on ICT use and acceptance. Li and Kirkup (2008) report that culture is a key factor

in a user's acceptance and adoption of technology-based resources. Carayannis *et al*. (2003) define technology as the whole complex of knowledge, skills and equipment, often science-based, necessary to produce a product or service. According to Lam and Parasuraman (2005:240), technology acceptance is the initial acquisition of a technology-based product or subscription to a technology-based service. In short, technology is about product and service, whereas culture more concerns consumer behaviour.

Concluding what other researchers have stated: The relationship between the concept of culture and technology is that culture is more focused on the behavioural pattern of the consumer, whereas technology is about the service rendered to the consumer. The widespread research attention to understanding consumer concerns about new technologies (Cardello, 2003:219) is not surprising, given the intimate relationship consumers have (Rozin, 1999:9). A diverse array of theories that culture is influential on technology acceptance has been drawn by practitioners of cultural studies and cited by many scholars, yet scant research has addressed how, or to what degree, national culture impacts on technology acceptance (Cardon & Marshal, 2008). According to Hasan and Ditsa (1999:5), "of all the factors that must be considered in the adoption of information technology, culture is probably the most difficult to isolate, define and measure". Technology acceptance can be achieved when local communities have a perceived usefulness, which is defined Yang and Yoo (2004:19) as the degree to which a person believes that using a particular system will enhance his or her job performance, especially taking into consideration the masculine culture, which is task-oriented and focuses greatly on economic values (management of resources) and technical values (co-ordination of work done). Perceived ease of use refers to the degree to which a person believes that using a particular system would be free of effort (Yang & Yoo, 2004:19).

4.8 TRANSFER OF TECHNOLOGY

The objective of the present research was to look at ICT tools that can enhance business performance in community tourism. The hypothesis was that community tourism is not benefitting the craft market traders. In the literature review it became clear that there is a digital divide, which is a legacy of the apartheid era due to inequality access to computers and internet, formed by the income gap and shortage of skills. It needs to be filled, however, and this can be done by empowering communities through training and education using the

ICT tools by which that technology will be transferred. There are many variables that can hinder community empowerment in using ICT tools. These include affordability, topography, geographic location and wired or wireless devices.

People or communities need to be involved in the planning, budgeting, implementation, monitoring and evaluation phases as top-down management has never been a solution in any project. An instrument to predict the likelihood of a new technology being adopted within a group or an organisation was proposed by Davis in 1989 and Davis, Bagozzi and Warshaw (1989), called the technology acceptance model (TAM). The original TAM gauged the impact of four internal variables upon the *actual usage* of the technology. The internal variables in the original TAM were perceived ease of use, perceived usefulness, attitude toward use and behavioural intention to use (Turner, Kitchenham, Brereton, Charters & Budgen, 2010:463).

The research concentrated on the individuals of the craft market, looking at their intentions (are they willing to be empowered in ICT tools?), their attitudes (how do they perceive the empowerment, is it one of the government initiatives that never bear fruit or those that fatten the pockets of the few?) and what are their beliefs. The recommendations from these internal variables should show whether the progress can be made to empower or not. Academic research investigating the technology acceptance model of craft market traders has not been done. The researcher is confident that the empowerment of local communities in the acceptance of technology would be welcomed and accepted, as the projects developed had strengthened the trust between local communities bordering HIP. Information systems research emphasises that trust plays an important role in helping users overcome perceptions of risk and uncertainty in the use and acceptance of new technology (Gefen, Karahanna & Straub, 2003).

Although current recommendations are based on the experience of the researcher, academic research efforts in the future should be critically made to evaluate existing methods and frameworks to be applied in user-centric research. It is human nature or common practice that people use the information at their disposal to make judgements, form evaluations and arrive at decisions. Mobile services provide a new paradigm in service delivery, but many organizations struggle with the adoption issue. Adoption of IT is defined as “use of computer hardware and computer software applications to support business operations,

organizational management and decision making processes" (Thong & Yap, 1995:431). Rogers (1995) proposed five attributes of innovation that play key roles in people's attitudes towards innovation adoption. These five attributes are relative advantage, compatibility, complexity, trialability and observability of the innovation.

4.9 CONCLUSION

The literature review in Chapter 4 was based on culture and technology. It is clear that the legacy of apartheid has played a significant role in the development of South African citizens. After 20 years of democracy the scars of marginalisation are still visible and so is the gap in information and knowledge, especially in local communities residing in rural and peri-urban area. ICT is not something new. it is only that it has not been transformed or modernised. ICT has been practised for decades.

One of the aims of this research was to inform policy makers and government to consider the effects of culture in the local communities on sustainable development. Culture can adapt to change and may be understood as a particular way of life for a more or less defined group. Hart, Heskett and Sasser (1990) state that culture is not solely based on traditions, norms and beliefs, but on how things are done, perceived and practised. An example is the culture of an organisation or institute where service firms have to learn more about how their organisation can improve its relationship with customers through a close examination of service failure. Other research has suggested that "a good recovery can turn angry, frustrated customers into loyal ones as it can create more goodwill than if things had gone smoothly in the first place" (Hart *et al.*, 1990:148).

Culture is important; it is an inescapable part of being human and helps us make sense of the world, as it encompasses the values that the group's members hold, the norms they follow and the material or goods they produce. A concern has been raised on the interpretation of culture, as it is interpreted differently, but Gefen and Straub (1997) provide a clear understanding of a masculine culture as the one where people are task-oriented, where they value earning power and career advancement and emphasise efficiency. When making decisions, performance prevails over welfare (Helgstrand & Stuhlmacher, 1999; Hofstede, 1991). A feminine culture is one where people are relationship-oriented (Gefen & Straub, 1997), where people focus on interpersonal issues and quality of life and emphasise service. When making decisions, welfare prevails over performance. Both

genders can espouse masculine and feminine values to different extents. The important variable in technology relations is therefore masculinity and femininity culture, and not gender.

Gender differences and motivational beliefs about computers have drawn attention because they can add to potential interpretations of women's low participation in computer-related fields (Margolis & Fisher, 2003). This had to do with the legacy of the past, marginalisation and patriarchy. Women need to be empowered or capacitated in order to gain access to ICT training not to close the gender digital gap, but also to enhance their role in the society. ICT has provided many tools and women can use blogs, twitter and Facebook to have their voices heard. The imbalances of the past had exacerbates the problem of the predominantly black, urban and rural majority migration.

They were generally perceived as being incapable of initiating the development process, as they were assumed to be bound by tradition and culture, factors considered a barrier to development. Democracy and transformation brought change and provided equality to all citizens of South Africa. Consultation processes should engage local communities. The subjects of culture, technology and development need to be discussed. Communities have transformed from communicating via written letters and telegrams to using cellphones.

Technology acceptance can be achieved when local communities have a perceived usefulness. This is defined by Yang and Yoo (2004:19) as the degree to which a person believes that using a particular system would enhance his or her job performance. This applies especially to the masculine culture, which is task-oriented and focuses on economic values (management of resources) and technical values (coordination of work done). People need to be capacitated and the advantages and he disadvantages of culture and technology need to be clearly defined. To gauge technology acceptance, the present research had to concentrate on the individuals of craft markets, looking at their intentions, their attitudes and their beliefs.

CHAPTER 5

BUSINESS PERFORMANCE IN COMMUNITY TOURISM

5.1 INTRODUCTION

Business performance management is one of the hottest topics in the industry today (Miranda, 2004) .SMEs operating within a heritage tourism context often have "a lack of sufficient financial resource, infrastructure and technical assistance" (Cai, 2002:1354), and may rely upon a level of public sector intervention in order to maximise business potential and competitiveness (Ayikoru, 2015). Organizations often struggle to identify metrics that accurately capture progress on organizational goal attainment (Politano, 2005). The craft market was established to maximise business potential by satisfy customers' needs by making sure that they purchase souvenirs that represent or model KZN, thereby learning about and appreciating the indigenous culture of the KZN community. The research project started with the first hypothesis that the tourism industry is not benefitting the craft market traders at HIP and communities are unemployed and impoverished. The second hypothesis is that ICT tools could promote community tourism and improve sustainable community development. The second hypothesis has been proven in the literature review and the ICT tools that can enhance business in community tourism have been identified. This chapter examined the first hypothesis.

5.2 THE CRAFT MARKET

The objective of establishing the craft market has been stated in the introduction. The research after spending 5years with local communities observed that craft market is operated as a society (*stokvel*), where there is no consistency; money changes hands and staff members are constantly changing. The market traders operate in a precarious manner. For community tourism to benefit craft market traders, the craft market has to be aligned to business venture principles. It must perform efficiently and effectively and yield profits, which would alleviate unemployment and impoverishment.

5.3 ENTREPRENEURSHIP

There is at present no market manager at the craft market. For any business to be viable and successful, it needs leadership. Gonzalez and Guillen (2002:152) claim that leadership has three dimensions, namely a technical, a psycho-emotive and an ethical dimension. To

enhance business performance, entrepreneurship must consist of pro-activeness, risk taking and innovativeness. The entrepreneurship leadership must be hexagonal, with six dimensions: a technical, psycho-emotive, pro-active, risk-taking, innovative and ethical dimension, for the creation of wealth, growth and profitability. Drawing from past research, Gupta, MacMillan and Surie (2004:242) define entrepreneurship as "[l]eadership that creates visionary scenarios used to assemble and mobilize a supporting cast of participants who become committed by vision to the discovery and exploitation of strategic value creation".

Craft market traders has no alternative income and rely on the cash paid for the items sold in the market. The living conditions of the craft market traders push them off limits with regard to the selling price; they are being exploited but also exploit themselves. For example, an item that could be sold for R150 ends up being sold for R80 or R50. A cellphone is used to inform the producer of the item that a customer wants to purchase for less and the maker agrees. To overcome the above mentioned challenge a hexagonal skills manager has to be employed to manage the craft market as a tourism venture to create visionary scenarios, by putting market prices on all crafts. Prices must be fair and the time factor of producing the craft must be considered. The craft market manager has to focus on the individual buyer and seller relationship. Both parties in each individual buyer and seller relationship must benefit (Sin, Tse, Yau, Lee & Chow, 2005).

5.4 MARKETING RELATIONSHIP

Harker (1999:16) has constructed a new definition of relationship marketing: "An organisation engaged in proactively creating, developing and maintaining committed, interactive and profitable exchanges with selected customers [partners] over time, is engaged in relationship marketing". There is no doubt that craft market traders are engaged in proactively creating and are committed, but they have to apply the six components of market relationships: trust, bonding, communication, shared values, empathy and reciprocity (Sin *et al.*, 2005). Local communities/craft market traders had to be capacitated in marketing their craft using ICT tools such as the Internet, the computer and the cellphone. Small businesses, particularly in the tourism sector, view the lack of market access as a major obstacle inhibiting their growth (Ntsika Enterprise Promotion Agency, 2002).

As the World Travel and Tourism Council (WTTC, 2002) report criticised the progress being made in South Africa in tourism as being unsatisfactory and not accomplishing the target set by the WTTC in 1996. The report found that the tourism sector is failing to create jobs and develop small businesses (WTTC, 2002). Marketing can be done by every person in the street, but does it yield the profitable exchange with selected customers over time? Craft market traders need to be skilled in conducting business effectively and efficiently to reap the benefits.

5.5 INTERNET

McGowan and Durkin (2002) developed a theoretical model that attempts to describe the role and importance of the Internet in the marketing activities of entrepreneurial businesses. Tourism businesses can use the Internet to market their business locally, nationally and internationally, as it is cost-effective. The digital divide plays a crucial role in the history of South Africa with regard to ICT. Even though measures have been put in place to bridge the gap, the gap is still very wide. Verhoest, James, Marais and Audenhove (2007), commented that previous studies on ICT in South Africa were often limited to the role of ICT *per se* and failed to capture the critical role and complexity of the utilisation of ICT as a determining factor in shaping the impact on economic outcomes.

ICT skills are still an issue; the craft market manager can be capacitated in utilising the Internet, but to be efficient and effective in business performance, the manager has to understand the drivers of e-commerce. This statement is supported by Salwani *et al.* (2009, cited in Matikiti, Afolabi and Smith, 2012:186). Although these authors analysed the relationship between e-commerce and business performance, they did not give a clear understanding of whether or not e-commerce applications, such as Internet usage, can really improve business profitability, as performance is measured by a number of variables. This is supported by scrutiny of the relationship between Internet marketing usage and business profitability, which involved an extensive literature review to determine what constitutes Internet marketing and which internal and external factors influence Internet marketing usage.

5.6 WHAT IS MOBILE COMMERCE (M-COMMERCE)?

To alleviate confusion, it must be noted that mobile e-commerce is also known as mobile commerce. Some researchers have simplified m-commerce as a “wireless electronic form

of ecommerce" or just an additional innovative paradigm emerged somewhere within e-commerce (Feng *et al.,* 2006). The present development of mobile commerce or, more commonly known as m-commerce, offers more pervasive accessibility to users compared to e-commerce (Wei *et al.,* 2009). The use of a mobile handheld device to communicate, inform, transact and use text and data via a high-speed connection to public or private networks is m-commerce (Durlacher, 1999, cited in Muir & Crystal, 2005).

According to Stone *et al*. (2001:1), "[m]obile-commerce has also been referred to as the use of wireless digital communication tools within a business structure and includes any value-added transaction or service carried out over a wireless network". In other words, mobile commerce is the term applied to online financial transactions such as shopping or the electronic transfer of funds using a mobile device. Reinforcing this perspective, Durlacher (1999, cited in Lehner & Watson, 2001:1) defines m-commerce as "any transaction with a monetary value that is conducted via a mobile telecommunication network". It refers simply to the transmission of information to and from the individual, supplied and fed into the Internet via a palm handheld device or cellphone device (Kauffman & Techatassanasoontorn, 2005). M-commerce applications require the support of technology from the foundation of wireless user infrastructure, mobile middleware, and wireless network infrastructure (Mennecke & Strader, 2003). E-commerce that takes place between businesses and consumers is referred to as business-to-consumer, or B2C. Online trading has introduced new problems and challenges to online buyers. The uncertainty about the quality of products or services and the ability of sellers to stay anonymous have led to a high level of risk in online transaction environments, virtual communities and online auctions (Sulin & Pavlou, 2002).

5.6.1 Advantages of m-commerce

M-commerce offers various entertainment such as allowing users to use social networking tools, listen to music or watch videos, as well as playing mobile games (Wei *et al.,* 2009 & Chong *et al.,* 2010). However, in terms of providing higher value added services such as conducting mobile banking activities, purchasing on the mobile phones and mobile advertisements remains limited (Wei *et al.,* 2009). The age of mobile shopping is here to stay. Consumers can access millions of products in the palm of their hands and retailers can increase their reach and overall sales with the use of unlimited graphics such as unlimited

bandwidth, WAP and SMS not limited to small numbers of characters and short text. M-commerce is arising from the marriage of electronic commerce with emerging mobile and pervasive computing technology. The newness of this area and the rapidness with which it is emerging makes it difficult to analyse the technological problems that m-commerce introduces and, in particular, the security and privacy issues (Suresh & Parviz, 2001). New advanced mobile applications characteristically engage high-speed services being accessed by devices distantly, anywhere, at any time. To allow the development of customer use of data options, m-commerce applications and technology that have evolved quickly, the focus has been less on the devices and more on the feasibility of m-commerce.

5.6.2 Waves in e-commerce

Muir and Crystal (2005) state that mobile commerce has been referred to as the third wave of e-commerce. The first wave focused on the physical location of the seller and the buyer and establishing an electronic way of processing the transaction (Ohlson, 2002:3). Electronic commerce is gradually extending to the economic mainstream and business core aspect, and in the process of the development of extending the depth and breadth, the state of diversity and multi-level (Jin, 2010) are revealed. The second wave in e-commerce focused on the birth of the Internet that became the retail window. The third wave of e-commerce is called m-commerce and introduces the mobile telecommunication networks to e-commerce. Internet connectivity is always needed in e-commerce but m-commerce does not have such boundaries. Naudé (1999) actually points out that the new dawn era has led to the restructuring of every aspect of day-to-day life in South Africa.

One example is the application of affirmative action and representation in local governments, public and private schools, public service and commercial organisations as well as the mass media. Although the study focuses on the third wave of e-commerce, reference needs to be made to the first wave of e-commerce. Naudé (1999) observes that with the remains of apartheid in every sphere of life, in South Africa, the rest of the world ‘quietly’ moved into the information age. Pelham (1985:10–11, cited in Ferreira *et al*., 2010) states that other studies in the USA, reporting on the effectiveness done by consultants in general, blamed the inability of the academic fraternity to communicate with small business owners in simple, clear language. The stereotyping of consultants, who are

often seen as individuals who are unable to understand the practical managerial issues and whose consulting focus is strategic rather than tactical, is also to blame.

5.7 ADOPTION OF E-COMMERCE

B2B e-commerce is the process of deploying ICTs to support the entire value chain, from suppliers through to the firm to customers, involving the use of electronic data interchange (EDI) in which suppliers' and customers' computers are able to send formatted messages electronically (Pinkston, 2006). E-commerce facilitates the delivery of goods and services, reduces transaction costs through electronic payment and provides access to global markets. Its broad categories are B2B, B2C and business-to-government (B2G) (Wyckoff & Colecchia, 1999). E-commerce might sound complicated to craft market traders, but as time progresses it will be their daily bread if their objective is to grow their businesses.

The cognitive, socio-political and economic components play a more prominent role in the adoption of e-commerce in developing countries, as organisations assimilate sophisticated e-commerce practices and environmental factors play more critical roles (Molla & Licker, 2005). The Department of Communications (2000:9) explains that e-commerce can take place between consumers and businesses, between businesses, between individuals, within government, or between the public and government and between business and government. E-commerce is also used to improve all business functions (McKeown, 2001:186). Although e-commerce sounds like a good option, it has some barriers that need to be taken into consideration, such as cognitive barriers. In developing countries, such as South Africa, in the human, business and technological resources of organisations, a lack of awareness and understanding of potential opportunities, risk aversion and inertia often lead to a negative cognitive assessment of e-commerce (Molla & Licker, 2005; Moodley & Morris, 2004). A final consideration with cognitive barriers is related to general and computer illiteracy and a lack of English language skills. Through economic empowerment, education and training, these might be alleviated (Kenny, 2003).

Unavailability of credit cards is also a major hurdle, especially in rural areas, to use and protect against dubious activities (Mercer, 2006). Cognitive preference for personal face-to-face communications over e-mails and precedence of established relationships over the Internet's inter-personal efficiency also work against e-commerce. Some developing

countries treat ICT products as luxury items and impose import duty, surtax, value-added tax and sales tax (UNCTAD, 2000).

Technology products are not inherently biased, as opposed to the way computer technologies are used to generate and reinforce gender dichotomy. Reasonable attention is being paid to the evolution of ICT. Previous research findings show that ICT contributes to economic growth in many developed countries and newly industrialised economies, though not in developing countries. Developing countries are therefore bracing themselves in the adoption of ICT in their businesses, organisations, academic institutions and government sectors Gender is considered as a product of a social construct that is fundamentally employed to determine the type of models of behaviour extended to an individual; hence the social-cultural expectations of men and women differ (Busch, 1995).

E-commerce is expected to benefit economic development in several ways by allowing local businesses access to global markets, providing new opportunities to export a wider range of goods and services and improving the internal efficiency within firms. E-commerce allows a business to reach a global audience. E-Commerce has unleashed yet another revolution, which is changing the way businesses buy and sell products and services. And its trading in goods and services through the electronic medium. In Africa, for example, the tourism and handicrafts industries are realising their ability to deliver their product information directly to consumers.

5.7.1 How is e-business different from e-commerce?

According to Molla and Heeks (2007:105), "the majority of businesses do not appear to have obtained E-commerce benefits in terms of expanding their access to markets, improving their reach or linkages to customers or suppliers, or in relation to cost savings or other efficiency gains". Lacoma (2011:n.p.) discusses the difference between e-business and e-commerce:

> While e-business and e-commerce are both ways of doing business online, the terms are not interchangeable, referring instead to different degrees of a similar practice. E-commerce, the more readily understood, refers to the realm of online business transactions, while e-business, a more complex term, describes web-based practices that

> a business integrates into a variety of its functions. Both e-business and e-commerce rely on the Internet to accomplish their goals. E-commerce focuses on appearance more than e-business. E-commerce is primarily concerned with transactions, not only with customers but also with online suppliers and distributors. E-business applications strive to give a good idea of their company, promoting the values they use to market their business. As a result, e-commerce is much more concerned with user interface and advertising than e-business.

E-commerce can also be a financial institution, letting its customers review production schedules and exchange of information. Items from the craft markets can be sold to other craft market traders if they had an influx of tourists and are running short of stock.

5.8 DEVICES TO IMPROVE BUSINESS EFFICIENCY IN HIP

Cloete (2002) cautions that, as an organisation progresses up the ladder, it must undergo change and become more sophisticated in its use of technology. To enhance business performance, craft market traders have to change the way they do business and start implementing ICT tools. While the business makes these new changes, it is ultimately able to improve business efficiency. In the previous chapter the researcher discussed the ICT devices that can be used to improve the business performance of craft market traders in HIP. Wireless or mobile devices, such cellphones and the Internet, can play a major role in improving business efficiency. The five progression e-steps that a business may potentially advance through are summarised by Courtney and Finch (2001, cited in Cloete, 2002:123), as e-mail, websites, e-commerce, e-business and transformed organisation.

5.8.1 E-mail

Many studies argue that email communication represents an effective communication system to maintain interpersonal relations and build long-term business relationships for successful negotiations, not dissimilar to face-to-face interactions (Ho, 2011) In e-commerce, the focus is on the external use of e-mail. Using e-mails would align the objective of the research in terms of ICT devices that can be used to enhance business performance. Word of mouth, telegrams and posting letters would be things of the past. All

the marketing, selling and purchases would be done and completed at once, using e-mails. The lines of communication would be open as a 24-hour service. Even if the trader is in the market selling or out looking for craft material, he or she would be able to open the e-mails and can respond as soon as possible. If the customer wants a quotation, the craft market trader would be able to send a picture of the craft, as well as the amount charged, including the packaging and posting fee, using e-mail.

5.8.2 Websites

There has been an increasing number of phishing e-Business websites that aim to acquire consumers' personal and sensitive information illegally for financial gains or to mislead consumers into conducting business transactions that will never be fulfilled by masquerading a phishing website as a trustworthy e-Business website (Herzberg, 2008). A website gives the business an opportunity to create a greater awareness of its products to its customers and places the business in a worldwide market. The website can publish marketing information, prices and stock levels, disseminate information and allow online purchasing. The craft market traders would therefore not depend on EKZNW for their marketing and booking, but would liaise directly with their customers.

In relation to supply-side activities, the website craft market traders would provide a link to other website users to acquire information on products and services they offer or produce. It is widely accepted that the Internet can serve as an effective marketing tool in tourism (Buhalis, 2003; Buhalis & Law, 2008). Checking the availability of products and services can also be done online, 24 hours a day, seven days a week. With the creation of the website craft market traders can generate their own website or use blogs, twitter and Facebook to market their craft.

Leung and Law (2007) reviewed IT publications in leading tourism journals for the period 1995–2008 and found that networking was the most popular research area, with the highest growth rate. These studies demonstrate that travel website-related studies have become important to both industrial practitioners and academic researchers.

5.8.3 E-commerce

The fact that mobile technology is still young means that the study of the impact of mobile access to the Internet on e-business is rather limited. According to Sumita and Yoshii (2010), to their knowledge, limited study exists in the literature on capturing behavioural differences between e-commerce and m-commerce, based on a mathematical stochastic model. With e-commerce the craft market traders would be able to send invoices and receive payments without travelling to the customers' locations. The online transaction with assist craft market traders to save money to travel, as well as food and accommodation, and that money will accrue as interest for their business. Wu and Hisa (2004) propose the hypercube innovation model for analysing the characteristics of m-commerce, with focus on three axes: changes in business models, changes in core components and stakeholders. ICT tools are being introduced and investigated to change the lives of craft market traders and improve their business performance in the comfort of their homes.

5.8.4 E-business

Amit and Zott (2001:500) define an e-business firm as one that derives a significant proportion (at least 10%) of its revenue from transactions conducted over the Internet. It is not the current situation with the craft market, but it is the goal of the researcher to identify ICT tools that can enhance business performance in the craft market of HIP. An integration of the supply chain links supply, manufacturing and delivery, thereby improving efficiency and minimising waste. The guiding logic behind some traditional industries (e.g. travel agencies) is beginning to disintegrate (Amit & Zott, 2001). The craft market traders would package and post the items ordered by customers through online shopping and would be able to trace whether items were delivered to the purchaser. The craft market is a business entity, with tourists as their customers, and should adopt e-business to achieve their market goals.

E-business would be the desired solution for the craft market traders to expand their business and make it profitable and sustainable. The craft market traders would need to share information with their customers as well as suppliers, as some of the craft sold in the market is not locally made, but purchased from other nearby countries such as Swaziland, Zimbabwe and Mozambique. Businesses, including customer-oriented and information-intensive tourism enterprises, are increasingly adopting e-business models to achieve their organisational goals (Law, Buhalis & Qi, 2010). The craft market traders would be regarded

as suppliers, while tourists would be regarded as customers. This is the advantage of using e-business.

5.9 ISHIKAWA DIAGRAM TO INVESTIGATE THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGY DEVICES FOR COMMUNITY BENEFIT

If the community is to successfully conduct e-business, an e-structure need to be put in place. A database containing information and contact details of the members of the community who have a direct interest in the HIP and Amakhosi Lodge need to be created and made available to the craft market traders for marketing purposes, using the ICT devices. Small businesses like the craft market traders are the focus of research since it is mentioned by Hafsah, (2013) that small businesses are the backbone of economy and it is necessary to prepare smaller organizations to protect and defence themselves against demise of the organization in the case of harmful unanticipated information security incidents as they are unable to provide the important relevant electronic evidence to support any company's business issues. Therefore an electronic link (via the HIP and Amakhosi Lodge websites) needs to be customised to display all the products on offer by members of the craft market traders and the community. The figure 5.1 below depicts the Ishikawa diagram explaining the use of ICT devices for community benefit.

5.9.1 Business performance for craft market traders

To enhance business acumen the craft market traders need to ensure that the six business performance steps which is e-information, e-education, e-marketing, e-transactions, e-income opportunities and entrepreneurs are followed. Some of the business performance steps have been discussed in previous chapters, and only e-information and e-marketing will be discussed here.

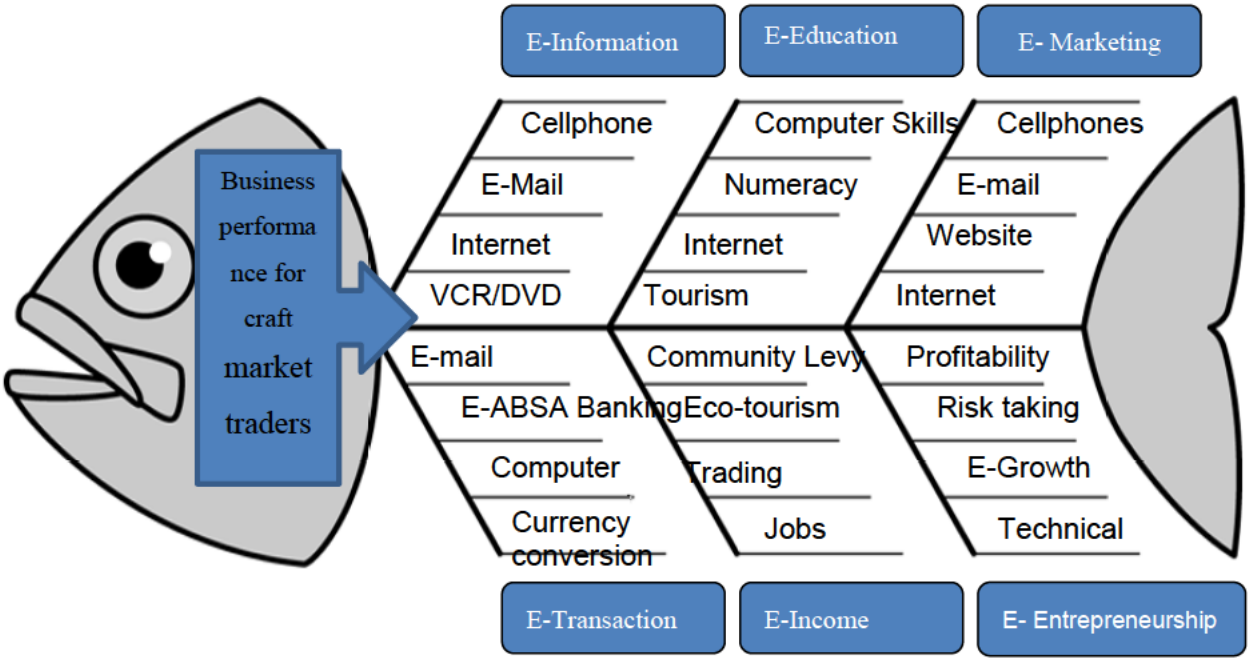

Figure 5.1: Ishikawa diagram explaining the use of ICT devices for community benefit.

5.9.1.1 E-information

To provide solutions that would help uplift the communities, it is essential that a database containing information about contact details of the community be set up. The EKZNW could facilitate such a structure. Electronic facilities could be utilised to keep the community informed about tourism-related developments. As a start, an SMS can be sent to cellphones and radio broadcasts could be made. The effort should reach a large percentage of the community. The communication centre could contain TV sets, DVDs, VCRs, computers with Internet connections and e-mail facilities. At present these facilities are almost non-existent. If a large portion of the community could utilise these facilities, it would help in keeping them informed about the advantages to be gained from e-tourism and enable them to establish and maintain close links with potential visitors. Such a community communication centre can also be used to inform the community about the use of the community levy for development and projects.,

5.9.1.2 E-marketing

It is found that market-oriented organizations tend to be learning-oriented, show more emphasis on entrepreneurship and achieve superior performance (Liu *et al*., 2003). With

the right skills and expertise the Internet can be used effectively and efficiently to market craft, the game Reserve and Amakhosi Lodge as destinations for national and overseas tourists and to enhance the business acumen of local communities. The Internet will provide information needed for businesses. Photos of the protected area and the lodge can reach millions of potential visitors electronically and with ease. As marketing resources can be defined as any attribute, tangible or intangible, physical or human, intelligent or relational resources that can be deployed by the firm to achieve a superior performance in its markets (Hooley *et al.*, 2003).

The visits of tourists to the game Reserve would provide job and trade opportunities to the local community. An essential ingredient of such a marketing effort is a well-designed website, with interesting descriptions and photos of the game park's attractions and links for further enquiries and bookings. E-marketing could also involve TV and radio advertisements or even advertising through the phone or e-mail. Building and expanding networks of customers (via the Internet and/or through business/government connections) would be another way of reaching a large number of potential visitors.

5.10 CONCLUSION

The exponential growth of technological developments in South Africa coupled with the growth of e-businesses, e-commerce, wired and wireless devices, gives rise to enormous opportunities for the creation of employment and advancement of South Africa's economic growth. South Africa is a developing country. The research had to unpack some of the possibilities for local communities to promote the sustainable community development of electronic tourism in HIP and improve craft market trading and business performance. The industries, government, non-government sectors and academic institutions are creating online businesses or e-businesses using the Internet to conduct business, whether with the customers and suppliers, interdepartmental business or with students or learners. The craft market manager can be capacitated in utilising the Internet, but to be efficient and effective in business performance he or she has to understand the drivers of e-commerce.

In the corporate world e-commerce should be all about the image and branding of the business, whereas e-business should be about the vision, mission and values of the business. It is strongly believed that improved performance of the craft markets will benefit from an integrated approach that combines strategy and entrepreneurship perspectives on e-

business. The interesting and challenging path for future research includes the question of what the sources of competitive advantage in online markets are compared to those in offline markets.

CHAPTER 6

RESEARCH METHODOLOGY

6.1 INTRODUCTION

In Chapter 6 the researcher provides a step-by-step outline of how the logical chain of events was executed that produced findings that answer the problems identified and the research questions. The methods of research used were qualitative and quantitative methods. The two mixed methods of data collection can help researchers make better and more accurate inferences, that is, meta-inferences. Meta-inferences represent an integrative view of findings from qualitative and quantitative strands of mixed-methods research and are considered essential components of mixed-methods research (Teddlie & Tashakkori, 2003). Mixed-methods research was used in this study to collect data and help develop rich insights into business and government sectors, ICT and craft market traders, as phenomena of the research inquiry cannot be fully understood using a quantitative or a qualitative method.

It should be emphasised that the research was initiated as field research using a qualitative method. The researcher perceived that qualitative research on ICT and craft market traders' implementation could not offer insights into the breadth of issues and reactions from a vast majority of stakeholders, especially craft market traders, due to the practical limitations related to the number of craft market traders who could be interviewed. The researcher felt that there are topics that could not be covered during the interviews and decided to also engage the quantitative method to offer a holistic understanding of ICT implementation.

The researcher engaged the quantitative method and its procedures for the designing of the questionnaire, but the analysis of data employed both methods. It is noted by Brannen (2008) that a mixed-methods researcher does not always have to treat both qualitative and quantitative studies equally, and therefore the qualitative method dominates the research. The survey information has to answer questions raised, address issues set out in the problem statements, assess needs, set goals and establish baselines against which future comparisons can be made and research solutions analysed across times. The purpose of survey research used for explanation is to test theory that states the expected causal relationships among a set of variables, while descriptive studies are designed to discover characteristics of a given population, not to test theory (Sapsford, 2006). The methods used for the research were personal interviews, direct observation, participant observation, focus groups and questionnaires. The purpose and goal of the Chapter 6 are defined and developed together

in order to sustain mutual relevance, and to create knowledge that is both scientific and actionable through the integration of 'scientific knowledge, methods, and values with practical knowledge, ways of working, and values' (Pasmore *et al.,* 2008:13). Thereby the researcher will be able to draw valid and reliable conclusions from the research.

6.2 THE QUANTITATIVE AND QUALITATIVE MIXED METHODS

The primary reason for choosing the mixed method was that the research was conducted in the deeper rural areas of KZN, where the majority of local communities are illiterate and believe in culture and traditions. The researcher felt that a mixed-methods approach might unearth factors that are not typically common in an urban and developed area. The dynamic and complex nature of the research and the need for developing novel theoretical perspectives are factors that drove the researcher to choose a mixed method as an appropriate data-collection strategy for the research.

Methodological work on the mixed methods research paradigm as explained by the researcher below can be seen in several recent books (Creswell, 2003 and Tashakkori & Teddlie, 2003). The researcher used mixed methods for the research for three purposes. First, it allowed for completeness of the research to ensure that a complete picture of the research problems and objectives was obtained. Second, mixed methods were used to obtain divergent views of the same phenomenon. Third, a sequential mixed-methods study (a qualitative study followed by a quantitative study) was conducted to understand differences in work attitudes, social behaviour and performances across craft market traders, business and government sectors and the development construct. Mixed methods research as the third research paradigm can also help bridge the schism between quantitative and qualitative research (Onwuegbuzie & Leech, 2004) Therefore, the mixed methods were used for the completeness, diversity and development of the research as its design used entailed triangulation, where qualitative and quantitative data were merged to understand the research problem.

The general agreement is that the selection of a mixed-methods approach should be driven by the research questions, objectives and context (Creswell & Clark, 2007; Mingers, 2001; Ridenour & Newman, 2008; Teddlie & Tashakkori, 2009). Using mixed methods was not an easy task. Several researchers have reviewed prior inquiries on methodological combination and suggested that a 'peaceful coexistence' of multiple methodologies is

possible (Datta, 1994; House, 1994; Ridenour & Newman, 2008; Rossi, 1994). The literature review revealed that little research has used mixed methods, especially in the field of information systems.

Considering the strength of mixed-methods research, with respect to understanding and explaining complex organisational and social phenomena, Cao, Crews, Lin, Deokar, Burgoon and Nunamaker (2006) and Mingers (2001) strongly agree that there is a need for information system researchers to conduct and publish research that employs mixed methods. It also has the ability to provide stronger inferences than a single method (Teddlie & Tashakkori, 2003, 2009). In terms of the qualitative data-collection approach, which entailed interviews with the business (ABSA Bank) and government sectors (EDTEA), the researcher believed that it could provide depth in the research inquiry by allowing the researcher to gain deep insights from rich narratives

6.3 NATURE OF QUALITATIVE RESEARCH

The qualitative research was conducted in the business sector in Durban with individuals in their natural settings, namely their business offices. The researcher placed emphasis on understanding by looking closely at managers' interpretations, actions, attitudes and behaviour. Elliot (1995) argues that qualitative research is concerned with understanding participants' perspectives, understanding phenomena in terms of participants' experienced meanings and developing theory from fieldwork. After the selection of a study site, the researcher began a process of enquiry aimed at understanding a social or human problem, based on building a complex, holistic picture, formed with words, and reporting detailed views of the participants. It should be borne in mind that the focus group of the research was craft market traders, but to achieve the research goals the researcher had to engage with individuals with skills and expertise in ICT and economic development, people who could play a positive role in achieving the objectives of the research.

Given the small number of studies in this area of research, it is important to describe the experience of the traders in full. Few studies of ICT relate to craft market trading and ecotourism for sustainable development. Therefore, previous theories do not exist in full and those that exist are incomplete. The researcher directly observed and participated in small-scale social settings, where she had face-to-face social interactions with craft market traders in their natural social settings. Although field research, especially in the community

setting, is difficult, intense, time-consuming, emotionally draining and sometimes physically dangerous, as stated by Neuman (2011:421).

Qualitative research is concerned with collecting in-depth information by asking questions. Cresswell (1994:2084) supports this by saying that a qualitative study is an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting. According to Ereaut (2007:2), "[q]ualitative research seeks out the 'why', not the 'how' of a topic through the analysis of unstructured information and it does not just rely on statistics or numbers, the domain of quantitative researchers".

In-depth interviews or group discussions are two common methods used for collecting qualitative information and the research therefore drew on in-depth interviews. The researcher use a digital voice recorder to capture the interviews. Qualitative research is like a training programme or an education exercise, as more information is given by the interviewee and the researcher listens attentively, as if being capacitated in a classroom. The process becomes a learning curve. Johnson and Waterfield 2004:122–123, describe it as follows:

> Qualitative data is very unique to a particular context with descriptive data and therefore cannot be reproduced time and again to demonstrate reliability, as qualitative research takes a view that reality is socially constructed by each individual and should be interpreted rather than measured and that understanding cannot be separated from context.

Regarding the behaviour of craft market traders, and their market situation, their natural settings, cultural beliefs, norms and standards were inextricably linked in forming the researcher's experience. Focus group discussions, in-depth interviews, content analysis, ethnography, evaluation and semiotics are among the many formal approaches that are used, but qualitative research also involves the analysis of any unstructured material, including customer feedback forms and reports, as it focuses on interpretation of data behaviour and situations, rather than quantification.

6.4 RESEARCH PROBLEM CONTEXTUALISED

The methodology for the research was shaped by the research objectives, research question and study design.. The research problems and their associated objectives were contextualised, as the researcher had to explore the ICT devices that could be used to improve the business performance of craft market traders in HIP. These theories helped the researcher to understand the complexity of social life around HIP. Relationships are more complex and fluid, with directions of influence shifting, rather than fixed, whereby large quantities of qualitative data are generated to acquire an in-depth understanding (Lynch, 2004) of how meaning is created around craft market traders. This understanding suggested the direction of inquiry, as the researcher needed to determine why craft market traders lack ICT tools. Is it a question of cultural taste or is it lack of education, do they know what ICT tools are, or is it lack of awareness and poverty?

The theories as was discussed in chapter 1 enriched the analysis, extended understanding and deepened the discussions. The literature review assisted by providing information and by painting a clear picture of the community on which the research was based. Observations by the researcher in the field also provided insight and some vital signs for comprehending craft market traders trading skills. After tabling the problems the researcher generated the aims, which were the guiding tools to solving the problems were discussed in chapter 1. The research focused on communities bordering HIP, which is a well-known game Reserve, with its management of the "big five". The research concentrated on ecotourism, because tourists visit HIP to view wildlife and they purchase craft, thereby creating job opportunities and business for communities.

According to Harris and Vogel (2005), in the context of sustainable community development, ecotourism is closely associated with community-based tourism, which is a mechanism for fostering natural and cultural resource conservation and community development, as often implemented in support of wildlife management, environmental protection and/or development for indigenous people. Local communities recognise that they are intertwined with their environment, as it encompasses economic, social, political and biophysical structures. The research reviewed a wide range of social indicators and economic information that form the demographic profile of the local communities trading at the craft market. Despite substantial research suggesting that online technologies have

the potential to improve service delivery and social wellbeing in rural areas, there are still concerns that older people have limited abilities to access and use the Internet, and therefore miss out on the benefits of online services (Newman *et al*., 2010; Warburton *et al.*, 2014).

When communities first encounter the Internet they have several aspects to consider: the support they have and any problems they face; how it is perceived and may be used in relation to other technologies and media; and where it can possibly fit into the time structures of households, individuals and business. It might be more interesting to consider whether or not current purchasing practices might favour consumption via the Internet. For example, if a particular household only buys goods and services from offices and shops and pays in cash, not even using a credit card, then arguably they are far removed from e-commerce and e-business. Therefore using the Internet would be a major new innovation for development.

6.5 THE QUALITATIVE RESEARCH DESIGN

The features of a qualitative research design were used to build on their complementary strengths. The researcher employed the process of triangulation measures from the observations in the field. Craft market traders were requested to complete the questionnaire for a test-retest method, to ensure that previously received information gathered from participants during observation and field interviews was accurate. The ABSA Bank manager and the deputy director of the EDTEA were interviewed. These interviewers were recorded and subsequently transcribed. Informed consent (Vanclay et al., 2013) was obtained for these research interviews. Where appropriate and possible, information was cross-checked (triangulated) with other sources. The designs grounded theory, ethnography and theory building were used in the research to get closer to the market traders perspective, through detailed interviewing and observation, as the research has a field focus. The choice of the qualitative method was not a rule of thumb, as a thorough study was done in consideration of many concepts.

6.5.1 Phenomenology

Phenomenological research begins with the acknowledgement that there is a gap in our understanding and that clarification or illumination will be of benefit. The topic of the

research is ICT as a tool for craft market traders in promoting community tourism. This resulted in the research questions, so that the gap in our understanding of ICT, craft market traders and community tourism could be bridged by developing an understanding of their working relationship. The phenomenologist assumes that there is an essence that can be understood, in much the same way that the ethnographer assumes that cultures exist.

The phenomenologist investigates subjective phenomena in the belief that essential truths about reality are grounded in people's lived experiences. The development of new theory through the collection and analysis of data about a phenomenon uses grounded theory, because it goes beyond phenomenology and the explanations that emerge are genuinely new knowledge, used to develop new theories about a phenomenon and based on the existence of culture for the research. The possibility is that non-valid data will be collected, which can mislead the research findings. The present research employed the three qualitative data-collection methods because it was assumed that there is an external world that is open to more or less objective scrutiny by the researcher.

6.5.2 Ethnographic research

Ethnographic research was used to understand the place where the craft market traders live, the improvements they have made at the site, how they make a living and provide food, housing, energy and water for themselves and what are their marriage customs. Johnson (2000:111) defines ethnography as a descriptive account of social life and culture in a particular social system, based on detailed observations of what people actually do. The ethnographic approach was used because the cultural and traditional parameter was suspected of affecting the population's mindset in transforming to new developments that can enhance their business Hancock (2002) states that ethnography means 'portrait of a people' and it is a methodology for descriptive studies of cultures and peoples. The cultural parameter is that the people under investigation have something in common.

To achieve the aims of the research the researcher had to use the extensions of field research to build on the social constructionist perspective ethnography. Because ethnography is about people and their culture, it is wise to use cultural knowledge, looking at what we know and talk about (explicit knowledge) and what we implicitly know but rarely acknowledge directly (tacit knowledge), the facts, ways of behaving and objects, such as

cellphones. The researcher had to be as explicit as possible about the traditions of ethnography scholarship that had influenced the research, as it investigated ICT, ecotourism and community development. A wide array of approaches exists, but the researcher chose the hermeneutics approach for the research. The aim was to develop a substantive theory that is grounded in data (Schram, 2006). The research formulated the organisational theory of the ABSA Bank as well as that of the EDTEA with regard to local communities or craft market traders.

6.5.3 Theory building

Theory is a set of statements that seeks to explain problems, actions and behaviour; an effective theory may have both explanatory and predictive powers to help us to develop a broad and integrated view of the relationship among seemingly isolated phenomena, as well as to understand how one type of change in an environment leads to others (Schaefer, 1992). The new theories can be applied to enable us to approach existing problems in a new way. The research process began in 2001, when the researcher was employed as a Conservation Partnership Coordinator (CPC) in the Zululand Region. The researcher worked with local communities, bordering the protected areas (game Reserves mandated by EKZNW).

The core function of the researcher was community conservation liaising with local communities on a daily basis and fostering partnerships between them and the Reserve. The Conservation Partnership Division was created within the organisation of EKZNW to provide conservation awareness in terms of the sustainable use of natural resources and to alleviate the negative perception the local communities have. This perception entailed that they viewed the Reserve as an entity for elite groups that marginalised them. This perception had to be changed, to help them understand that the fences were not erected to restrict them from the Reserve, but to protect them from wild and dangerous animals, especially those that were introduced such as lions, elephants and wild dogs.

According to Schurink (2009), grounded theory employs the method of constant comparison, where the new data gathered, actions observed and participants' perceptions are constantly compared with that of new participants, in order to generate the grounded theory. Theory building is a process in which research begins with observations, as was the case in the research, and which uses inductive reasoning to derive a theory from these

observations. Theory building was done in the research because theories attempt to make sense of the observations. The theory built through observation was:

- The craft market traders around HIP lack essential ICT tools to improve craft market trading to tourists nationally and internationally, in order to promote sustainable community development.

- The use of ICT should enhance craft market traders' business acumen in the tourism industry, to increase community beneficiation through job creation and poverty alleviation.

These observations offered insights to the researcher to understand the complexity of social life in HIP and suggested directions of inquiry.

6.6 METHODS OF COLLECTING QUALITATIVE DATA

The purpose of the qualitative data collection was to explore, describe and get a better understanding of the role that the participants, namely the ABSA Bank manager and deputy director of the EDTEA, based in Durban, could play in craft market trading, in ICT generally, and in enhancing business performance, job creation and economic development of craft market traders or local communities, in relation to HIP. Qualitative research was selected because of the nature of the research question it imposes, further Key affirms that "qualitative research study produces more in-depth, comprehensive information and seeks to understand people's interpretations, perceptions and lived experiences" (Key, 1997 cited by Chanda, 2014). The participants were interviewed in their natural settings and a detailed view of the topic was presented. The reflexivity in qualitative research could be regarded as a tool whereby we can include ourselves at any stage, making transparent the values and beliefs we hold that almost certainly influence the research process and its outcomes (Etherington 2007:601). The researcher attempted to understand the meanings that the participants attach to their behaviour, how they interpret situations and their perspectives of particular issues. Each interviewee was told the purpose of the research and what is expected of them, which included the amount of time likely to be required from them as participants. The interviewees were informed of expected risks and benefits, psychological and social issues, and the fact that their participation was voluntary and that they could withdraw at any time, with no negative repercussions. The interviewees were promised that their confidentiality would be

protected, and the name and contact information of the research supervisor were given to them, to be contacted for questions or problems related to the research. The researcher's name and contact details were also given, should there be questions about their rights as research participants. The consent was done verbally on the day of the interview with the participants. The normal requirement for informed consent was waived, but an accurate record of how and when consent was obtained for each participant is known and documented by date, month and year.

6.6.1 Observation

According to Schwandt (2007), direct observation is a theory of how inquiry should proceed. Commitment to a particular methodological frame of reference would influence and inform the study in very specific ways (Schram, 2006). Participant observation and direct observation were used by the researcher to collate data for qualitative research. Observation serves as a technique for verifying or nullifying information provided in face-to-face encounters. The researcher not only observed the craft market traders in their natural setting, but also the environment in which they live and operate. The research was dynamic and complex, as it used three qualitative research designs simultaneously. The researcher used the inductive approach, where real events were documented or captured, and observed specific behaviour such as that of the tourists purchasing craft in the market.

The theory was developed during the data-collection process. An example of observations made during the fieldwork. When tourists were getting out of their bus (time context) at the Memorial Gate at Hluhluwe, they were observed when trying to purchase crafts (social cultural context). The majority of tourists carried credit cards and US dollars, while the craft market traders do not have the facilities for credit cards. Observation blended in with natural activity, giving the researcher access to the same places, people and events as the subjects, as well as to documents relevant to the communities and the establishment of Reserves, including confidential reports and records.

The researcher had to visit local communities in their natural settings, such as homesteads, schools, traditional healers' forums, and traditional council, to celebrate events and *Imbizo,* special meetings called by the *Inkosi*. The researcher became a part of the community, understanding their behaviour, norms and beliefs. Staying with the local communities the

researcher observed what was happening in the market, as well as in the community setting. The researcher visited the market and local communities, educating them about using natural resources sustainably. while in the market the researcher witnessed tourist buses and tourists coming to market. She observed the following obstacles:

- Few traders assist in the market.
- Language is a barrier, because most of the traders are illiterate.
- Foreign tourists use foreign currency and credit cards. From the market at the gate to the reception at Hilltop camp, they have to travel another 10 to 15 km to convert their currency.
- The tourists normally came in groups of more than 60 at once.

6.6.1.1 Descriptive research in quantitative and qualitative research

Descriptive research is used to demonstrate the existence of social problems, a competent description would assist to challenge accepted assumptions about things as they are in the HIP community and to provoke action as descriptive norms are believed to influence individual attitudes and behaviour (Rivis and Sheeran, 2003). Descriptive norms can be further divided into two types, subjective and local (Kormos *et al.,* 2015). Conversely, local descriptive norms refer to the normative influence that derives from people sharing the same spatial setting regardless of any emotional connections (or lack thereof) (Kormos *et al.,* 2015). With the dynamic and complexity of the research the local descriptive norm is used to understand the social issues of the research, how it interact with other stakeholders.

- Local communities: The researcher needed to be involved (to stay with and observe them) to understand them.
- ICT devices: An emerging technology, but fast gaining momentum; a tool to enhance business performance.
- Community tourism: Serves as a business entity to create jobs and alleviate poverty.
- EDTEA: A vehicle for education and training for community development and empowerment .

To gain a better understanding of the meaning of the data collected, the researcher had to provide an overview of the data by describing it (descriptive statistics) in the form of a simple summary, by calculating the median, mean, standard deviation and variances and

making inferences based on experimentally observed data in the field (inferential statistics). To make the data more meaningful, it was also presented in the form of histograms, pie charts and linear graphs. To indicate how often a phenomenon occurs, the researcher uses the measures of frequency. The frequencies were presented in the form of different kinds of graphs and tables, with categories plotted along the horizontal axis and the frequency along the vertical axis. As stated by Gass and Mackey (2000), the frequency measure provides a succinct summary of the basic characteristics of the data, allowing readers to understand the nature of the data with minimum space expenditure.

6.6.1.2 Heuristic approach

A heuristic approach was used to identify ABSA Bank as a purposely chosen representative based on the statistics of ABSA Banks that can empower local communities and are already operating in rural areas, and with which local communities are familiar. The two participants, the ABSA Bank and EDTEA representative were recruited for three reasons:

- The participants were chosen because they share similar characteristics in terms of business and marketing and have particular experiences that could contribute to a greater understanding and enhancement of business performance for craft market traders.
- They were chosen for the recruitment goal of extensive diversity in their business spheres, as they had wide variation in opinions and experience.
- They were recruited for homogeneity and theory development, as they could provide information for an emerging theory.

The approach was used to find participants with a specific range of skills in their day to day business like financial institution (the ABSA Bank) as well as the Economic Development, Tourism and Environmental Affairs Department (EDTEA) that had been determined as being useful for the research. The question asked was which Bank was accessible to people in rural communities. It was found, for example, that there are no branches of Standard ABSA Bank or Nedbank in the rural communities and selecting participants from these ABSA Banks would not have aided in achieving the objectives of the study.

6.6.2 Interviews

The qualitative mode of research entailed unstructured and semi-structured interviews, providing the researcher with opportunities to probe beyond given answers. The interviewees were informed about ethical issues, such as confidentiality of the interviews and anonymity of the data. Permission was also sought for audio-recording and the researcher indicated what she would do with the recordings. The interviews were digitally tape-recorded and transcribed for analysis. The tape-recording was used to ensure that the entire interviews were captured and it provided complete data for analysis, so that if cues were missed the first time, they could be recognised during play-back. Interviews were used as a means to gain insight into the attitudes and behaviour of the ABSA Bank manager in his business entity as well as that of the deputy director of the EDTEA as a government official.

Interviews were also used to inform business decisions in terms of determining how the use of ICT devices could be optimised to improve craft market trading and to determine essential elements that can promote a sustainable community development framework for electronic craft market trading. The interviews were furthermore used to identify the narratives about the interviewees' perspectives, skills and experiences in their workplace. The interviews were also used to identify the subjective characteristics of the interviewees, to allow the researcher to interpret the data from each interview and to understand the context in which the interviewees work. The interviews were conducted during office hours in the interviewees' workplaces (offices), where they felt most comfortable. The interview guide was structured as follows: introduction, opening questions, key questions and closing questions.

The notices that were sent to the interviewees were sent with the draft questionnaires, to give them an opportunity to exercise their choices with respect to how the questions would be asked. Before starting the interview the researcher explained the interview process to the interviewees. Although the draft questionnaire had been sent to them prior to the interviews for their verification, when the actual interviews were conducted the interviewees were reluctant to answer some questions. In ABSA Bank they were able to call those staff members, who were interviewed even though they were caught off guard. Three interviews were conducted at the ABSA Bank as their business functions overlapped and only one from interview from EDTEA.

6.6.2.1 Inductive method

While interviewing the participants, the researcher observed how they answered the questions, through their body language as if they were in the judiciary enquiry especially in the financial institution, responses were not freely articulated. A semi-structured interview guide listed questions to be used by the interviewer as a memory aid during the interviews to guide the interview process and to prompt data collection. In some instances it was not followed, as the researcher had to probe, or perhaps the interviewee overlapped onto the next question in terms of answering the question asked.

The qualitative approach was utilised in the form of interviews with the business sector (a manager of ABSA Bank) and the government sector official (the deputy director of the EDTEA), as they shared specific commonalities in their day-to-day business. The researcher elicited data on the key performance areas regarding their business, the outcomes of social fund projects, the community's external relations and problems and challenges experienced in their fields. In-depth bilateral interviews were undertaken, where they both told their own stories and the researcher asked questions and motivated the interviewees to share their perspectives. The researcher asked mostly open-ended questions, "as qualitative research emphasises the socially constructed nature of reality and that are involved in achieving a rich understanding of people's experience and not necessarily in obtaining information which can be generalised to larger groups" (Flick, 2006). The interview with the ABSA Bank manager focused on the ABSA Bank resources and ICT devices that can be used to capacitate local communities in remote areas to make life easier and more meaningful.

The ABSA Bank brings its services to local communities. These include the Internet and cellphone ABSA Banking, a Notify Me service and e-statements, all of which would assist the local communities not to travel to town to do all of the above. The interview with the deputy director of the EDTEA focused on sustainable community development and financial aid, because EDTEA is mandated by government to empower communities and open opportunities for development. In addition EDTEA is helping the community to market and sell their craft, by sourcing markets for their business.

6.6.2.2 Recruitment of participants

The number of participants to recruit was guided by the context of the participants' experiences. Onwuegbuzie and Leech, 2007, asserts that sample sizes in qualitative research should not be too large as it may be difficult for the researcher to extract thick and rich data, therefore only two participants from different sectors were selected for this interviewing method. The sampling was therefore purposive to a great extent. The standards for research ethics were employed by the researcher to help ensure that the researcher was explicitly considering the needs and concerns of the research participants. The researcher had to establish a basis of trust with the research participants and to ensure them that appropriate oversight for the conduct of research took place.

The qualitative methods used in the research are typically flexible; they reflect the kind of understanding of the problem that is being pursued, as these were applied during the interviews with the ABSA Bank manager and the deputy director of the EDTEA. According to Hesse-Biber and Leavy (2006), participants are free to respond in their own words, and these responses tend to be more complex than simply 'yes' or 'no' when using open-ended questions.

In turn, researchers have the opportunity to respond immediately to what participants say, by tailoring subsequent questions to information the participant has provided as according to Bolderstone (2012:68), is that "the interviewees can express their viewpoint, in private, without a framework imposed by the researcher" Hesse-Biber and Leavy (2006) described an in-depth interview as a meaning-making partnership between interviewers and their respondents, which indicates that in-depth interviews are a special kind of knowledge-producing conversation. The core process of in-depth interviewing to achieve the in-depth and emic perspective was used: first, using a semi-structured interview guide to prompt the data collection; second, establishing rapport (a trust relationship) between the researcher and interviewee; and third, asking questions in an open, emphatic way and motivating the interviewees to tell their story by probing.

6.6.3 Focus group discussions

The researcher designated the focus group of the research as the craft market traders. To collect data from the focus group, the researcher divided them into the following groups:

- The group that sells craft in the markets
- The group that manufactures craft, using different resources
- The group that uses grass to weave bags, mats and hats
- The group that uses wood to carve sculptures
- The group that uses beads for the beadwork bangles, necklaces, belts, etc.

The focus group method was used because group interaction among participants has the potential for greater insights to be developed. Pickard (2007) suggests that focus group helps to reduce cost and promote faster completion time as it enables the gathering of information from different sources at a particular time using relatively little face-to-face researcher contact (Parker & Tritter, 2006). When the researcher coded and analysed the data, it contained many discrepancies.

6.7 SELECTION OF PARTICIPANTS

The research was based in the remote rural communities of Hluhluwe and Imfolozi, where people are dispersed due to their geographic location. Not all local communities residing in these areas are craft market traders, but the research was solely focused on craft market traders. Although there are 10 *amakhosi* bordering HIP, the craft market traders mostly reside in the area of two *amakhosi.* The predominant one is *Inkosi* M. Mkhwanazi from Mpukunyoni traditional authority, residing in the southern part of the HIP Reserve, where the craft market is located inside the Centenary Centre. *Inkosi* B. Mdletshe is from Ezibayeni traditional authority and is in the northern part of the Reserve, where the Zimambeni craft market is located.

6.7.1 Sample size

The research objectives and the characteristics of the study population (such as size and diversity) determine which, and how many, people to select. It is not necessary to collect data from everyone in a community to get valid findings. The researcher looked at the population size of the craft market traders do determine how many people fit the research demographic. There were insufficient numbers of prospective research participants among the craft market traders, as not all members of the local community make and sell craft.

The researcher had to determine how much error to allow in finding the appropriate sample size of the population by using the margin of error and confidence interval. The margin of error and confidence interval were used to determine the population mean, where the sample mean will fall, as well as the actual mean for the entire population size. The 0.8% margin of error and 90% confidence interval were used, where the actual mean falls within the research's confidence level. To ensure that the sample would be large enough, the standard deviation of 0.5 was used, as Smith (2013) highlights that 0.5 is taken as the most forgiving number. To calculate the sample size, the following equation was used:

Sample size = $(\text{Z-score})^2$- std dev* (1-std dev) / $(\text{margin of error})^2$

$(1.645)^2$ X (0.5) (0.5)) / $(0.08)^2$

(2.706 X 0.25) / 0.0064

0.6765 / 0.0064

105.7

106 participants were needed.

Although 106 participants were needed for the research, the researcher only managed to get 100 participants as explained in 6.7.1 above. To support the researcher's findings, the table by Niles (2006) below shows the estimate of the margin of error for sample size ranging from 10 to 100 and the $1\sqrt{N}$ approach used. The table above illustrate that with the sample size of 100 people the margin of error falls to 10%.

Table 6.1 depicts the estimates of the margin of error for sample size ranging from 10-100.

Sample size (N)	**Margin of error (fraction)**	**Margin of error (percentage)**
10	0.316	31.6
20	0.224	22.4
50	0.141	14.1
100	0.100	10.0
200	0.071	7.1

500	0.045	4.5
1 000	0.032	3.2
2 000	0.022	2.2
5 000	0.024	1.4
10 000	0.010	1.0

6.7.2 Fieldwork and permission to conduct research

The researcher sought the assistance of the research supervisor to facilitate correspondence to obtain permission to conduct the interviews with the business and government sector officials. The transmittal letters were received from the project supervisor and were given to each interviewee asking him/her to take part in the study. Permission was sourced from the EKZNW chief executive officer (CEO) as well as the regional manager, Zululand, as the research was conducted at HIP. Permission was granted. No paper work was required, as the researcher is an employee of EKZNW.

Therefore, no transmittal letter was sent to the EKZNW. Permission was sought verbally in the meeting and permission was granted verbally, subject to the provision of a copy of the research to the EKZNW library upon completion. The traditional authority structure was approached for permission to conduct the study in their local community. The researcher obtained verbal permission from the *Inkosi* of the Mpukunyoni traditional authority to survey the craft market traders under his jurisdiction in 2005. The permission to liaise with local community was obtained from Inkosi in person and not in a written form as this is a traditional protocol which involves respect and the spirit of *ubuntu*. As an Employee of EKZNW coordinating Conservation partnership in Zululand the researcher collaborate the research work with EKZNW business. Community Conservation Officers (CCOs) and the researcher handed out questionnaires to local communities that were trading in the market and those that manufacture craft, after the community meetings held by EKZNW. They had to assist local communities to fill in the questionnaires. Although the questionnaires were written in isiZulu, the majority of craft market traders are illiterate. By contrast, community members and CCOs may have excellent contact with craft market traders, but lack educational credentials, writing skills and/or training in qualitative research methods.

The researcher systematically trained the CCOs in the details of the qualitative research process and gave them time to upgrade their skills, until they fully understood it. The CCOs were trained in conducting the basics of observations, personal interviews and field note writing and in planning for regular community conservation meetings. The field notes took more time than making the observations, as they were very descriptive of what was observed, without being judgemental or disrespectful of the behaviour or the customer service pattern of the craft market traders and tourists observed. The researcher spent several hours writing field notes, based upon observations. Another complexity of the research was that the craft market is based inside the HIP, which is a protected Game Reserve and, to enter, indemnity forms should be signed and payments be made for gate entries or accommodation.

The thematic questions were designed to elicit extensive reports and stories about the customer service patterns between the tourists and craft market traders, handling of cash and credit cards, understanding of the language or provision of an interpreter during communication with the tourists, availability and use of a speed point and who provided the craft that is sold in the market, as well as savings or investments. The results obtained from the data collected were the turning point of the research, as the researcher felt the need to use a mixed method in order to attain relevant and reliable data. The qualitative research theories were built or developed as mentioned above, but the researcher had to use quantitative research to test these theories. What also transpired during the community meetings called by EKZNW, when questionnaires were handed to craft market traders, was the issue of trust. The majority of the craft market traders and manufacturers asked if they could take the questionnaires home, so that their children could look at them and assist where possible. This request was granted and they took the questionnaires home.

6.7.3 Conducting the pilot study

The research was very complex and dynamic, in that we are dealing with communities who are illiterate, very cultural and still rooted in their IKSs, traditions and beliefs. In order to build principles or a theme that connects the concept, the researcher interlinked the social context with observational data and had to extrapolate information from quantitative research. The pilot testing was used for both the qualitative and the quantitative research. The pilot testing was used as a means of assessing the feasibility and usefulness of the data-

collection methods and making necessary revisions before they are used with the research participants, as explained by Gass and Mackey (2000).

Three pilot testing was conducted with different people, one with craft market traders residing in Bergville. Although they are not within the Reserve, their market is on the road to the Royal National Park and Mount Aux-Sources, a popular route for tourists to the Drakensberg. Another pilot testing was done with First National ABSA Bank manager, who is a friend of the researcher because the researcher had to interview ABSA Bank manager and the deputy director of the EDTEA, who have high profiles and status. It is often difficult to predict how interviewees would interpret the questions in a discussion guide. The pilot testing was therefore critical. Lastly, the pilot test was done with the manager of eThekwini Municipality Business Unit, who is the researcher's relative. The pilot testing was done to review the following:

- Whether the questionnaire needed to be reworded to improve clarity
- Whether the structure of the discussion guide worked well
- Whether the topic order needed to change
- Whether all questions were understood as intended
- Whether sufficient information was given in the introduction to the participants
- Whether the information gained would help to answer the research questions
- Whether the discussion guide would be long enough for 60 to 90 minutes' discussion.

The pilot study was of great assistance, as it highlighted many issues. The ABSA Bank manager is the director, and each sector has a responsible supervisor with the ABSA Bank. Rewording of the questionnaire and clarification of some issues were not necessary, as the questions posed were easily understood by the participants.

6.7.4 Questionnaire

In terms of the quantitative approach, all craft market traders were given the questionnaires to fill in with the assistance of the CCOs, where possible. To ensure researcher–worker reliability, all the areas of researcher–worker reliability, as stated by Kvale (1996), were addressed by the CCOs. These areas are analysis methods, answer reliability, coder

reliability, critical checking, follow-up questions, leading questions and transcriptions. The participants were not compelled to answer questions, but they were assured of their rights to see, correct or amend the information they had provided. The researcher had to ensure the participants' confidentiality, avoidance of harm, reciprocity and feedback of results. The questionnaire given to craft market traders is attached as annexure 1.

The questionnaire contained 30 questions, which covered visitors' profiles, views on facilities in the Reserve, main attractions in the area and perceptions about tourism and economic development (the Spatial Development Initiative in particular) and ICT tools.. The participants were given options from which they could select their responses; space was provided for more comments. There are two craft market at HIP one at Mambeni gate and the other at Centenary Centre and craft market traders are distributed around HIP which is border by 10 amakhosi. Therefore a total of 100 questionnaires were given to the craft market traders in HIP; one batch of 50 questionnaires to craft market traders at Mambeni Gate and the other 50 questionnaires to craft market traders in Imfolozi at Centenary Centre. Only three or four craft market traders work in the market, the majority produce crafts at home.

6.7.5 Limitations of the study during questionnaire design

The pilot study revealed many subtle flaws in the design and implementation of the study that were not readily apparent from the research plan, but that helped the researcher to realign the questionnaire design:

- The questionnaire was in English, whereas most of the craft market traders are not literate. This was the first problem encountered. The questionnaire was therefore translated into isiZulu for better understanding by the craft market traders.
- The problems encountered when doing the data collection with craft market traders were minimal, except that some of the questionnaires were spoilt or not completely done. As the questionnaire was a repeat of what they were asked during the interviews, the participants were reluctant to answer the questions, stating that they had responded to those questions before and did not see the need to repeat their answers.

- The sample was drawn from craft market producers and traders and the results may not be generalisable to all the HIP local communities.
- It is not the entire population of local communities residing in Hluhluwe and Imfolozi that are illiterate, but the samples of producers and craft market traders were illiterate.

6.8 RESEARCH STRATEGY

Two of the most widely used mixed-methods research designs are *concurrent* and *sequential* methods (Creswell, 2003). The goal of a sequential research design in this research was to leverage the findings of the qualitative research conducted earlier, so as to inform the quantitative research and add richness to the overall research. The research began with no strong theoretical foundation for a research inquiry, and the researcher conducted a qualitative study first to inductively develop a theoretical perspective (e.g. constructs and relationships). A sequential mixed-methods design was chosen because quantitative and qualitative data collection and analyses were implemented in different phases and each was integrated in a separate phase. The researcher considered the sequential approach, as during the observations and interviews (qualitative research) with craft market traders in the market as well as tourists that visited the Reserve and purchased craft, the researcher developed a theory.

To garner further empirical support the researcher conducted a quantitative study among a larger sample of craft market traders and manufacturers with questionnaires to validate the theory. The research utilised stratified random sampling for the selection of qualitative participants. Cassell and Symon (1994) explain that qualitative research is used to gain insight into people's attitudes, behaviours, value systems, concerns, motivations, aspirations, cultures and lifestyles. Qualitative research is used to inform business decisions, policy formation, communication and research. The method used was therefore the non-random method of recruitment of participants, known as purposive recruitment (of people who have rich information on the research topic), which is both flexible and deliberate, as noted by Hennink, Hutter and Bailey (2011).

6.9 HANDLING QUALITATIVE AND QUANTITATIVE RESEARCH DATA

Qualitative research methods were chosen because the researcher sought a better understanding of the complex situation in the use of ICTs by craft market traders in

ecotourism for community development. The collection of data was done in the field in the form of observational notes, and open-ended interview transcripts with craft market traders and tourists that visit the HIP and purchase craft. The analysis of data was done while still collecting the data. For a more accurate, coherent picture, or set of tightly interlocked concepts, the researcher decided to design a questionnaire in which uniform questions were posed to the craft market traders for the sake of consistency. The questionnaire was designed to enhance reliability by ensuring researcher–worker reliability in the form of a test-retest method. After the researcher had made observations, conducted interviews in the field and done check-coding, some of the information gathered from the participants was not consistent.

The researcher then changed the times and places that observations were made and interviews conducted. Minor variations were still noted in the collected data. The researcher finally decided to design a questionnaire to solicit responses from participants to the same question, asked in a different manner. The designing of the questionnaire was the outcome of the data-collection process, which added flexibility and allowed the data and theory to interact. The questionnaire was designed to ascertain the perceptions of the participants of ecotourism, ICT devices and their future expectations of sustainable community development.

Its aim was to develop protocols and recommendations for ICT devices that should enhance craft market traders' business acumen in the tourism industry and to increase community beneficiation through job creation and poverty alleviation. The quantitative approaches utilised in the research entailed the dissemination of questionnaires to a representative sample of craft market traders. The questionnaires were given to craft market traders for consistency during the community conservation meetings, as the majority of them are illiterate.

6.9.1 Transcribing the interviews

The researcher had to produce the written version of the interviews. As each interview was completed, the researcher immediately began transcribing the interview and reviewing the issues that were raised. Although the interviewees had similar commonalities and the same broad goals, the fact is that they are from different backgrounds, with different skills and

expertise in their fields. The researcher produced full transcripts of the interview data. During the tape analysis the researcher used the counter-facility of listening to the tape and making a note of those sections that contain particularly useful information and key quotations, and returning to these sections of the tape for fuller analysis. The researcher struggled with this task, until the digital recorder was given to an audio typist, who required the researcher to be present when transcribing so as to understand the terminology and language used.

6.10 INTERPRETATION

The major purpose of the outcome of the research lies with the interpretation of social meaning in context. This is done in the form of tables and graphs showing how ideas are related. Interpretation commenced with the ideas or thinking of the craft market traders, understanding their motives and reasons for what they do. Interpreters must use knowledge and understanding to produce a consistent solution that satisfies not only all available data, but also conforms to expectation (Bond *et al.,* 2011).The second-order interpretation followed and the researcher took ideas and motives, built and linked to general knowledge.

6.11 VALIDATION IN QUALITATIVE AND QUANTITATIVE RESEARCH

According to Straub *et al.* (2004:424), content validity concerns "the degree to which items in an instrument reflect the content universe to which the instrument will be generalized." This is consistent with Borsboom's (2005:150) view that "a test is valid for measuring an attribute [of a construct] if and only if a) the attribute exists, and b) variations in the attribute causally produce variations in the outcomes of the measurement procedure".Although the research used mixed quantitative and qualitative methods, it will be of benefit to discuss the validity of each method separately. As Avenier and Thomas (2015:89) note, "the validity of research results can only be justified in reference to a certain vision of what is knowledge, i.e. in reference to an epistemological framework". Thus, qualitative researchers often replace reliability and validity with terms such as truthfulness ,credibility, and trustworthiness (Avenier & Thomas, 2015).

In quantitative research, two primary validation issues are addressed (reliability and validity of measures). Indeed, as noted by MacKenzie (2003:323), the failure to adequately specify the conceptual meaning of a study's focal constructs triggers a sequence of events that undermines construct validity (primarily due to measure deficiency), statistical

conclusion validity (due to the biasing effects of measurement model misspecification), and ultimately internal validity (due to a combination of factors).A measure is considered reliable if it yields the same result over and over again. The quantitative study will be declared invalid if it fails to produce a reliable measure. Qualitative research does not have guidelines or evaluation criteria that are generally accepted for validation (Lee & Hubona, 2009).

With descriptive validity the research looked deeper into the historical background of the craft market traders, their traditions, beliefs and norms, to ascertain whether or not their mindset can be transformed when capacitated in using ICT devices. The objects, behaviour and settings were intensively explained by the researcher in the literature review chapters. Interpretive validity is the one that led the researcher to apply the mixed method for the research, looking at the geographical location, physical landscape and homestead setting, and the participants' personal views and experiences and, mostly, their behaviour. In terms of theoretical validity, the research is credible and defensible. Creswell and Clark (2007:145) raised some issues of concern with the use of mixed methods as: (1) how should validity be conceptualised in mixed-methods research; (2) how and when should validity for qualitative and quantitative strands of mixed-methods research be reported and discussed; (3) whether or not researchers should follow the traditional validity guidelines and expectations; and (4) how to minimise potential threats to the validity related to data collection and analysis issues in mixed-methods research. It was not the aim of the present research to go deeper into the mixed methods of validation, but most of the issues were highlighted to assist the researcher to craft and strengthen the research, to attain tangible benefits of the qualifying research and to help reviewers and editors to evaluate and make informed decisions.

6.12 MEASUREMENT

In the research the measurements were done simultaneously with data gathering, as it was an inductive research study. The research had different concepts, of which the researcher had ideas on how to measure them. During the data gathering the researcher listened to the craft market traders' responses; their responses were weighed and evaluated at the same time and measuring instruments were changed. The interest of the research lies in its title, ICT as a tool for craft market traders in promoting community tourism. The researcher

defined ICT devices, craft market traders, the community, tourism and community tourism in the literature review. The researcher used different measures such conceptualisation and operationalisation, reliability and validity as to understand craft market traders, community and community tourism. Measurements were carried out using survey questions, literature research and observations.

6.12.1 Conceptualisation and operationalisation

The researcher had the concept in mind why craft market traders need to promote community tourism and why ICT devices are the tools for craft market traders in promoting community development. Some information received was so vast that the researcher had to draw boundaries of what to include and what to exclude. Craft market trading is done in developed and developing countries, using different craft, but the research was narrowed down to craft market trading using natural resources by local communities bordering protected areas in KZN and specifically HIP. Community tourism is defined in the research as eco-tourism in which craft market traders use natural resources to market their craft and tourists visit the protected areas to view biodiversity, flora and fauna in their natural setting, which is pristine. After the researcher had formulated many definitions for major constructs and developed new concepts, she considered the relationships among them and linked the concepts and construct to create theoretical relationships. The responses to why craft market traders need to promote community tourism were firstly based on observation, which were mostly based on poverty and unemployment.

6.12.2 Reliability and validity

Reliability means dependability or consistency, whereas validity means truthfulness; how well the idea fits with actual reality. Reliability assessment refers to the degree of variability of the measurements that resulted from random errors, reflecting the consistency or accuracy of the results derived from repeated measurements under an identical condition (Sun, 2012). Taking into consideration that this was field research, the researcher used a wide variety of techniques to record observations consistently, such as using her involvement in participation with craft market traders in the market as well as interview techniques by employing multiple measurement methods. To ensure that the analysis of the data accurately represented the social world in the field, out of four types of validity tests,

two were administered, namely members' validation (the results were taken back to the business and sector officials to judge the adequacy of the results) and ecological validity (this was to check whether working situations in natural settings were not disturbed by the researcher's presence or procedures).

The researcher utilised a consistent template in a computer program designed for qualitative data storage, indexing and theorising, which permitted easy transfer of documents and ensured consistency of transcribed data. To ensure the accuracy of the transcriptions, they were reviewed while comparing them to audio files. A few discrepancies, such as technical errors, were highlighted and rectified by the researcher. Measurement validity was used by the researcher in the form of inter-observer reliability to measure reliability. The same results were observed repetitively by the researcher when the tourists' buses entered HIP and tourists purchased craft in the market. The tourists were unable to purchase craft as they were using credit cards, and the craft market traders were unable to offer their customers service, because they do not have speed points to swipe the cards.

Another witnessed observation was that there were no automatic teller machines (ATMs) around where tourists could draw money to purchase craft. What emerged clearly was that researchers in qualitative research use unique, mixed measures of methods that cannot be repeated because the researcher operates among evolving settings, human beings' behaviour and changing environments. With regard to analytical validity of the qualitative method, the researcher used dependability, which emphasises the need for the researcher to describe the changes that occur in the setting and how these changes affected the way the researcher approached the study. Because the project involved field research, the researcher had to use the qualitative method, which was used from the initiation of the research with craft market traders and business and government sectors.

Looking at the geographical setting of the craft market traders' homesteads as well as various materials used to manufacture the craft, the researcher felt assured of the completeness of the mixed-methods designs, which are used to ensure that a complete picture of a phenomenon is obtained. A qualitative study was used to develop a theory and a quantitative study was conducted to test the theory. The argument based on validity is that, because qualitative research is based on entirely different epistemological and

ontological assumptions, compared to the traditional quantitative research, the term 'validity' is inappropriate (Hammersley, 1992).

6.12.3 Threats to validity

Threats to validity are the conscious or accidental manipulation of data to fit a specific theory and how the observations were described and interpreted. As the data collected and theories often changed in the qualitative research, this was experienced during the observations. The manipulation of data to fit a theory did not occur in the research, as the researcher pre-observed the participants in their natural settings, gather their opinions prior to engaging into the research. The researcher participate in a dialogue or interview to gather concrete information about certain theories created. Initially, the presence of the researcher in the market and during interviews had some effect on the observations, as the craft market traders were reluctant to give information because they know the researcher as an employee of EKZNW and were therefore sceptical to give information freely until the purpose of the research was clearly defined to them.

6.13 ANALYSIS OF DATA

The analysis was done to obtain or understand the perceptions of the participants. The data were captured and analysed by means of the Statistical Package for Social Sciences (SPSS) programme. The results are presented in tables and graphs. SPSS was utilized by the researcher to construct a database with all the questions and to set up a coding system for the possible responses in order to capture and analyse the data. Although 106 participants were needed for the research, the researcher only managed to get 100 participants as explained in 6.7.1. above. Out of the 100 questionnaires that were returned, 18 were incomplete and not taken into consideration for analysis.

This represented a response rate of 82%. The contents of the 82 completed questionnaires were first coded into SPSS, but due to time constraints the data were transferred to an Excel spreadsheet and sent to a specialist at UKZN for statistical analysis. This was done by computer and the results were returned to the researcher in electronic form. The quantitative research had to validate the theory developed in the qualitative research, as well as provide in-depth insight into the research questions. By contrast, qualitative research is far less structured and cannot be easily converted into figures that can be analysed by such

statistical packages. The written comment made by participants on the questionnaires helped the researcher to understand why some participants answered certain questions in a particular way. Even though qualitative methods provide in-depth and detailed information on the usefulness, feasibility and face validity of instruments, it has to be acknowledged that qualitative data might not always be objectively verifiable Swedish Agency for Health Technology Assessment and Assessment of Social Services (SBU, 2014).

6.14 CONTENT ANALYSIS

Researchers use content analysis methods, the "systematic reading of a body of texts, images, and symbolic matter" (Krippendorf, 2012:10) in order to understand such data.. Content analysis aims at exploring and discussing the possibilities of applying qualitative content analysis as a text interpretation method to interpret records and transcribe oral interviews. The methodology is based on content analysis, which is the technique of systematically coding and analysing data extracted from transcribed recordings. Content analysis is a well-established social science research method for studying and analysing communications in a systematic and objective way. According to Babbie (2009), content analysis, also referred to as the analysis of communication, is an unobtrusive or non-reactive research method employed by social scientists. While Babbie (2009) discusses content analysis in organisational communication settings, this method can also be used to analyse individual interviews. Babbie (2009) further argues that a content analytic method is unobtrusive or non-reactive because it has no effect on the subject being studied, as what is being analysed has been already written or broadcast.

6.15 CONCLUSION

Designing qualitative research is a unique process. Continuous reflection on a researcher's ontology, epistemology, theoretical framework, research questions, methodology, quality of the study and ethical considerations represents a refinement process whereby the different elements of the research design are integrated with one another to form the researcher's conceptual framework for the study (Schurink, 2009). The researcher provides insights into the behaviour expressed and the meanings and interpretations that participants give to their life worlds.

The researcher explained the research methodology, the qualitative methods, the research design and the research strategy used. According to the researcher, no survey of the role of

craft market traders in ecotourism for sustainable development has been previously executed. The approach used was a bottom-up approach, where the researcher always involved her personal relationships (rather than business relationships) for a long period, observing the craft market traders in terms of how they sell their crafts to tourists visiting HIP. The approach was developed from epistemological concerns. The researcher visited the craft traders markets in HIP, at Mambeni Gate, and at Imfolozi Centenary Centre, for a continuous period, to see whether the patterns applied by the craft market traders and tourists are similar.

CHAPTER 7

ANALYSIS OF DATA AND RESULTS

7.1 INTRODUCTION

The data in the research are context-based and have more than one meaning. The researcher collected the data and analysed it simultaneously, in order to improve understanding of the concepts, themes and ideas, to expand the theory and advance knowledge. The analysis was done to obtain or understand the perceptions of the participants. The sequential mixed research method was used where both quantitative (questionnaires) and qualitative (interviews with both stakeholders) data collection and analyses were implemented in different phases and each was integrated into a separate phase during the data analysis and interpretation.

The qualitative and quantitative methods provided complementary views of the phenomena, and aided in achieving their reconciliation to elucidate processes underlying them, as advanced by Cupchik (2001). The preparation for data analysis was intense, time-consuming and multi-focused. The data collected were in the form of observational notes taken in the field by the researcher, questionnaires, text from EKZNW documents and

open-ended interview transcripts. The fieldwork was conducted for a period of 10 weeks at two craft markets of the Hluhluwe and Imfolozi community.

The qualitative research was conducted first to inductively develop a theoretical perspective, then followed by the quantitative research to validate the theory developed, provide in-depth insight into the research questions and add richness to the overall research, with findings from the business and government sectors. The main objective of the sequential design, as employed in the research, was to leverage the findings from the qualitative research and inform the quantitative research, then add richness to the overall research. The researcher sought to provide a developmental and expanded view of the phenomena of interest.

7.1.1 Data analysis

The data were analysed to present a demographic profile of the participants. The analysis was done to obtain or understand the perceptions of the participants.

To analyse more data, a database from the statistical programme SPSS was used to quantify and analyse the results obtained through fieldwork research and data from the questionnaires. An Excel spreadsheet was also used to formulate graphs. For the qualitative data, the researcher used content analysis to identify patterns, themes and biases. Following the principles of grounded theory, the researcher conducted a preliminary analysis of the data and discovered a meaningful conceptual organisation for the process and outcomes. The data were coded for further analysis and gave an indication of how tightly clustered the opinions are around the mean values. In terms of data reduction the pre-coded categories were assigned numbers and analysed by statistical and numeric methods.

7.1.2 Data display

Following the principles of grounded theory, the researcher conducted a preliminary analysis of the data and discovered a meaningful conceptual organisation for the process and outcomes. The data were analysed into categories, based on concepts and themes. New concepts were developed and the researcher examined the relationships among the concepts. These concepts were linked sequentially to each other as oppositional (X as the opposite of Y) or similar (X similar to X) sets interwoven into theoretical statements. The

data were coded for further analysis and gave an indication of how tightly clustered the opinions are around the mean values. Core study researchers would summarise the focus group or interview transcripts to a fraction of their original length, and include relevant data organised into themes, agreed upon beforehand as part of a summary guideline (White, Oelke & Friesen, 2012:247).

7.2 QUALITATIVE DATA ANALYSIS

Engel and Schutt (2005) explain that qualitative data analysis seeks to describe textual data in ways that capture the setting or people who produced the text on their own terms, rather than in terms of predefined measures and hypotheses. The analyses of interview transcripts and field notes were based on an inductive approach, engaged to identify patterns in the data by means of thematic codes. “Inductive analysis means that the patterns, themes, and categories of analysis come from the data; they emerge out of the data rather than being imposed on them prior to data collection and analysis” (Patton, 1990:306).

The interviews were vital in investigating and extracting important ingredients of an intervention. They also highlighted the opportunities and challenges craft market traders may encounter along the way to enhance their business acumen. The overall point that was emphasised by both business and government was capacitating of the craft market traders and manufacturers with business skills. Although the research was based on ICT, it also involved social scientific research, where social issues had to be considered in order to obtain solutions to the problem. During the initial interview with craft market traders, while the researcher was collecting data in the field, a core set of factors was developed.

The gestures of craft market traders and tourists were interpreted and documented. These were mostly unhappy faces, shaking of heads, unclear murmurs and violent use of hands. The researcher had to interview tourists and craft market traders after each and every incident occurred in the craft market. The tourists were heterogeneous, and from different destinations. Sometimes language was the problem. The researcher experienced difficulties in conducting the research, even with the assistance of experienced qualitative researchers to assist in collecting data. These helpers had a sound education, but their credentials mostly lacked community contact and connections with craft market traders at the research sites.

7.2.1 The Department of Economic Development Tourism and Environmental Affairs

The qualitative research, which entailed observation of and interviews with craft market traders, the ABSA Bank manager and the deputy director of the EDTEA, whose departmental vision is to have a competitive economy that improves the lives of the province's people. The Department intends to achieve this vision through the development and implementation of strategies that encourage participatory, sustainable economic development. Qualitative approach signifies the type of inquiry in which the qualities, the characteristics or the properties of a phenomenon are examined (Henning, Van Rensburg & Smit, 2004:5), for the researcher's better understanding and explanation of it. Looking at results of theory building through observation of and interviews with the craft market traders, the researcher felt the need to involve the EDTEA, so as to get another perspective after testing the theory. The researcher looked at interventions the Department and ABSA Bank could add to find solutions.

The interview focused on participatory, sustainable economic development, whether they had initiated sustainable economic development in communities, whether the communities had buy-in of their service, what the challenges were, and what craft market traders could improve. The outcome for craft market traders was documented, as it resulted in the formulation or building of theory.

7.2.2 Financial Institutions

Among many different Banks in the country, such as Standard Bank, Ithala, First National Bank, ABSA Bank and Nedbank, ABSA Bank was chosen because local communities normally used ABSA Bank. As the ABSA Bank explains,

> ABSA is one of South Africa's largest financial services organisations serving personal, commercial and corporate customers predominantly in South Africa. ABSA serves more than 11 million retail customers through a variety of distribution channels and offers a full range of ABSA Banking services, including current and deposit accounts, mortgages, instalment finance, credit cards, ABSA Bank assurance products and wealth management services. It also offers customised business solutions for commercial and large corporate customers (IDE-JETRO, 2011:3).

The researcher's purpose was to gain insight into the service ABSA Bank can provide, as craft market traders are located in the heart of Zululand, with no resources to improve their business performance. Craft market traders do not have speed points to swipe credit cards, while most of the tourists visiting the HIP carry credit cards. Most of the tourists who visit the HIP are international tourists and do not carry the South African currency; they carry US dollars.

The interview questions were grouped according to customer facilities performed by the ABSA Bank, within the Bank as an entity and outside the Bank using the ATM, such as cellphone Banking, cash send and e-statements. Financial institutions (ABSA Banks) whether they can provide funding and financial support. The researcher had to determine whether or not the data collected from the participants were representative of the data elicited from the craft market traders as a whole.

7.3 FINDINGS OF DATA IN QUANTITATIVE RESEARCH

Despite the initial plan, the researcher was unable to obtain data on all the questions. Irrespective of the pilot study that was conducted and some errors rectified before drafting the questionnaire, some participants declined to respond to particular questions and the data were therefore incomplete in several respects. Communities often construct specific local identities as part of the campaign against an external development, understood as a threat. This has been confirmed by Dalby and Mackenzie (1997:101) when pointing out that local communities do not necessarily exist in a pre-given form.

Environments may be socially constructed in specific controversies, but so too are the communities that are formed around the specific issues. This has become a norm in local communities, as observed by the researcher that when there is a lack of knowledge about an issue, or dislike of a particular subject, results in people withdrawing and declining to comment. Individuals also opted to remain silent in an effort to protect themselves or others. The behaviour experienced by the researcher impacted negatively on the study. Other questionnaires were returned with spoilt responses and these responses did not represent the population from which the data were being collected. After careful consideration the researcher had to take the decision that it was inappropriate to include these data in the final data and they were rejected or deleted as outliers.

7.4 ANALYSIS OF SURVEY RESULTS

The data analysis was done from 82 questionnaires presented under the headings provided by six themes, which are personal particulars, historical background, the communication instrument in use at home, tourism and education, community involvement and electronic learning. The research was complex and dynamic, in that most researchers will assume that the questionnaires will provide answers to the research questions.

The research was not intended only for academic purposes, as the main objective was to enhance business acumen for craft market traders to assist in alleviating unemployment, poverty and inequalities. The questionnaires were crafted strategically, to assimilate information that would serve as the basis or foundation of the research. The responses from the participants would give a clear direction of the plan and would indicate whether the research questions will be possible or impossible to implement.

7.4.1 Demographic profile of participants

The chi-square for independence was used to determine whether or not there was a significant association between two variables, whether age had an impact on the use of ICT in marketing craft and whether gender had an influence on the use of ICT in marketing craft. To describe the population of craft market traders and manufacturers engaged in the study, the researcher's analysis focused on the age of the participants by grouping them, as most of them did not know their exact age.

Table 7.1: Age and gender results of the participants (n = 82)

Number of participants	Age (years)	Percentage	Gender	
			Percentage	Gender
3	<18	3.7	80.5	Female
37	18–35	45.1	19.5	Male
42	36–65	51.2		

Table 7.1 represents the data on the T-test for two independent variables. Out of the 82 participants, three, representing 3.7%, were below the age of 18 years, while 37 participants, representing 45.1%, were between the ages of 18 and 35 years. The data

further revealed that 42 participants, representing 51%, were between the ages of 36 and 65 years. The analyses revealed that the majority of the participants were between the ages of 35 and 65 years. There were a higher number of craft market traders in the age group 35–65 years. Such people are normally regarded as mature people.

There are fewer young people, who should be learning the skills of craft making. It is possible that the children younger than 18 years might have been at school, or that they have found something to keep themselves busy, or that they regard craft making and trading as boring and more suitable for the mature community. According to Lowe (2000), communities develop relationships while working together. Lack of participation from young people destroys the opportunity to communicate and interact with one another and allow positive family interactions, facilitate neighbourhood friendship and fostered connections across social boundaries.

In spite of the information stated above, participation in the selling of craft in the craft market project is done through election of members. In the information age and now, in the knowledge economy age, where information is considered the key resource of production and wealth creation, ICT is changing every facet of life. It is changing the way business is conducted, the way people live and, more importantly, the way people learn. The question is: Are ICT tools in marketing craft associated with age and gender?

The supplemental descriptive statistics will prove the researcher's question of interest by looking at the calculated measure of central tendency, which is the mean and median. The results were that the data were perfectly normal, because the mean and median for gender responses were identical and little skewed with age responses. As the age response was skewed, the researcher was compelled to use the median as the measure of central tendency, which is close to that of the gender responses. It is not that the data collected were skewed, but the age was skewed, because of the groupings that were used.

$$\sigma=\sqrt{\frac{1}{n-1}\sum_{i=1}^{1=n}(X_1 - X)^2}$$

Figure 7.1: Population variance equation used to calculate the standard deviation

The standard deviation for age and gender was calculated using the population variance table as formatted above, and the outcome was tabled below in Table 7.3. One of the objectives of the research concerned the ICT devices that can be used to improve the business performance of craft market traders in HIP. The researcher calculated the standard deviation, using an unbiased estimate of population variance equation to gain an idea of how close the entire set of data is to the average value. This is represented in Figure 7.1 above The results are given in Table 7.2 as follows: the standard deviation of age = **25.84383** and the standard deviation of gender = **43.13351**. Age responses were tightly grouped, as it had a smaller standard deviation. Considering the high rate of participants between the ages of 36 to 65 years, the question that needs to be asked is whether such people can be taught ICT skills to improve their business performance.

Table 7.2: Output from Excel's supplemental descriptive statistics data analysis tool representing the age and gender responses of the participants

	Age	**Gender**
Mean	33.33333	50
Standard error	14.92094	30.5
Median	45.1	50
Standard deviation	25.84383	43.13351
Sample variance	667.9033	1860.5
Skewness	-1.62413	1.7495
Range	47.5	61
Minimum	3.7	19.5
Maximum	51.2	80.5
Sum	100	100
Count	3	2
Geometric mean	20.44323	39.62007
Harmonic mean	9.616171	31.395

The researcher realised that education and training for ecotourism, ICT and sustainable development are becoming well recognised by developing countries and international assistance agencies. In terms of the ICT capabilities in the economic, social and cultural development of rural societies, it is considered by global organisations as one the most important tools for reducing poverty in villages, increasing services and expanding the number of rural industries (Mohammadi *et al.*, 2007).

The life skills experience is the one that is able to impart knowledge skills and expertise to the younger generation. As the basis of formulating comprehensive and integrated training programmes, human resource planning must be carried out at national, regional and local levels. It is important to note the four standard steps approach, as typically applied by Inskeep (1991), in evaluating the present utilisation of human resource in tourism by identifying any existing problems and training needs. Projecting the future manpower needed by the number of personnel required in each category of employment determines the qualification of each job category.

Education and training programmes would be required to capacitate craft market traders. The goods manufactured with endogenous technology should satisfy the basic needs of the whole population and not merely copy the Western way of life (Lockett, 2002). If craft market traders are provided with necessary skills they will be able to maintain their culture and heritage through craft. One of the findings of the researcher is that there is still hope, because the group that is between the ages of 18 and 35 years forms 45% of the participants.

7.4.2 Gender of participants

Gender is a particularly important aspect of culture, as individuals' cultural context shapes their understanding of appropriate gender roles and responsibilities. Table 7.1 above lists the demographic profiles of the participants and shows that the majority of the participants were women (80.5%), while men constituted 19.5%. Approximately four out of every five traders are women. Both women and men are allowed to choose from the full range of human behaviour on the basis of their own unique personalities and circumstances, other than their gender, thus there is reference to androgyny, the term used to describe a lifestyle in which there is no gender role differentiation however, it is evident from observation that HIP women are still regarded as feminine, soft, emotional, sweet and submissive.

The scarcity of women in decision-making positions is evidence of women's powerlessness in the craft market. While city residents experienced greater freedom of expression, people living in rural areas continued to be marginalized and disempowered (Routledge, 2010). Government, business sectors and civil society should work together to remove these obstacles by giving women access to finance, enterprise development, business education and, market and trade opportunities. Single-parent households headed by women appear to be on the increase. Emphasis should be placed on women, as they outnumber men in numbers in this research as per participant's response, as well as in South Africa, where women make up 52% of the population, according to Statistic South Africa, 2011 census. The response to gender questions revealed that women exceed men in HIP in trading with craft. Women's roles within the family, such as child care at home, tend to limit women's opportunities to use the Internet (Kennedy, Rousseau & Low, 2003).

The finding revealed that age might have an impact on the use of ICT in marketing craft, as the mean and median were not equal. As stated in Section 4.5, Van Dijk (2001:358) points to the following inequalities when discussing inequality and discrimination against women in any given society: power differences in everyday conversational interaction; verbal sexual harassment; gender inequalities in bureaucratic and professional text and talk; limited access to, and control over, various forms of media discourse; discrimination in hiring and promotion in discourse in the context of organisations; and stereotypical and sexist representations of women in male-dominated discourse, in general, and in the mass media, in particular. Despite any obstacles in their life path craft market traders, especially women, will sell their craft in order to support their families.

7.4.3 Marital status of participants

Hofstede (1980) emphasised that it is culture that makes us specifically human, rational beings, endowed with a critical judgement and a sense of moral commitment, and it is through culture that we discern values and make choices. Table 7.3 shows that there were a high number of unmarried, single, widowed and divorced participants, which implies that the community bond or culture has disintegrated or the community fabric is no longer woven or intertwined.

Table 7.3: Marital status of participants

Marital status	Frequency	Percentage
Unmarried	44	57.3
Married	38	46.3
Total	**82**	**100**

Loosened threads in the community structure means that the community is no longer stable and the cultural bond has been lost. Therefore, if culture is lost within the communities, the chances to transfer skills to the younger generation will be minimal as it is difficult to define, isolate and measure culture. The social background is the most critical point in marketing business, as social entrepreneurs such as craft market traders started with little local enthusiasm and they often encounter challenges that have local expression but global relevance, such as business skills, poverty, unemployment and inequality. Identifying ICT tools that would enhance the business performance of craft market traders in community tourism can even be done through a desktop exercise, but the social issues must be observed thoroughly and taken into consideration in order not to defeat the whole purpose or objectives of the research.

7.4.4 Who is the breadwinner?

The objective of the study was to determine in which ways ICT could be used to improve the business performance of craft market traders at HIP. This objective further imposes a question on whether or not the level of poverty and unemployment influences the use of ICT in the marketing of craft. Therefore, to understand the essential elements that can promote a sustainable community development framework for electronic craft market trading, it was crucial for the researcher to understand the family background of the participants, relating to issues such as who is the breadwinner, who is responsible for their well-being, and whether that breadwinner is employed and, if so, by whom. Although these questions might be seen as sensitive and personal, they were for the benefit of craft market traders. There are few communities around HIP that sustain their families through craft market trading.

Therefore the responses in Figure 7.2 reveal that 83.3% of the breadwinners are either self-employed or work for a non-governmental organisation (NGO). The none response was due to that there is no one working within that household. Figure 7.2 below also reveals that the rate of employment is low, because they were target and are self-employed craft market traders. If the majority of the local community are self-employed, with a low income rate, would it be possible to train these craft market traders? Should external funding or grants be made available in order to achieve the objectives of the research? These questions will be posed for further studies. Chapra (1993) stated that appropriate education and training as well as health strongly contributes to improvements in greater socio-economic justice, as education opens the door to social equality and economic opportunity.

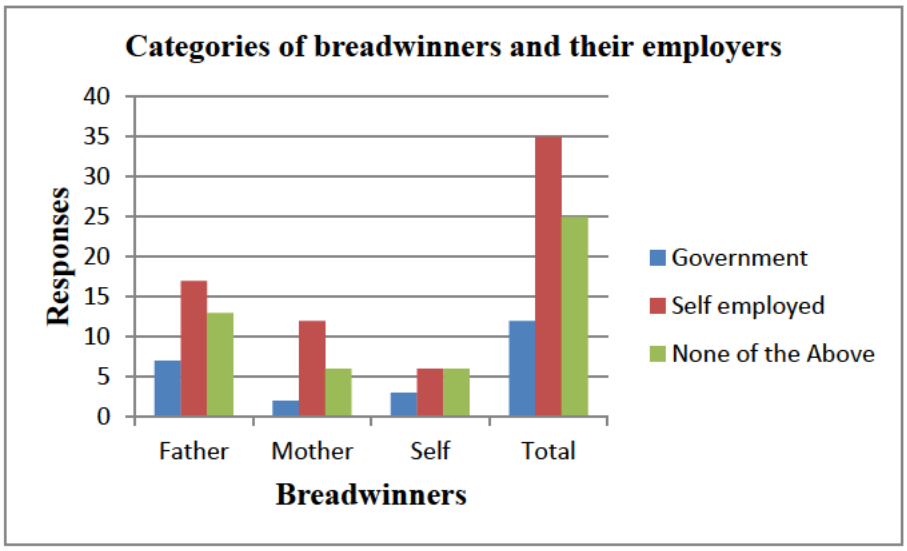

Figure 7.2: The categories of breadwinner and their employers

7.4.5 The length of period worked by the breadwinner

The question concerning the length of period worked by the breadwinner allowed the researcher to evaluate whether she is dealing with people who are unable to stay in one workplace or people who are loyal to their work. The response received was very disappointing, as 49% of the craft market traders were not sure of the period worked and 17% did not respond at all. Therefore, 66% of the 82 participants did not answer the question. The estimated mean time the breadwinner had worked equalled 10.6 years for the

remaining participants. It should be taken into consideration that local communities sometimes do not like to talk about themselves, as they regard it as personal and private. Although the researcher had promised them confidentiality, but was unable to force them to complete the questionnaires where they felt uncomfortable, as this might have jeopardised the research.

7.5 PERSONAL DETAILS SUMMARY (FIRST THEME)

Even though the question regarding personal particulars was an ice breaker, the response by the participants gave a deep insight into the research problems. The research questions concerning the essential elements that can promote a sustainable community development framework for electronic craft market trading, as well as ICT devices that can be used to promote sustainable community development for electronic tourism in HIP, relate to community development.

Local communities sometimes do not like to talk. Discussing personal details with research participants is sometimes seen as 'breaking the ice', enabling the discussion to progress to deeper issues, as the results obtained gave the research a clear indication of the people with whom the researcher is dealing. The research responses revealed that, although the age data were skewed, it is evident that gender does not influence the marketing of craft using ICT tools, as the mean and median were equal. Introducing ICT devices to the craft market traders would yield positive spin-offs in the country's economy.

7.6 HISTORICAL BACKGROUND OF TRADERS

The researcher wanted to establish whether the historical background of craft market traders has an influence on the use of ICT in marketing craft to enhance business acumen in the tourism industry. Cline (2011) states that traditional authority is a form of leadership in which the authority of a ruling regime is largely tied to tradition or custom and therefore the legitimacy of the authority comes from tradition. Local communities in HIP are organised along the lines of the traditional authority, which relies heavily upon traditions and customs in order to regulate human behaviour, to distinguish right from wrong and to ensure sufficient stability to allow the group to survive (Berg, 2001:134). Describing and interpreting social expressions of craft market traders would give a clear directive of the research questions raised, for example whether communities fear or resist change and how they can use ICT devices to enhance their business acumen.

Ethnography assisted in this regard because it is a process that attempts to describe and interpret social expressions between people and groups. Each traditional authority is divided into wards in order to manage or rule the people. For the research to be successful it was important to understand the role of individuals in the traditional structure, as well as getting acceptance from all spheres of the local community. .*Amakhosi* and their traditional authorities are meant to work with municipalities to identify the needs of their community and be involved in the municipal affairs, including Integrated Development Plans and participating in service delivery. Most municipalities have districts, as well as local areas, and these are managed by councillors in the traditional authority, while the *izinduna* represent the councillors. M. Ngobese had more than 50% of the community members in his ward.

Local communities, through their traditional leaders, are called upon to play increased roles in community development, although currently the dominant role is played by the state, through the municipal service partnership. A community is not defined as an entity in itself, but a set of often overlapping networks constructed through social relations. Its characteristics are a sense of belonging or communality, but this does not necessarily mean communities have to be homogeneous; the social construction often involves a power struggle, where various forms of social capital are mobilised (Lee *et al.,* 2005:270). ICT diffusion can also play a major role in poverty reduction, through better diffusion of information, more effective promotion of social programmes and improved governance and political participation (Adeya, 2002).

The statement by Adeya means that government, who has all the power through legislation, can reduce poverty through ICT diffusion. ICT infrastructures can be developed by government to assist local communities. ICT in South Africa, especially in rural areas, is recently introduced. Access remains the key investigation subject. Government therefore has had to take the leading role to define appropriate policies to address ICT. The economic literature on ICT penetration in households is relatively scarce, if compared with that regarding its diffusion in the workplace (Venkatesh & Brown, 2001). If tourism strategies are to be sustainable they must be developed, not simply in conjunction with the public, or through public participation, but as forms of community development (Hughes 1995, cited in Richard & Hall, 2002:91).

7.6.1 Length of stay of participants

The data about the length of stay of the craft market traders determine the period of stay in the area. The length of stay can indicate whether they are indigenous to the area or foreigners. The responses about the length of stay will also aid in capacitating the craft market traders. After the data were collected, the researcher needed to ascertain whether or not expectations regarding data characteristics and quality had been met. The purpose of each measure was to compress information about a whole distribution of cases into a single number. Figure 7.3 below indicates the data on the length of stay of the participants.

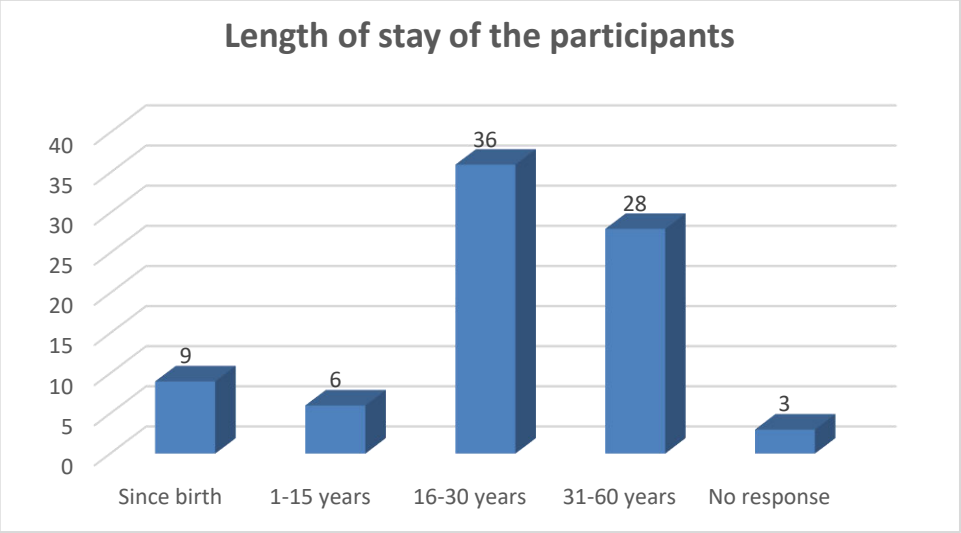

Figure 7.3: Length of stay of participants

7.6.2 Payment of rent in the craft market

Some of the questionnaires were indirectly linked to the objective of the research, in order to have a broader understanding of the current situation in the field of craft market traders and also to ascertain whether or not economic development influences the use of ICT tools for marketing craft. The craft market traders were asked whether they pay any rent to the market for utilising the craft market centre to sell their wares. The craft market rental is for facilities and services that are provided in the craft market, such as electricity and water. The payment of rent in the market was determined to ascertain whether, out of the profit made, craft market traders utilise their income for purposes other than purchasing materials to develop their craft.

ICT is the intersection of diverse fields of enquiry and application, spanning technology, economics, sociology and policy, and is therefore viewed as both a means and an end to development (Lanvin & Qiang, 2003). Figure 7.4 depicts the data on the payment of rent in the craft market. The vast majority of the traders (93.9%) do not pay rent. Non-payment of rent in the market by craft market traders proves that EKZNW not only conserves wildlife, but also caters for community development, by offering the usage of all the utilities such as water, electricity and ablution blocks, as well as the market structure to sell their craft, without any payment or contribution to the Reserve.

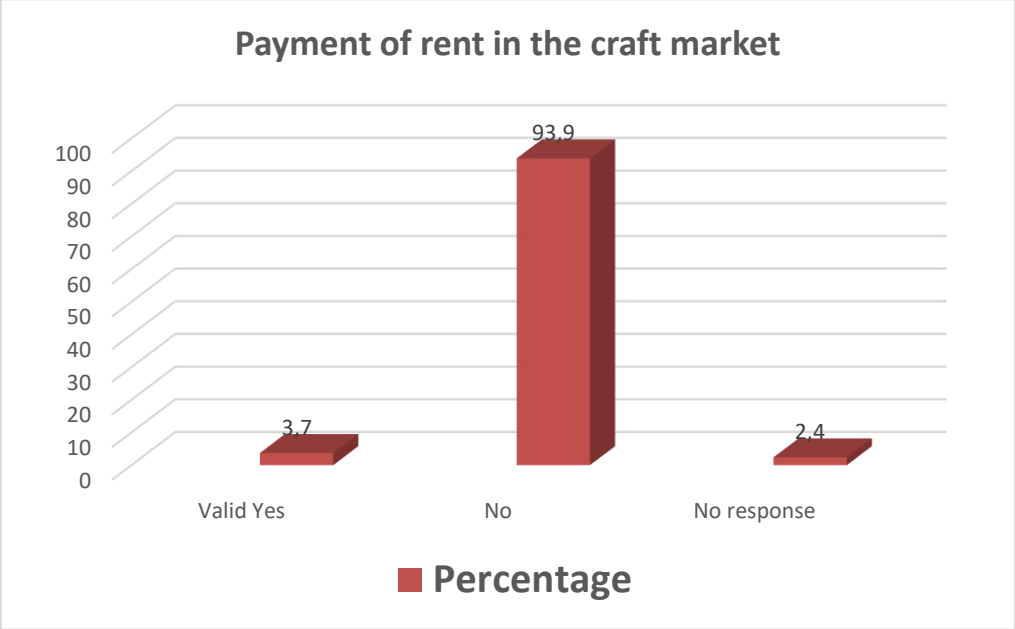

Figure 7.4: Payment of rent in the craft market

The vast majority of the traders (93.9%) do not pay rent. Non-payment of rent in the market by craft market traders proves that EKZNW not only conserves wildlife, but also caters for community development, by offering the usage of all the utilities such as water, electricity and ablution blocks, as well as the market structure to sell their craft, without any payment or contribution to the Reserve. The danger might be that the non-payment of rent, while there is some profit gain, may result in EKZNW management reconsidering the terms of conditions of the market as the new emphasis on community development has been linked to the wider neo-liberal objectives of creating active communities to promote self-reliance,

local initiative and reduced ‘dependence’ on the welfare state (Cochrane, 1993; Kearns, 1992; Lovering, 1995).

7.6.3 Speedpoint ownership

The craft market is situated inside the HIP protected area and tourists visiting the Reserve normally carry credit cards. As they are unable to purchase from the market with cash, a speedpoint credit card facility of ABSA Bank is needed, because it accepts all cards, including American Express and Diners Club, which most of the tourists carry. Daily transactions are batched and ABSA Banked automatically at a pre-set time at night.

If the craft market trader has made a mistake in terms of processed items, he or she can immediately make refunds to the cardholder’s account, using the supervisor’s card. Transactions are authorised via the speedpoint connected to a phone line, radio pad or via (General Packet Radio Service) GPRS. It is cheaper and safer to use the speedpoint, as a stolen cards database is downloaded automatically during ABSA Banking. Technicians from ABSA Bank can install and provide training at the craft market traders’ convenience. The pricing of the speedpoint is based on the volume of cards they might process and the average ticket value.

The speedpoint can be used at the market’s storefront, with the Internet (e-commerce) and cellphone (m-commerce) facilities. The craft market traders can use the following for the effective and efficient running of their business: a stand-alone card acceptance device located at the customers’ point-of-sale area, or a host-to-host as a direct link from the customers’ computer centre to ABSA Bank’s centre.

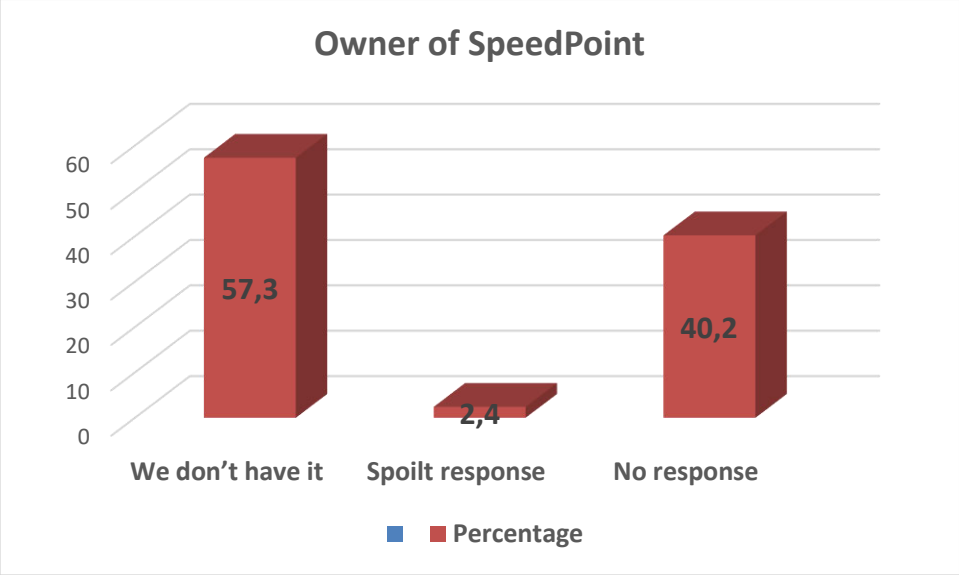

Figure 7.5: **Owner of speedpoint**

The integrated solutions card acceptance device, which is integrated into the customers' point-of-sale equipment, is an additional facility. With this solution they provide the ability via a service provider to accept credit card payments via the Internet for goods and services. Figure 7.5 below depicts the data on the owners of speedpoint at the craft market. However, the participants have not heard of a speedpoint and are not aware that they have any use for it.

Three of the participants who stated that they do not have a speedpoint answered "Yes" to the question on whether a speedpoint is available (see Figure 7.5). The information provided was incorrect with regard to that 40,2% of the respondents did not answer that question, thus it is not clear whether they are aware of the speedpoint or not. This demonstrates how irregular information can be given. It is therefore important, when dealing with communities, to observe and distinguish through observation, body language their response.

From the 11 questions raised under Part 2 of the questionnaire, the historical background of the participants revealed that the economic development of craft market traders might influence the use of ICT tools for marketing craft, as they do not own a speedpoint at the moment, which means cash just exchanges hands. They are not utilising cash cards, even though most of their clients, who are tourists, use credit cards. To boost their economic benefit capacity building, mentorship and training are necessities for craft market traders.

It is evident that economic development using ICT tools is essential to the financial and social well-being of craft marketers living in impoverished communities, as well as to the economic growth of the province. Economic benefit should be balanced with social needs.

7.7 COMMUNICATION INSTRUMENT AND ITS USE AT HOME

Part 3 of the questionnaire, which dealt with communication instruments and their use at home, was designed to ascertain whether or not the level of exposure will influence the use of ICT tools for marketing craft. The radios were extensions of traditional information networks, with the centralised 'authority' of the medium spreading information, as this was regarded as the earlier technologies for information dissemination, compared to the ICT devices currently used today.

7.7.1 Radio and its use at home

The current status of the radio and its home usage among local communities/craft market traders around HIP is that the radio is regarded as the best mode of communication. The number of participants who use the radio daily is 43 (52.4%). The municipality is generally characterised by rural communities, predominantly under traditional areas; 91% of land is under traditional authority, 3% is commercial farmland and 6% urban.

The major town is Hlabisa, with secondary nodes of Empembeni and Ezibayeni. The radio can play a role in carrying the message from craft market traders to the community, should they need more craft or there is an influx of tourists in the area. The empirical results reveal that 59 (72%) of the 82 participants use a radio daily or sometimes. They listen to radio programmes such as news, education and awareness programmes, drama and songs. Radio is considered an important medium in the everyday life of craft market traders in HIP. Those engaged in selling craft also listen to the radio when the markets are quiet. The radio provides an opportunity to indulge in leisure and allows for collective listening.

7.7.2 Television and its use at home

Most of the families bordering HIP own a radio, whereas 48.8 % of the participants do not have a TV set. Remoteness of location, non-availability of power supplies and low rates of literacy have hindered the distribution of TV sets among craft market traders. However, 37 (45%) of the 82 participants use a TV daily or sometimes. Although geographical area,

poverty and infrastructure can prevent the craft market traders from owning a TV set, they are not easily moved by new developments and they believe in what they have been accustomed to. Figure 7.6 below indicates the findings on the use of TV at home.

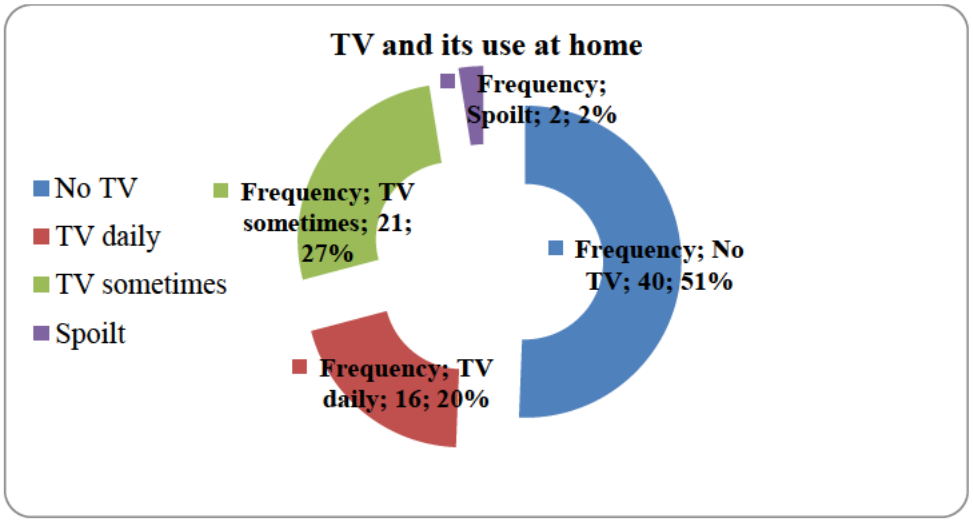

Figure 7.6: TV and its use at home

As stated in Section 3.2.1, the researcher added lack of connection to Van Dijk and Hacker's (2003) four types of barriers to access (lack of mental, material, skills and usage access). The fifth barrier refers to lack of resources such as electricity and Telkom services to connect to the Internet. The use of a TV set at home by craft market traders implies that the digital gap will slowly be bridged, as communities are using technology for their own benefit. The researcher felt that the arguments presented by researchers on behalf of the ill-effects of TV are fundamentally weak and flawed, as they are normally based on the assumptions or perceptions of an individual. TV, cellular telephony and the Internet have opened up new opportunities in communication, leisure and training, and yet barriers prevent certain social groups from accessing new technologies.

7.7.3 Watching of videos using a VCR or DVD player

The most common application of the VCR is its use by consumers for the purpose of playing and recording TV programmes and for creating home video recordings. Although 48.8% of the participants stated that they do not have TV sets, the question was asked, as they might have used a VCR at school or in community halls during meetings. DVDs are commonly used as a medium for digital representation of movies and other multimedia

presentations that combine sound with graphics. Out of 82 participants only 18 sometimes watch videos using a VCR or DVD player. This means that radio, followed by TV, remains the most accessible media on the African continent (OECD, 2009). Mass media are therefore still the more appropriate technologies for illiterate communities.

7.7.4 Computers

Computers nowadays are assisting in the development of new innovations, make confusing data understandable and serves as a tool of problem solving through google network. Communities learn to use new technology continuously. A question on computer access was posed to the craft market traders to determine whether they are changing with the times and adjudging their computer skills level. The community's skills level in the use of ICT will determine the starting point of training. In response to the access and computer use question, the researcher found that access to, and use of, computers is almost non-existent, as 79% of the participants who replied had no computer at home.

The introduction of technology has seeped its way into our daily routine and we depend on it, as everything we do is somehow connected with technology, whether watching TV or listening to music on your cellphone. As not everyone can afford computers at home, telecentres might play the role of being the main places that give opportunities for communities to use computers as frequently as possible, provided they are accessible to them. The researcher questions whether the computer usage is by choice or because development takes time to reach rural areas. Does the local communities see the benefits of engaging themselves in new technology and using electronic devices? This is a question for further studies. Table 7.4 (a) and (b) show the data for all communication instruments that were used in the questionnaire. QI macros were used to compare the p-values to significance in order to accept or reject the null hypothesis, and to determine whether two factors have the same or different means or averages.

Table 7.4 (a): Raw results from the survey questionnaire grouped per theme

Themes **The communication instrument that you use at home**	**No**	**Daily**	**Sometimes**	**Never**

Radio	15	43	16	2
TV	40	16	24	2
Watching video using VCR or DVD player	66	Nil	15	1
Using PC to play computer games	79	Nil	3	Nil
Using PC to play educational games or use educational software	82	Nil	Nil	Nil
Using games machine to play computer games	82	Nil	Nil	Nil

Table 7.4 (b): Two-factor ANOVA without replication

	No.	Daily	Sometimes	Never
Radio	15	43	16	8
TV	40	16	24	2
VCR or DVD player	66	0	15	1

The conclusion is that the level of exposure can influence the use of ICT tools in marketing craft.

The level of exposure of local communities to the electronic instruments used at home is a great necessity, as it will give them the basic skills and understanding of using electronic devices. The craft market traders need capacity building, mentorship and training in utilising communication instruments. Therefore radio tend to be the preferred tool used by craft market traders as it is within their reach.

7.8 KNOWLEDGE OF TOURISM EDUCATION

The last objective of the research, states that ICT could be used to enhance business acumen in the tourism industry. The hypothesis was therefore developed to answer the eight questions in the questionnaire. The hypothesis was that community tourism has an impact on the use of ICT in marketing craft. To answer the questions posed by the research, the researcher had to ascertain whether or not craft market traders understand what is happening inside the protected area which they border, as well as benefits the protected area has with regard to tourism, as sustainably operated tourism in protected areas (from a market perspective) provides revenue for management.

It also generates income for local communities and the organisation, with an interest in conserving biodiversity and cultural resources. Mutual benefits are derived from biodiversity, flora and fauna conservation. Biodiversity conservation also boosts the influx of tourists that visit the HIP for game viewing and appreciating the pristine environment. Local communities benefit from the tourists visiting the Reserve in terms of employment in the hospitality industry, as tour guides, or selling craft in the market. Further objectives would be to develop processes for engagement with community stakeholders and to determine standards and performance measures to evaluate these programmes, of which the community levy is one.

7.8.1 Understanding tourism

Forty-two per cent of the craft market traders regard tourism as new life, employment, money and entertainment, as these are the benefits that they have seen tourism bring to their lives or environment. Approximately 19% thought that tourism is about networking with people from other countries. Almost 95% of the participants therefore had an understanding of tourism.

7.8.2 Importance of tourism to the community

Figure 7.6 confirms that 33% of the craft market traders view tourism to their community as being very important, as 17% stated that, because of tourism, they are able to sell their craft and 45% stated that it increases the economy of South Africa. Ashley *et al*. (2000, cited in Tecle & Schoeman, 2006) found that tourism has an exceptional capacity to create opportunities for the poor, for a few reasons.

Community based tourism aims to empower disadvantaged people and therefore ‘is mostly directed towards fostering development in disadvantaged contexts’ (Giampiccoli & Mtapuri, 2015:29), where it has been proposed that ‘within a globalisation perspective, developing countries have certain advantages in terms of their unique product offerings, often associated with pristine natural resources and cultural heritage; this includes the demand for wildlife tourism, especially in Africa’ but caution needs to be exercised from spoiling natural attractions from over-zealous developers. The attributes of ecotourism products have been highlighted by many researchers in the past. On the contrary that,

tourism's strength which creates impact is linked with multiple dimensions including economic, cultural, social (Gursoy & Rutherford, 2004) and environmental dimensions.

Table 7.5: Importance of tourism to community

Importance of tourism to community	Frequency	Percentage
To increase our economy	37	45.1
To sell our craft	14	17.1
No response	1	1.2
Is tourism important to community?	26	31.7
We get employment, money and other benefits	4	4.9
Total	**82**	**100**

7.8.3 Benefits received from tourism

Out of the 82 participants, 94% see the need for tourists to visit HIP. Table 7.5 shows that 83% of the craft market traders are unaware of benefits received from tourism and only 15% are aware of the benefits. Tourism is a holistic term used. The responses may indicate some uncertainty among the traders, as initially 94% of the craft market traders saw the need for tourists to visit HIP. Capacity building for developing technical skills in tourism management, as well as in managerial administrative and financial capabilities, is needed to enable community members to establish tourism businesses. By making sustainability a focus, tourism businesses can save money whilst enhance customer appeal, develop a competitive advantage, mitigate their impact on the environment and support local economy (Graci & Dodds, 2008). Of the participants, 68 (82.9%) have not received any effective tourism training, education or awareness.

A marketing strategy is very closely linked to the promotion of the craft market traders' business. Several promotional tools need to be developed to create a foundation of such a business. Documents such as business plans, which provide a more coherent framework for how and where to plan a business, need to be drawn up, depending on the target group of consumers. The EKZNW website, which provides information about new products, as well as about conservation efforts by the community and EKZNW itself, needs to be publicised across the globe, so that all can see the visual designs of the craft available. Although most of the craft market traders are from a isiZulu-speaking community, the website has to be translated into English in order to attract more foreign tourists, particularly those who rely on the Web to make travel decisions.

Table 7.6: Benefits received from tourism

Benefits received from tourism	Frequency	Percentage
No	68	82.9
Yes	12	14.6
No response	2	2.4
Total	**82**	**100**

Table 7.6 depicts the data on the participants' perceived benefits gained by tourism. Empirical evidence shows that cash income from tourism has the potential to stimulate income diversification and risk management among households (Lapeyre, 2010; Lepper and Schroenn, 2010). The total population in the area studied corresponds to 82 participants, of which 82.9 % responded negatively to the benefits received from tourism and only 14.6 % responded positively. In the table 7.6 above 45.1 % stated that tourism increase their economy. Studies have shown that the distribution of the benefits of ecotourism is characterized by a manifest inequality among different stakeholders involved in ecotourism development (He *et al.*, 2008). Besides, the lack of skills and experience in planning, business management, financial management, marketing, and product research and development often places them in a poverty trap, as the partner NGOs usually undertake these tasks. This prevents the formation of human capital within the communities in the future (Zeppel, 2006).

In spite of a movement toward local participation, there has been limited commitment to redistribute power among stakeholders; decision-making power related to conservation and ecotourism still lies with government agencies and NGOs, with local communities being limited or restricted in resource use (Zeppel, 2006). Therefore communities sees no tourism benefits as they still live from hand to mouth while NGOs and Private sector are reaping tourism benefits.

7.8,4 The community levy

Only 24 of the 82 participants (29%) know what the community levy is; 54 (66%) participants have no knowledge of the community levy. Although EKZNW has been commended for the initiation of the community levy, the communication has not filtered through to the local communities. The researcher speculated that because EKZNW has been building schools, extending classrooms and building administration blocks, the local community might think it is done by the Department of Education, through EKZNW. Before any development commences, EKZNW has a meeting with the communities, during which a needs analysis is done. EKZNW does not impose development on communities; it is their choice and their voice that are taken into consideration.

The 29 % of the participants who stated that they know what the community levy is, are mostly the ones residing close to the Reserve and some of the members of their families work inside the protected area. Those who are aware of the levy live close to the project that was initiated and developed by EKZNW. Once the project is completed, EKZNW normally has a handover ceremony of the project to local communities. Table 7.7 below depicts the participants' knowledge of the community levy.

Table 7.7: Knowledge of the community levy

Understanding community levy	Frequency	Percentage
Yes	24	29.3
No	54	65.9
Spoilt	2	2.4

No response	2	2.4
Total	**82**	**100**

The EKZNW has built a number of schools, administration blocks, crèches and the Amakhosi Lodge, currently called Enselweni Lodge, from the community levy. With the implementation of ICT, life will be much easier, as information will be communicated via ICT devices such as the Internet, cellphones and the Web. Therefore, communities will cut down on travelling costs and avoid walking long distances to attend *Imbizo* meetings. More time will be spent focusing on other issues or activities that might be beneficial to them.

7.8.5 Awareness of community levy development

Table 7.8 depicts the data on the participants' awareness of community levy development. Only 28 of the 82 participants (34%) are aware of community levy development. The community around HIP is not aware of what is happening on their doorstep, although development is for people and they are supposed to embrace it by being involved and regarding it as their own.

Empirical studies have used stated preference techniques to assess willingness to pay for different ecotourism attributes. These analyses show that entrance fee hikes for protected areas generally result in fewer tourist visits but more revenue since the demand for ecotourism is generally inelastic (Hearne and Santos, 2005). EKZNW has used these entrance fee hikes and that for accommodation to build the monetary for communities and that money has been offered to communities bordering the reserve

Table 7.8: Awareness of community levy development

Community levy development awareness	Frequency	Percentage
Creating employment opportunities	53	64.6
They would receive cash benefits	11	13.4
Spoilt response	1	1.2
No response	15	18.3
To employ local communities	2	2.4
Total	**82**	**100**

7.8.6 Ability to count cash

The cash received from the items that are sold is counted by the craft market traders in the market; from there it is given to the owner of the craft, as all craft in the market bears the name of the manufacturer or the producer.

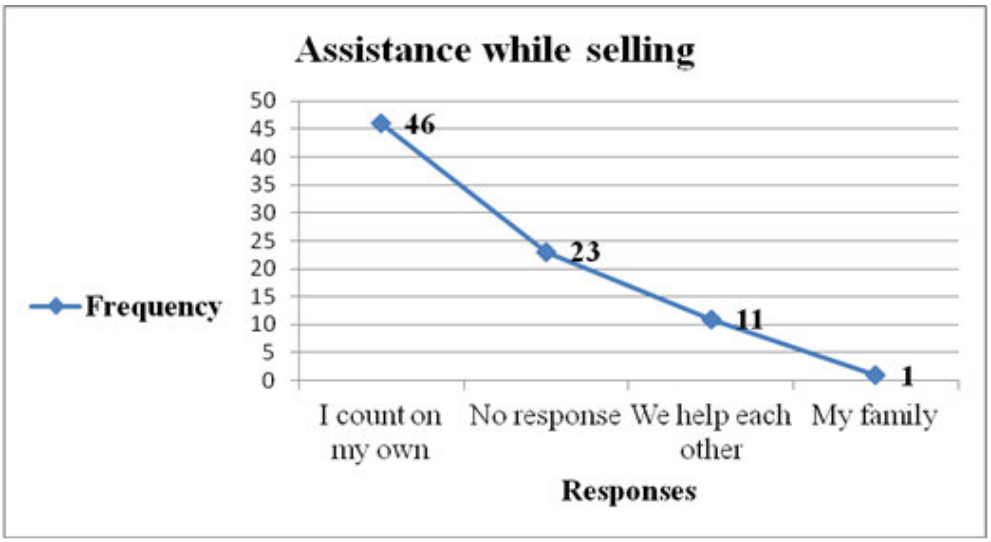

Figure 7.7: Assistance while selling

Therefore, the cash obtained from the market goes straight to the owner, who normally uses it for his or her needs. Figure 7.7 above shows the data on the participants' level of assistance while selling. Of the participants, 57% count their own cash and 14% help each other. Over 90% of the participants stated that they can work out the total price in the market for the goods sold.

7.8.7 The initiator of the new development

Only 32 of the 82 participants (39%) have an idea about the possible benefits of the community levy. All these participants, however, viewed new development as a possible benefit. Normally, when EKZNW is talking about the community levy, the local communities see development, so they are not wrong when they state that the community levy means new development in their area. There has been a mixed feeling among the local communities regarding the initiator of the community levy. Their responses were as follows: 20 out of 32 participants stated that the main initiator of new development is EKZNW; the majority of the participants regard the ward leaders of izinduna Mthokozeni

and D. Ngobese as community developers, but they do not perceive them as being able to make the community levy beneficial to the community.

The perception and motivation of local communities concerning development is difficult. Two participants who mentioned leaders as initiators and new development as a benefit are not aware of any community levy development. The new development is some distance away from some participants. However, rural communities are still exposed to the challenges and constraints to promoting ICT development in rural areas especially education and awareness. Harris (2001) found that educating and training rural communities in which the majority are illiterate in ICT requires patience and determination. Therefore, ICT not only focuses on devices, but also the issue of understanding current trends had to be taken into consideration to judge whether local communities are aware of their surroundings.

7.8.8 Support for the development of Amakhosi Lodge inside the Reserve

Dürsteler (2005:1, cited in Matodzi *et al.*, 2007) stresses that knowledge management is a significant consideration for businesses in a knowledge economy.

It involves the process of identifying, indexing and making available (in various formats) knowledge generated within the daily activities of an organisation. The researcher had to identify development that communities should be aware of. The question of the development of Amakhosi Lodge inside the Reserve was asked. From the community levy EKZNW has developed Amakhosi Lodge within the protected area, which is unique in South Africa. Amakhosi Lodge is administered by EKZNW at the moment, but operated by the local community bordering HIP.

Table 7.9 shows the participants' level of support for the development of the lodge. The aim of building of the Amakhosi lodge within the protected area was the means of raising people's income and reducing poverty by creating job opportunities for local communities closer to their homes. The objective will not be achieved if local community are unaware of the development, thus the question was imposed.

Table 7.9: Support for the development of Amakhosi Lodge inside the park

Support for the development of *Amakhosi* lodge inside the park	Frequency	Percentage
Yes	60	73.2
No	3	3.7
No response	3	3.7
No idea	16	19.5
Total	**82**	**100**

Seventy-three per cent of the participants supported the development of Amakhosi Lodge within the park. Almost 20% were unaware of it. The development from the community levy was initially called Amakhosi Lodge, but was later changed to Enselweni Lodge, as the EKZNW was afraid that the Amakhosi would take ownership of the lodge and local communities would be unable to receive the benefits. The name 'Enselweni' comes from the nearby river, which resembles a horseshoe and is called *inselo* in Zulu.

7.8.9. Changes Amakhosi Lodge would bring to the communities

Studies in ICT have shown that ICTs have the potential to enhance development activities in local communities, as the availability of information and knowledge can support the operation and effectiveness of development activities. According to the participants a decrease in the crime rate, an increase in employment opportunities and improvement of the economy (in this order) are the most important changes the Amakhosi Lodge would bring to the communities. There are cases where ICTs are known to have social and economic benefits in communities, but there are also cases where the implementation of ICT projects has actually not made a difference, or the effects have been harmful to communities (Tacchi, Slater & Lewis, 2003).

Table 7.10: Changes Amakhosi Lodge would bring to the community

Changes Amakhosi Lodge would bring to the local community	Frequency	Percentage

It would assist communities in terms of employment	16	19.5
Increase economy and better our lives	15	18.3
I have no idea	2	2.4
Spoilt response	1	1.2
No response	17	20.7
It would depend on the objectives of the area	2	2.4
Missing systems	1	1.2
Total	**82**	**100**

If 28% of the participants did not understand that the development of Amakhosi Lodge would boost their economic growth within the Reserve, the researcher had to ascertain whether it is possible for an ICT development initiative to be successful. Table 7.10 depicts the participants' perspectives on the changes the lodge would bring to the community

7.9 ELECTRONIC LEARNING

The section on electronic learning, which was the last part of the questionnaire, was designed to ascertain whether or not the electronic knowledge of craft market traders will influence the use of ICT tools in marketing their craft. With regard to electronic learning, the responses were taken as two separate samples to test the hypothesis. Although modern ICTs are powerful tools for communicating information, they cannot solve the underlying socio-economic and political problems associated with development processes (Servaes, 2008:206).

Local communities, especially women, have been denied access to education and to trading opportunities, as they were placed in the peripheral urban areas by the apartheid regime. It is therefore important to empower local communities with knowledge. Local communities need to be involved in the design of universal access programmes by participating in decisions concerning particular information access outlets. According to Matodzi *et al.* (2007), e-learning is often viewed as a vehicle that can bridge the digital divide between rural and urban communities in sharing knowledge, enhancing educational qualifications, ensuring lifelong learning and contributing towards alleviating poverty and accompanying socio-economic problems. .

Table 7.11: Two-sample variance testing of electronic learning

Electronic learning	No	Yes
Are you able to read or write?	15%	85%
Are you able to count cash or calculate?	95%	5%
Do you have a speedpoint?	77%	23%
Are you computer literate?	93%	7%
Have you ever heard of e-mail? or Internet ABSA Banking?	51%	49%
Do you own a cellphone?	38%	62%
Do you think e-mail or Internet ABSA Banking will benefit you/craft market?	27%	73%

The researcher wished to explore the possibilities of introducing a basic level of e-learning to craft market traders in HIP to bridge the gap of the digital divide through understanding of ICT and business models. According to Daly (2004:1), through e-learning ICT delivers sufficient knowledge and intensive management skills to people in rural communities. This, in turn, can help other people to access the information and skills they need for better management. Table 7.11 below shows two sample variance testing of electronic learning. The stated above questions were asked in order to ascertain whether craft market traders will provide valuable insight into electronic learning.

The first step to apply e-learning in education is to master in working with computers and consider computers as a main instrument in this method of training. By doing so, e-learning can be considered as a valuable method. Our country is now offering e-services which is expanding instantly, but due to the lack of familiarity with these services, their use is not yet widespread (Hodavand, 2008). Secondly 93% craft market traders are computer illiterate. Most studies have found that an effective way of ensuring the economic success of ICTs in rural areas is to encourage local participation and to create social institutions in support of the new technologies. This can be achieved through a participatory approach. Communication in virtual reality by means of e-mail can be used for mastering business competence only 49% have heard of the email, but can they access it? Which is impossible

as 93% are computer illiterate. Almost every internet user has an email address, to send texts, graphics and some files, thus other cellphones have a Gmail component built in so to create your own email, 62% possess cellphone but the greatest limitation is the standard of education. The traditional methods, face-to-face and lively communication does not exist in e- learning, the teacher is absent..

7.9.1 Literacy levels

Eighty five per cent of the participants stated that they are able to read and write, which means they had a primary education, and only 15% are illiterate. A central issue in literacy is reading development, which involves a progression of skills that begins with the ability to understand spoken words and decode written words, and culminates in the deep understanding of text. This is true with craft market traders as well, but in their mother tongue, isiZulu. At present, local business people in Africa lack the strong information literacy skills needed for using ICTs effectively (Mason, 2011; OECD, 2009).

ICT implementation has many challenges, including the language barrier, integration of computer skills, literacy levels and information literacy levels. The (73 %) of the participants were almost unanimous in their belief that technology would be of great benefit to the community. However, the expertise to use e-technology and facilities are lacking. In addition to the proposed communication centre explained earlier, an e-technology training centre should be set up. Internet usage has been associated with the educational level of Internet users: the higher the educational level, the greater the use of the Internet (CNNIC, 2007). Such a centre could run short courses aimed at training the community in the use of e-technology.

7.9.2 Owning a speedpoint

The researcher will define the speedpoint according to the information collated from ABSA Bank during the interview process. It is explained as a fixed point of sale that uses a modem connection for data transfer, making it ideal for merchants with a traditional telephone modem. Cash till points used to be big, like the old type-writer machines, but with modern technology it has been transformed into a handheld device and nowadays it is called EFT Smart+. Only 77 % of the 82 participants stated that they have a speedpoint; 23%

participants stated that they do not have one. The EFT Smart+ or speedpoint can be used to make it easier for tourists to do business with the local communities.

The speedpoint is the ideal choice for anyone with a traditional telephone system and is suitable for countertop card acceptance in any industry. Should the craft market traders have a speedpoint, it can be used as follows: an overseas visitor who wants to buy some gifts needs to know the amount owing in US currency and can only pay with travellers' cheques or with a credit card. If currency conversion facilities, direct links with the credit card accounts and travellers' cheques and banking facilities are available, a transaction should be easy to conduct. With the aid of electronic banking and e-mail facilities, an order for a product could be placed and paid for anywhere in the world. Once electronic payment is made, the product could be shipped to the purchaser. The benefits offered by a speedpoint, as explained by the ABSA Bank staff who were interviewed, are the following:

- Faster, convenient and more reliable transaction time
- Online authorisations performed within a few seconds, decreasing the overall transaction time
- Reduced costs
- Large keys and user-friendly operation ensures ease of use for both merchant and customer
- Fast, silent printer
- Can be used with or without a separate PIN pad
- Supports multiple applications on cards, e.g. credit, current or savings accounts on a single merchant card.

7.9.3 Computer literacy

Only 7% of the 82 participants are computer literate. In the information age the focus is no longer on the acquisition of knowledge, but rather on the attainment of skills. The response clearly states that the majority of craft traders are unskilled, which means before ICT devices are introduced, much work needs to be done with regard to human development.. Literacy and computer literacy skills need to be transferred to craft market traders so that they will be able to use computers to solve problems in their communities, as well as in the market..

7.9.4 E-mail and Internet Banking

Forty nine percent (49 %) of the participants had heard of e-mail or Internet banking. Out of the 49% participants who had heard of e-mail or Internet banking, 73% are of the opinion that it can benefit them or the craft market. Market growth is perceived to be the main benefit of e-mail or Internet banking. It is of great concern that more than half of the craft market traders (51%) participants had not heard of e-mail or Internet banking. The introduction of e-mail changed communication patterns, so that people communicate with different people more often, and cover more subjects than before. Crang *et al*. (2006) emphasise that ICTs allow people to circumvent the restrictions imposed by the opening hours of brick-and-mortar shops, services and other facilities, thereby increasing individuals' windows of opportunity for shopping and other errands. Mobile applications have been designed not only for voice communication, but also for business transactions and information access (UNCTAD, 2009).

The objective of the research is to enhance craft markets business acumen through ICT. The use E-mail and Internet ABSA Banking will be a viable tool to assist in this regard. The challenge will be the digital divide and human development, while capacitating and skills transfer will be major concerns.

7.9.5 Benefit of cellphones in the market

Sixty-two per cent (62%) of the participants in the market have cellphones and 38% participants (38%) currently do not have cellphones. Muir and Crystal (2005) state that, considering the high costs of computers and the availability of related computer literacy training in South Africa, cellphones appear to be providing an intermediary link in the path to digital communication and a plugged-in networked culture. With the majority of craft market traders having a cellphone, the researcher now had an idea of where training in the use of ICT devices for marketing craft nationally and internationally could start. Twenty-four per cent of the participants stated that they use cellphones for emergencies and communication in the market. Thirty-eight per cent stated that they use cellphones if they need to order craft for the market. The advantages of mobile messaging include low implementation and communication costs, as mobile messaging is cheap. This has increased accessibility and immediacy, as most cellphone users carry their mobile devices

with them; the message is delivered within a short period and there is precision, which involves the personalisation of the message.

7.9.6 Usefulness of technologies at the craft market

According to the ICT capabilities in the economic, social and cultural development of rural societies, it is considered by of global organisations as one the most important tools for reducing poverty in villages, increasing the services, and expanding rural industries (Mohammadi *et al.*, 2007). This is supported by Adeya (2002) who stated that focusing on developing countries ICT diffusion can play a major role in poverty reduction, through better diffusion of information, more effective promotion of social programme and improved governance and political participation. The present researcher feels that when business acumen has been enhanced, poverty can be alleviated and information can circulate easily among the communities. Technology is regarded as a very useful tool for the market by 73% of the participants, while 10% regard it as useful.

Out of 82 participants, only 1% had been trained in using the e-mail; 65% of the craft market traders had no training and 26% had been trained in record-keeping. If the community is to successfully conduct e-business, the following e-structure should be put in place, as depicted in Figure 7.10. which depicts the interlink between crafts, market traders, tourists, ICT devices and natural resources, resulting in mutual benefit for all.

Figure 7.8: Interlink between crafts, market traders, tourists, ICT devices and natural resources, resulting in mutual benefit for all

A database containing information and contact details of the members of the community who have a direct interest in the game park and Amakhosi Lodge needs to be initiated. An electronic link needs to be developed (via the Game Park and Amakhosi Lodge websites) to a display of all the products on offer by members of the game park community. Figure 7.8 summarises the research study topic by showing the link between crafts, market traders, tourists, ICT devices and natural resources, resulting in mutual benefit for all.. The local community depends on natural resources to make the craft and they use the flora and fauna within the HIP in the form of *Juncus maritimus* grass and timber, as well as animal hides, to manufacture their craft. Without natural resources, products and goods would not be available for the consumers visiting HIP, in this instance the tourists who would purchase craft from market traders. To improve business performance, market traders need to understand and be skilled in using ICT devices, such as the Internet and cellphones, to market their craft and process purchasing, invoices and delivery to customers within a short period of time.

7.10 RESPONSES FROM THE DEPARTMENT OF ECONOMIC DEVELOPMENT AND TOURISM

According to the deputy director, sector development is divided into five divisions:

- Creative industries
- Craft commercialisation
- Intervention-design programme to assist industry
- Identifying areas of intervention with various stakeholders
- Training people.

These and other aspects are discussed below. The creative industries have the potential to regenerate economies and create jobs and wealth. Craft is a creative industry, which includes music and film. The EDTEA normally looks at three factors when dealing with craft commercialisation in the craft commercialisation sector. These are product design, product development and product marketing.

7.10.1 Product design

Product family design must take into account not only product diversity, but also the definition of the process and the supply chain Yang and Yoo (2004). It is an activity that can be done by creative artisans or craft entrepreneurs, or qualified product designers contracted to develop ranges to the specifications of the client enterprise. Because craft enterprises must keep developing new products, either at the request of customers or to be competitive, the regular design of new products is of major importance. Many businesses have successfully improved their sales through a strong focus on product design. Most successful artisans and craft entrepreneurs recognise that design excellence brings stronger brand recognition and better profitability. This is what the Department is emphasising to the craft market traders.

7.10.2 Product development

Product development interlinks with product design, even though product design involves more creativity. Osborne and Armacost (1996) developed the quality aspect of product

development, stating that an important ingredient in the product development process is the identification and subsequent optimisation of those product characteristics that denote quality.

7.10.3 Product marketing

Skills to market the product on which the Department focuses are costing of products and labour design capabilities. These form the value chain:

- Supplier of raw material and all the logistics, which include transport
- Producer and manufacturer, leading to mass production
- Wholesaler
- Retailer
- Customer.

7.10.4 Intervention-design programme to assist the industry

Ten thousand units of wooden spoons with mixed copper at the back were ordered by Woolworths from the Umhlabuyalingana area. The designs they had produced are of high quality and value and are marketable at the stores.

7.10.5 Identifying areas of intervention with various stakeholders

Partners such as MTN have assisted with 10 computers for Internet access, an e-mail database and photocopying than can be used to scan and fax documents. Training was given to the community to use these resources. The National Department of Arts and Culture is also assisting the programme and R2 million were put aside for this project.

7.10.6 Training people

Since 2008 a wood carving and craft project was introduced to the uMkhanyakude district, where 34 women, 26 men and 10 out-of-school youths were trained in wood carving, mixing wood and copper, and weaving *ilala* and *Juncus maritimus* grass. People are trained in different categories of craft, such as textile, decorative and functional crafts. Textile crafts work with fabric. Decorative crafts are normally made of wood, but there is one made

of copper and wires, although it is not of KZN origin, but the skill has been transferred. Functional crafts are not easy to classify. They are called functional craft, as they serve many purposes, for example many furniture crafts are primarily functional, but can also be decorative. Other functional crafts include pottery.

7.10.7 Local economic development

Economic growth in local communities was strengthened by the initiation of local economic development (LED), which aims to induce economic development and growth in a locality with the objective of creating jobs and improving the quality of life for everyone by realising a locality's full comparative advantage. He further elaborates of LED and how it is assisting communities by stating that LED is a participatory process where local people from all sectors work together to stimulate local commercial activity, resulting in a resilient and sustainable economy, helping the poor and marginalised by creating decent jobs and improve the quality of life for everyone. It is a process that seeks to empower local participants in order to effectively utilise business enterprise, labour, capital and other local resources to achieve local priorities (e.g. promote quality jobs, reduce poverty, stabilise the local economy and generate municipal taxes to provide better services).

7.10.8 Findings

It is clear that the EDTEA is carrying out its mandate of fast-tracking economic growth essential for the creation of jobs and the scaling down of poverty in the province. Craft market traders fall under their LED programme of the EDTEA initiative. Although they had not yet tapped into HIP craft market traders the official of EDTEA (Mr Moloi) promised to assist in fast-tracking the use of ICT tools by craft market traders to market their craft.

7.11 RESPONSES FROM ABSA BANK

The researcher's objective was to encourage ABSA Bank to offer its business services to local communities in order to minimise the rate of unemployment, inequality and poverty, by capacitating craft market traders and offering resources that can enhance their business acumen in using ICT devices.

7.11.1 ABSA Bank training

ABSA Bank stated that they can offer training to local communities, such as customer education training and capacity building for business performance. Customer training would involve the following training: product development, costing, profits or savings, budgeting, the 1,2,3,4 experience concept and the Flexi save account. The training in capacity building for business performance would focus on coaching the craft market traders on how to do pricing, keep slips, compared spending with gain and read balance and income statements. The traders can be trained on how to apply for micro-loans for market processes, which is for a short-term period of six months, or they can take a Caesar loan, which is from R1 000 to R1 500. The repayment period is six to 12 months. The ABSA Bank has employed dedicated employees called community finance officers who assist local communities by establishing the history of the business, as well as creating relationships with customers.

7.11.2 ABSA Bankless device

The ABSA Bank is currently piloting the ABSA Bankless device at spaza shops for emerging markets. The ABSA Bankless device can link to the craft market trader's account and can be used at the market. It takes plastic cards, issues receipts and reverses transactions if there was an error. The ABSA Bankless device works like a speedpoint, but it uses electricity. It is hoped that in the future it will use batteries or small generators, but it is a very beneficial tool for small businesses. The field agent can assist the craft market traders to obtain a smart card to access the Internet, pay and check balances and use Internet ABSA Banking through a smart phone device

7.11.3 Establishing of an ABSA ATM at HIP

If the venue can be made secure, there is the possibility that an ATM can be installed. The researcher has to submit a proposal through the CEO of EKZNW. The craft market traders can use a cash accepter, which credits the depositor immediately. The cash accepter is

incorporated in an ABSA Bank ATM. The researcher will liaise with the EKZNW CEO to create a craft market traders' website; ABSA Bank has volunteered to assist craft market traders in using the website to market their craft.

7.12 CONCLUSION

The responses from the participants revealed that, in order to improve craft market trading to tourists (national and international) and to promote sustainable community development, the ecotourism projects need to be consolidated by formalising the sale of products through strategic partners, so as to improve the income generation in the community by craft market traders. To determine essential elements that can promote a sustainable community development framework for electronic craft market trading, the study points out that the craft products that have been developed and sold previously are different from the craft developed and sold recently; the reason being that the craft is no longer produced for aesthetic purposes, but for sale or income generation. The research revealed that the craft sold in the craft market is not only produced locally by craft market traders. In the market there are craft and sculptures produced in Swaziland, Mozambique and Zimbabwe.

Craft in the market should be clearly labelled as to those that were produced locally and those that are from other countries, so as not to mislead the tourists or people purchasing craft. Small tags should be attached to the craft with a full explanation of what it is made of, its uses and what it symbolises. Craft should be promoted with a clear understanding of which market segments are being targeted and which devices or media should be used for targeting them. In the markets, craft should be grouped into categories, for example, clay pots, grass mats and bowls, sculptures and stones, as well as beadwork. The craft market traders living within the protected area and the buffer zone understand that ecotourism is an additional economic opportunity that significantly contributes to the conservation of natural resources, through the effective management of the HIP protected area, while they need these resources to produce their craft and maintain their livelihoods. EKZNW and other structures of government need to provide them with other economic alternatives that would allow them to improve their quality of life while managing natural resources more responsibly and conserving biological diversity. The study is not saying that craft market traders should stop producing craft using natural resources, but rather that EKZNW, which

is the custodian and has a mandate to conserve the biological diversity in KZN, must source economic alternatives.

The protected area normally exceeds the carrying capacity of the wildlife and culling is performed; the hides can be sold to the craft market traders at a reasonable price. Another lesson learned involves the distribution of the benefits. Craft market traders need to be capacitated in designing their own business plans and the constitution of the market, as there are different people that sell in the market, so that they would be more economically sustainable or viable. If properly utilised, plenty of income opportunities could be created for the community via e-tourism. Success in areas such as job creation and more craft sales can have a multiplier effect in creating more income-generation opportunities, and more business and job opportunities would result in a more affluent community.

The creation of more income-generating opportunities would, in turn, increase the number of media and electronic devices such as TVs, DVDs, computers, Internet access and e-mail at home. Therefore, e-business opportunities would create greater affluence, and more e-facilities would become available. E-government has been credited with enhancing effectiveness in management and providing a superior quality of basic government services. While governments around the world have implemented a wide range of ICT applications that are considered to be essential for, and enablers of, e-governance, many sub-Saharan African countries are still grappling with the issue of the digital divide.

7.13 SUMMARY

The researcher used both qualitative and quantitative methods for the research. In the quantitative part of the study the researcher addressed the problem statement and the objectives of the research. With the qualitative research the researcher was looking for solutions to address the problem statement as well as the objectives of the research. The interviews were done to find out whether government is doing anything to assist craft market traders in KZN. This is why the EDTEA was involved.

The findings reveal that government has been assisting the local communities in training them to produce quality craft that is being marketed to chain stores around the country of South Africa. It has also involved other stakeholders in the programme, such as MTN, who assisted with donations of computers. The Department is training local communities in

product design, development and marketing. In 2005 the Department had trained 600 people.

The Department further looks at financing of raw materials and skills to market products, analysis of the value chain and providing advice on the costing of products, labour and design capabilities. The researcher realised that the Department is currently focusing on the local communities that are selling outside the protected area of HIP. It is her mission to request government to also assist local communities that are bordering HIP or have craft markets within the Reserve.

ABSA Bank has offered to give training to craft market traders, with the community finance officer capacitating them in the business of saving and maximising their profits. The field agent would assist them in acquiring and operating smart phones. The ABSA Bankless device can also be used by traders, but it is in the pilot stage, as it takes cards and the traders do not have a speedpoint to swipe the credit cards of tourists. A website has to be created to showcase or market their craft nationally and internationally. There is the possibility of having an ATM within the Reserve, which will assist not only craft market traders, but also EKZNW staff and local communities residing closer to the park.

CHAPTER 8

THESIS OVERVIEW, CONCLUSION AND RECOMMENDATIONS

8.1 INTRODUCTION

Before engaging in the recommendations and conclusion, it would be appropriate to reiterate the ideas that prompted the research. The research focused on local communities whose work is craft market trading on the borders of the HIP, which lies at the heart of the rural KZN province, and is the oldest game reserve in Africa.

8.2 OVERVIEW OF THE THESIS

8.2.1 Chapter 1

In Chapter 1 the researcher briefly outlined the locality of the study, the objectives, the research design and the methodology implemented in conducting this research. The overall statement of the problem was that craft market traders around HIP lack essential elements such as ICT devices to enhance their business acumen to promote sustainable community development. The researcher has provided a step-by-step outline of how she intended to execute the logical chain of activities that would produce solutions to the problems identified and answers to critical questions. The overall objective of the research was to find solutions that can enhance the business acumen of craft market traders, offering opportunities to explore markets of their craft nationally and internationally, using ICT devices. The data-collection method, questionnaire design, fieldwork and literature review were outlined briefly in Chapter 1.

8.2.2 Chapter 2

In Chapter 2 the researcher reviewed the existing literature relating to the research problems. It is a piece of discursive prose, as the project does not summarise one piece of literature after another, but synthesises and evaluates it according to the guiding concept of the research question. The researcher described assumptions and values the projects brought to the research enterprise, by drawing on academic books, journal articles, theses and dissertations related to the research topic. Chapter 2 focused on the social aspect and gave the historical background of craft, IKSs and the establishment of craft markets.

The economy of craft as business was explored. The literature review has highlighted a number of obstacles that can delay the implementation of ICT devices in the craft markets of HIP. Chapter 2 provided the basic foundation of the research, as it linked the historical background of craft market traders, their culture and craft, to ecotourism and ICT.

8.2.3 Chapter 3

Chapter 3 explored the various ICT devices that could be used to promote sustainable community development for electronic tourism in HIP and to support the implementation of the strategy at national, provincial, regional and local levels. These ICT devices were, e-mail, e-commerce, e-business, the Internet and mobile communication devices. South Africa has been experiencing rapid economic growth and community development since 1994. Surprisingly, this growth enriches the urban population at a faster pace than the rural population, resulting in a widening of the income gap, digital gap, economic development, equal access to basic public services and literacy between these two population sectors. The affordability of ICTs and literacy issues remain unresolved.

8.2.4 Chapter 4

Chapter 4 discussed the fundamental cyclical relationship between technology and culture. In this chapter the researcher relied on the cultural frame analysis that attempts to promote embedded research and fuses close-up observation, rigorous theory and social critique. It has been evident that ICTs have the potential to dispel disadvantages that may be associated with cultural barriers. For example, ICTs may be used to improve gender equality in education. Through ICTs, girls may undertake their education through e-learning at home in a society where cultural barriers isolate girls. In addition, they may be empowered to utilise high-end technology in their economic participation in later years (Chen, 2004).

8.2.5 Chapter 5

Chapter 5 explored ways that can enhance business performance in community tourism. Cloete (2002) cautions that, as an organisation progresses up the ladder, it must undergo change and become more sophisticated in its use of technology.

It is evident that wireless or mobile devices, such as cellphones and the Internet, can play a major role in improving the business efficiency of craft market traders. In the report titled *2006 Information and communications for development: Global trends and policies* published by the World Bank (2006), ICTs are considered crucial to poverty reduction. ICTs have also opened up new business horizons such as innovative trading or transaction platforms for e-commerce or m-commerce. The research revealed that the cellphone has been experiencing a relatively rapid rate of adoption among the rural population, irrespective of its affordability and education literacy. If the trend in cellphone adoption continues to increase in the future and exceed the adoption rates of all other ICTs, this technology may become the common base for e-commerce.

8.2.6 Chapter 6

Chapter 6 described the research methodology employed, the limitations of the study and the assumptions guiding the analysis of data. In this chapter the research provided a step-by-step outline of the logical chain of events that produced findings and answers to the problems identified and the research questions. The researcher outlined the procedure that was adopted to conduct the research and fieldwork among craft market traders, the deputy director of the EDTEA and the manager of ABSA Bank, based in Durban. Mixed-methods research was used to collect data and help develop rich insights into business and government sectors, ICT and craft market traders, as phenomena of the research inquiry cannot be fully understood using only a quantitative or a qualitative method. Data collection, including in-depth interviews, questionnaires, participant observations and document analysis, were used. The method section explained how the data were collected and generated.

8.2.7 Chapter 7

Chapter 7 aimed at exploring and discussing the possibilities of applying qualitative content analysis as a text interpretation method in the research concerning the interview responses. The researcher collected the data and analysed it simultaneously, in order to improve understanding of the concepts, themes and ideas, expand the theory and advance knowledge. The analysis was done to obtain or understand the perceptions of the participants.

The sequential mixed research method was used, where both quantitative (questionnaires) and qualitative (interviews with both stakeholders) data collection and analyses were implemented in different phases and each was integrated in a separate phase during the data analysis and interpretation. The methodology of content analysis was the technique of systematic coding and objective recording of data. The data were analysed to present a demographic profile of the participants and obtain or understand the participants' perceptions.

8.2.8 Chapter 8

Chapter 8 is the final chapter, in which the researcher gives an overview of the thesis and outlines the findings as well as the recommendations.

8.3 CRITICAL QUESTIONS OF THE STUDY

The researcher has provided a step-by-step outline of how she had executed the logical chain of activities to produce solutions to the research problems identified and answers to the critical questions posed in Chapter 1. The critical questions are listed below.

8.3.1 Question 1

What are the ICT devices that can be used to improve the business performance of craft market traders in HIP? The researcher has discussed the various ICT devices, such as the cellphone, radio, computer and the Internet, but these ICT devices cannot work in isolation. Craft market traders would need to engage in e-commerce and e-business and thorough research would need to be done with NGOs that can assist them. Craft market traders need to be exposed to ICT tools in order to market their craft, and therefore capacity building, mentorship and training will provide them with the skills and expertise needed to achieve their objectives.

8.3.2 Question 2

What roles do ICT devices such as computers, the Internet, cellphones, television, radios and telephones as worded in Chapter 1 plays in present-day craft market trading as part of ecotourism? The roles that ICT devices play in present-day craft market trading as part of ecotourism were also discussed in Chapter 3.

These ICT devices have their advantages and disadvantages for present-day craft market trading. It would be unworthy to pinpoint current problems or disadvantages, but it would be of value to sketch the more meaningful trends in the near future for the study.

8.3.2.1 Computers and the Internet

In Chapter 3 the researcher stated that communities, especially craft market traders, would benefit enormously if they could be given proper guidance and training to use the Internet. It is primarily a service industry, as it does not produce goods but renders services to various classes of people. Ravet and Layte (1998:10, cited in Matodzi *et al*., 2007) state that computer-based instruction systems "progressed from direct adaptations of CD-ROM to the Internet to the web-based authoring systems, embracing the separation of content and control as server-based learning management systems emerged". To use the Internet, one has to have a computer or cellphone. In the data analysis the researcher found that access to and use of computers is almost non-existent, as 79% of the participants who replied had no computer at home. Only six (7.3%) of the 82 participants were computer literate.

The rural Internet users in local communities are mostly the ones with a better education background as compared to non-Internet users. Internet usage has been associated with the educational level of Internet users: the higher the educational level, the greater the use of the Internet (CNNIC, 2007). Affordability is also a major concern. Computer training is possible, but it may take time. It has to be determined where these computers could be installed. Both craft markets are established within protected areas and therefore it might be a good idea to install the computers within the craft market, but permission has to be obtained from EKZNW. In terms of security, these computers would be safe.

The obstacle would be that the craft market traders would be unable to utilise the computers at night, as the gates are closed for the public and tourists at specified times, depending on the season. Cellphones can be linked to the Internet, so craft market traders can assess the information from their customers after hours. The computers can be used to Skype and the craft market traders can discuss their products with their clients directly. Skype can be used by certain individuals in the market who can understand and perform CRM. By using Skype they can be up to date with information when liaising with customers.

Using an effective CRM solution would provide the craft market traders with the necessary tool for a global view of all customers with whom they interact. The implications of maintaining a good understanding with customers go beyond improving efficiency. With such a skill, craft market traders would be able to improve their business performance.

8.3.2.2 Cellphone technology

South Africa has witnessed tremendous growth in the cellular phone industry. The advantages of mobile messaging include low implementation and communication costs, as mobile messaging is cheap. Cellphone technology has increased accessibility and immediacy, as most cellphone users carry their mobile devices with them.

8.3.3 Question 3

How could the use of ICT devices be optimised to improve craft market trading, as the tourism industry is not benefitting craft market traders? Sixty-two per cent of the participants in the market have a cellphone. Thirty-eight per cent stated that they use the cellphone if they need to order craft for the market. The trend of using the cellphone has been created, even in HIP. In order to improve craft market trading, one has to look at the bigger picture. The speed at which cellphone technology is accelerating is shocking, considering the weight, size and upgrade capabilities.

Although most of the craft market traders have cellphones, the question is, can they serve the purpose of marketing and advertising? If not, what are the cost implications? Using an effective CRM solution would give craft market traders the necessary access to the market to have a global view of all customer interactions. It is a complete mobile communications solution that could be used to improve craft market trading. It should be clear by now that craft market traders should understand the benefits and types of cellphones to purchase, in order to improve their craft market business. They should have an idea where ICT devices, especially cellphones, are going to take them.

8.3.4 Question 4

What are the essential elements that can promote a sustainable community development framework for electronic craft market trading?

Historically, craft was produced for food preparation and used as cooking vessels, for serving meals and drinking, beer brewing, storage and transport, sitting and sleeping, as well as for medicinal and ritual use. With modernisation, craft has changed; it is currently produced for aesthetic and decorative purposes and as souvenirs for tourists visiting KZN or protected areas, resulting in the establishment of craft markets. In short, it is currently used for profit or economic gain. Craft market traders utilise natural resources because they are a source of wealth; they use different kinds of soil to produce crafts such as bowls and pots, and they use grass to produce sleeping mats and bags; at the end of all this it has an economic value. Craft market traders depend on natural resources for producing their crafts, which are a source of income and job creation in HIP. The core status of craft has been transformed by modernisation and the changed standard of living.

To develop a sustainable community development framework for electronic craft trading that can be enjoyed by future generations, an acceptable balance must be found for local communities between the economic, social and environmental impacts. This would involve consultation with local communities and the participation of craft market traders in the formulation and operation of any developmental framework or policy. The commoditisation of craft marketing in an internationally operating tourism system, progressively becoming more liberalised and encouraging freer and increased trade to stimulate economic growth, means that opportunities for change through tourism would exist for many countries. The key issue to sustainability and success in economic, environmental and social terms would be how this change is managed and, critically, what control over development is established by the craft market traders. To summarise, the essential elements that can promote a sustainable community development framework for electronic craft market trading would include appropriate marketplaces, supply chain management, marketing, CRM, training, education and knowledge management. The e-commerce technologies would include ICT devices, such as Web 2.0, mobile/ubiquitous/pervasive technologies and other emerging technologies, as discussed in previous chapters.

8.3.5 Question 5

How can ICT devices be used to promote sustainable community development for electronic tourism in HIP?

Tourism appears to offer a mechanism whereby economic development goals can be achieved through the generation of foreign exchange, the diversification of exports and the expansion of employment opportunities. Local communities, drawn from the black majority, are generally perceived as incapable of initiating the development process, as they are assumed to be bound by tradition and culture, factors considered a barrier to development. The radio can be used by craft market traders to inform local communities about new developments in the market, as well as the appropriate time for sale and any other relevant communication. Giving stakeholders a voice is more than a manifestation of empowerment. The current status of the radio and its home usage in local communities/craft markets around HIP indicates that the radio is regarded as the best mode of communication. The frequency of the participants who use the radio daily is 52.4%. There are 16 participants who also use the radio, but not as often, and they constitute 20% of the total participants. In summary, 72% of the participants use the radio.

Although the Internet is a highly recommended technology, it has its constraints, which can be overcome in the long term. The Internet is a cost-effective medium that small South African tourism businesses can realistically use to market their businesses, both locally and internationally. There has been an increase in new intermediaries such as Internet portals specialising in selling tourism products. The Internet gives customers access to the distribution channels traditionally used by tour operators. Companies can regularly alter products and services based on the needs and expectations of clients, through regular interaction via the Internet.

There has been an increase in transparency and in the efficient relationship between customer and management. The cellphone is the current best option. It also has its problems, especially in an area such as HIP, with its rugged terrain, mountains and valleys where network signal is easily lost. Another obstacle in terms of the cellphone is electricity to charge the battery, as some of the communities are still struggling to acquire this resource in their home environment. The last stumbling block is security, as the cellphone can be easily lost or stolen and few people have data backup for their cellphones.

8.4 RECOMMENDATIONS

The researcher concludes that, although ICT is a tool to enhance business acumen for craft market traders, there is a wide gap that needs to be bridged prior to the implementation of

ICT. The research was dynamic and complex, yet has several limitations. Observations were initially going according to plan, but craft market traders stopped communicating completely. The questionnaire was therefore designed to fill the void and let them open up, as they opted to fill in questionnaires at home, with the help of family members. For the research to be effective and efficient and meet its objective, the questionnaire had to be designed according to the objectives of the research.

The questionnaire was designed to collate the historical background of craft market traders, their personal information and level of literacy, and gather their understanding of ICT devices as well as that of their customers, who are the tourists. The origin of art and craft goes back many centuries, as has been seen in the literature review. They are the results of a long and varied process based on tradition, cultural heritage and history. The aim of the research was not to change the traditions and culture of local communities through technology, but rather to enhance the business performance of craft market traders in HIP, using ICT devices. The research has concluded that ICT devices could be used by craft market traders in ecotourism for community development, provided there is the determination to achieve that goal.

There are, however, many obstacles. The craft market traders around HIP lack essential elements such as ICT devices to improve craft market trading to tourists nationally and internationally, and to promote sustainable community development. The researcher has looked at all the options, with their advantages and disadvantages, and suggests the following: Mobile communication proves to be the best tool to improve the business performance of craft market traders at HIP; however, because of the geographical topography of HIP, consisting of mountains, valleys and hills, network connection can be erratic. The quality and commercial success of the craft market trading are determined by a number of factors, such as ICT devices, cellphones or smart phones that use the Internet, e-mail, e-business and e-commerce, when liaising with customers. The majority of craft market traders already have cellphones, which mean they have transformed themselves through modernisation of their technology.

The installation of cables is not an option, as it is labour-intensive and would incur considerable costs. The primary hindrance of the cellphone is the availability of electricity in traders' homes to charge the cellphone batteries, as some of the communities are still

struggling to get electricity in their home environment. The secondary hindrance is security, as cellphones can be easily lost or stolen and few people have data backup for their cellphones. The possible solution would be that all the cellphones used for the business should be insured and they must have a backup disk for all the information stored in their cellphones. The backup disk can serve as a database for all the resources that they use electronically in the market.

Continuous innovation and entrepreneurial skills are required in order to compete in the market. The researcher identified the market-desired cellphone that can perform all the functions of the business, which the craft market traders could use for their businesses. According to the researcher, the desired cellphone option is the one that can synchronises web-based, e-mail accounts and mobile Internet, without any need for an e-mail server. Craft market traders would have instant access to records, whether in marketing or sales, such as how many times and what the customer has made enquiries for, what they have historically purchased from their markets and in what quantity, as well as any other information that they consider important in understanding their customers better.

The implications of maintaining a good understanding of customers go beyond improving efficiency; such understanding can also benefit the customers. Information and physical infrastructure, technology and basic equipment are essential inputs to enable these developments to take place. Although the research is opposed to middleman in the marketing business of craft, fair trade should be an option to consider, as it is a trading partnership, based on dialogue, transparency and respect, which seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions for, and securing the rights of, marginalised producers and workers, especially in South Africa. The manufacturing component includes the processing of raw materials and the production of crafts. E-commerce offers an interesting option to the craft marketing system. It is being used with some degree of success. EKZNW and other structures of government need to provide traders with other economic alternatives that would allow them to improve their quality of life while managing natural resources more responsibly and conserving biological diversity.

The research is not proposing that craft market traders should stop producing craft using natural resources, but EKZNW, who is the custodian and has the mandate to conserve the

biological diversity in the province of KZN, must source economic alternatives. The protected area normally exceeds the carrying capacity of the wildlife and culling is performed; if the hides can be sold to the craft market traders at a reasonable price, this would strengthen the possibilities for the traders. ABSA Bank has offered to give training to craft market traders, with the community finance officer capacitating them on the business of saving and maximising their profits. The field agent would assist them in operating smart phones. The bankless device can be used by traders, although it is in the pilot stage, as it takes cards and the traders do not have a speedpoint to swipe the credit cards of tourists.

A website needs to be created to showcase or market their craft nationally and internationally. The possibility of having an ATM within the park will not only assist craft market traders, but also EKZNW staff as well as local communities residing closer to the park. If a secure place can be found, the researcher will submit a proposal through the CEO of EKZNW for its installation. The craft market traders can use Cash Acceptor, which credits one immediately. Cash Acceptor is a product of ABSA Bank and can be incorporated in an ATM.

The findings reveal that government has been assisting the local communities by training them to produce quality craft that is being marketed to chain stores It has also involved other stakeholders in the programme, such as MTN, who assisted with the donation of computers. The EDTEA is training local communities in product design, product development and product marketing. The Department looks at financing of raw materials and skills to market products, and provides guidance on the value chain and advice on the costing of products, labour and design capabilities.

8.5 CONCLUSION

The findings of the research have inferences for educational policy, structural inequality in society and the government policy framework developed to enhance access to ICT, formally and informally. The research concludes that the use of ICT would enhance craft market traders' business acumen in the tourism industry and would increase community beneficiation through job creation and poverty alleviation by improving their access to financial services, education, and the public and private sectors. Although the research had several limitations of the contents of the study, the researcher will highlight but a few. The

social pyramid, geographical location, the volumes of ICT usage and the low population density in local communities create or impose a great threat to the effective and efficient use of ICT by craft market traders in local communities. Van Vlaenderen (2001) makes the case that IK is essential for empowerment in a people-centred development paradigm, as it constitutes successful ways in which people have dealt with their environment in the past and provides a basis to build on.

The findings suggest that craft market traders are willing to transform to the new era of technology irrespective of their traditions, cultural activities, beliefs and norms, in order to make their economy sustainable in the markets. Other challenges currently faced by craft market traders were presented in the research, namely lack of elementary digital experience, lack of possession of computers and network connections, lack of digital skills lack of meaningful usage opportunities. It is envisaged that the research provided insight to government that addressing the inequality, poverty and unemployment is a necessity, as it is the mandate of the state. The implementation of e-learning courses for craft market traders to inculcate computer skills, which will lead to digital skills and usage opportunities, is urgent.

Infrastructure development needs to address electrification and connection in rural areas. Although the National Development Plan and the PGDP were established to address this, it needs to be made accessible to rural communities as a matter of urgency. The research provided the basic information with regard to ICT as a tool for craft market traders in promoting community tourism, but it also found many limitations that interconnect. These limitations need to be addressed. Future research should build on the existing information, not neglecting the involvement of local communities, in order to achieve the desired outcome. People need to feel that processes belong to them, rather than having the processes imposed on them, and there is still much work to be done to ensure a successful transition to ICT as a tool for craft market traders in promoting community development in the country.

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Confidential survey of craft market traders in the Hluhluwe-Imfolozi Park (HIP) in KwaZulu-Natal

How often I use forms of electronic communication at work and at home

Researcher: Thokozani Agnes Mkhize

Study leader: Prof. RM Klopper

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Information Systems & Technology University of KwaZulu-Natal

Electronic communication instruments
Ordinary radios and TVs
PCs and notebook computers on their own, or part of a network of computers
Video machines, CD players, DVD players linked to a TV or a media projector
New devices such as cellphones, smart phones, pocket PCs and personal digital assistants (PDAs).

To craft market traders

We need your help to find out what roles electronic communication and electronic learning play in your home and your community.

If you do not want to take part in this survey, just hand in the blank questionnaire at the end of the survey session.

Your answers would remain confidential. No one would be able to trace your answers back to you as a person.

The questionnaire has six parts:

Part 1 asks general personal particulars such as your age, gender and marital status.

Part 2 asks about your historical background.

Part 3 asks about communication instruments that you use at home.

Part 4 asks about tourism and education.

Part 5 asks about community involvement.

Part 6 asks about electronic learning facilities at your institution.

How to complete the questionnaire

Please answer the questions as truthfully as you can. Also, please be sure to read and follow the directions for each part.

We can only use your answers if you give us permission to do so.

We are only asking you about things that you and your other co-workers should feel comfortable telling us. However, if you don't feel comfortable answering a question, you can leave it blank. For those questions that you do answer, your responses would be kept confidential.

Please mark your answers with a PEN (not a pencil).

Tick only one option per question or fill in the required information.

Thank you very much for being willing to complete this questionnaire.

You have to give us permission to use your answers. Your personal particulars would remain confidential.

Name: _____ Signature: _____ Date: _____

PART 1: Your personal particulars

1. Your age?

□ Below 18 years □ Between 20 and 35 years

□ Between 36 and 65 years □ Above 65 years

2. Your gender?

□□Female □□Male

3. Your marital status?

□□Single □□Married □□□□Widower

□□Widow□ □□Divorced

4. What is your occupation?

□□Government official□□□□Community leader

□□ Self-employed □ □Other

5. How many people are employed in your household?

□□One □□Adults □□ All □ None

6. Who is the breadwinner at home?

□□Father □□□□□Mother □□□□□ Self □□None

7. Who is their employer?

□□ Government □□ □Private sector □□□ □Self-employed

None of the above

8. How long they have worked there?

□ □Less than 5 years □□ More than 10 years □

□Not sure

More than 20 years

PART 2: Historical background. Please provide written answers.

9. What is the name of the traditional ward where you stay?

_____

10. Who is your *Inkosi*?

_____

11. Who is your local *induna*?

_____

12. For how long have you been living in this area?

_____

13. How are you making a living?

_____

14. Who owns the craft market?

_____

15. Do you pay any rent?

_____

16. Do you pay your rent weekly, monthly or annually?

_____

17. Where did you get all your crafts?

_____

18. To whom does this speedpoint belong?

_____

19. How were you selected in your communities to sell craft here?

PART 3: The communication instruments you use at home

20. The radio:

□□ No radio □□ Daily □□ Sometimes □□Never

21. The TV:

□□ No TV □□ Daily □□ Sometimes □□Never

22. Watching videos, using a VCR (video cassette recorder) or DVD (digital versatile disk):

□□ No VCR/DVD □□ Daily □□ Sometimes □□Never

23. Using a PC (personal computer) to play computer games:

□□ No PC □□□□□□ Daily □□□□□ Sometimes □□□Never

24. Using a PC to play educational games or use educational software:

□□ No PC □□ Daily □□□□□ Sometimes □□□□□Never

25. Using a games machine (e.g. Sony PlayStation) to play computer games:

□□ No games machine □□Often

□□ Sometimes □□□□□Never

26. Using a games machine to play educational games or use educational software:

□□ No games machine □□□ Daily □□□□ Sometimes □□□□Never

27. How many computers are there at your home (including laptops)?

_____

***PART 4:** Tourism and education*

28. What do you understand about tourism?

_____

29. Do you know what the tourist is?

_____

30. How important are tourists in your community?

_____

31. Do you see the need for tourists to visit your area?

_____

32. Have you received any benefit from tourism?

_____

33. Give reasons for your answer in Question 32 above.

_____

34. Is the community aware of the social services that can be provided by tourism?

_____

35. Have you received any effective tourism training, education or awareness?

_____

***PART 5:** Community involvements*

All tourists entering the park pay a small amount called the levy. The Ezemvelo KZN Wildlife (EKZNW) is calling it the community levy.

36. Do you know what the community levy is?

□□ Yes □□□□□□ □No

If yes, what is your understanding about the community levy?

_____

37. How have you heard about the community levy?

_____

38. What benefit has your community received from the community levy?

_____

_____

39. Who initiate the projects to be developed in your community through the community levy?

_____

40. The 10 Amakhosi bordering this park HIP are developing a lodge inside the park through the community levy fund. Are you aware of this development?

□ Yes □ No

If yes, how did you find out?

_____

_____

41. Do you support the development of the Amakhosi lodge inside the park?

□ Yes □ No □ Don't know

Why?_____

_____

42. How do you think the Amakhosi lodge would benefit your community?

_____

_____

43. What changes do you think the Amakhosi lodge would bring to your community?

_____

_____

PART 6: E*lectronic learning*

44. What grade did you reach at school?

_____

45. Are you able to read and write?

_____

Selling of craft to tourists involves the counting of items as well as calculating the total price for three or four items, and calculating how much change you must give to customers.

46. How good are you at working out the total price if people buy more than one item, and at calculating how much change you must give them if they give you a bank note, for example a R50 note or a R100 note?

□ Very good □ □□□Good □
□□□□Not very good

47. If you are not very good at counting and calculating, who assists you while you are selling in the craft market?

_____

_____

48. Most of the tourist does not carry cash, they normally use a credit card. Do you have a speedpoint? □□ Yes □ No

If no, what do you do when tourists want to purchase your items/craft?

_____

_____

49. Who does your banking?

_____

50. Are you computer literate?

□ Yes □ □□□□No

51. How much training in computer literacy have you undergone privately on your own initiative?

□□Advanced □□Intermediate □□Basic □□None

_____

52. Have you ever heard of e-mail or Internet banking?

□ Yes □ □□□□□No

53. How do you think an e-mail or Internet banking would benefit you or the craft market?

_____

54. Do you own a cellphone?

□ Yes □□□□□□□ No

55. What benefit is the cellphone to you and your work?

_____

56. If you and your colleagues could use the Internet to find information about craft projects and to cooperate on projects with other stakeholders at overseas markets, how would you feel about it?

It would be: □□Excellent □□Good □□Bad
□□Very bad

57. If you could use a computer to set exercises and tests in subjects such as mathematics, how would you feel about it?

It would be: □□Excellent □□Good □□Bad
□□Very bad

58. How useful could the following technologies be to you in your work?

Own PC: □□Very useful □□Somewhat useful □□Not useful at all

PC network: □□Very useful □□Somewhat useful □□Not useful at all

Satellite TV/ DStv: □Very useful □□Somewhat useful □□Not useful at all

Internet (& e-mail):□Very useful □□ Somewhat useful □□Not useful at all

59. Does your computer experience prepare you in the following?

□□No training □□Preparing learning materials □□Record keeping

□□E-mail □ □□Sending and receiving electronic notices and memos in school

60. How much formal training has the EKZNW provided to you in computer literacy as part of your core marketing and selling responsibilities?

□□Advanced □□Intermediate □□Basic □□None

61. Are there any additional comments that you wish to make about EKZNW's decision to introduce community levy and allow amakhosi to develop a lodge within the protected area?

_____

_____

_____

_____

(If you wish to make further comments, please write on the back of this page.)

Thanks again for helping us with this survey!

ADDENDUM 2

TRANSMITTAL LETTERS

Faculty of Management Studies
School of Information Systems & Technology
Private Bag X54001, Durban 4000
Prof. Rembrandt Klopper, Tel: (031) 2607704, Mobile: 0844466662, e-mail rklopper@ukzn.ac.za

Wednesday, 28 September 2005

Attention:
Davenport Branch Manager
Absa Bank
P O Box 2952
DURBAN 4001

Dear Mr. Joubert

Interview requested to determine your perspectives on the use of electronic technologies by craft market traders around Hluhluwe Imfolozi Park

One of my doctoral students, Mrs. Thokozani Mkhize-Gumede, is doing an empirical study on the above matter, for which she has to interview a number of experts on Tourism. She is a Conservation Partnership Coordinator in the Zululand region for Ezemvelo KZN Wild Life.

I am hereby requesting that you grant her an interview, and would like to point out in advance that she needs to record the interview for subsequent transcription and systematic analysis.

Participation is of a voluntary and anonymous basis.

The researcher's thesis will be of a constructive nature towards tourism in general and towards the role of your organization in providing mobile banking facilities to market traders and other inhabitants around Hluhluwe Imfolozi Park.

The researcher will conduct the interviews herself.

Your bank will be acknowledged in the dissertation, of which a copy will be provided upon completion.

Kind regards

Prof. R M Klopper
UKZN School of Information Systems & Technology

Faculty of Management Studies
School of Information Systems & Technology
Private Bag X54001, Durban 4000
Prof. Rembrandt Klopper, Tel: (031) 2607704, Mobile: 0844466662, e-mail rklopper@ukzn.ac.za

UNIVERSITY OF KWAZULU-NATAL

Wednesday, 28 September 2005

Attention:
The CEO: Tourism KZN
P O Box 2516
DURBAN 4001

Dear Mr. Matola

Interview requested to determine your perspectives on the use of electronic technologies by craft market traders around Hluhluwe Imfolozi Park

One of my doctoral students, Mrs. Thokozani Mkhize-Gumede, is doing an empirical study on the above matter, for which she has to interview a number of experts on Tourism. She is a Conservation Partnership Coordinator in the Zululand region for Ezemvelo KZN Wild Life.

I am hereby requesting that you grant her an interview, and would like to point out in advance that she needs to record the interview for subsequent transcription and systematic analysis.

- Participation is of a voluntary and anonymous basis.
- The researcher's thesis will be of a constructive nature towards tourism.
- The researcher will conduct the interviews herself.
- Tourism KZN will be acknowledged in the dissertation, of which a copy will be provided upon completion.

Kind regards

Prof. R M Klopper
UKZN School of Information Systems & Technology

Faculty of Management Studies
School of Information Systems & Technology
Private Bag X54001, Durban 4000
Prof. Rembrandt Klopper, Tel: (031) 2607704, Mobile: 0844466662, e-mail rklopper@ukzn.ac.za

UNIVERSITY OF KWAZULU-NATAL

Wednesday, 28 September 2005

Attention:
The Deputy Director: SMME
Department of Economic Development
Private Bag X001
BISHOPSGATE 4008

Dear Mr. Moloi

Interview requested to determine your perspectives on the use of electronic technologies by craft market traders around Hluhluwe Imfolozi Park

One of my doctoral students, Mrs. Thokozani Mkhize-Gumede, is doing an empirical study on the above matter, for which she has to interview a number of experts on Tourism. She is a Conservation Partnership Coordinator in the Zululand region for Ezemvelo KZN Wild Life.

I am hereby requesting that you grant her an interview, and would like to point out in advance that she needs to record the interview for subsequent transcription and systematic analysis.

- Participation is of a voluntary and anonymous basis.
- The researcher's thesis will be of a constructive nature towards tourism in general and towards the role of your department in assisting craft market traders to operate as SMMEs.
- The researcher will conduct the interviews herself.
- Your department will be acknowledged in the dissertation, of which a copy will be provided upon completion.

Kind regards

Prof. R M Klopper
UKZN School of Information Systems & Technology

ADDENDUM 3

CERTIFICATE FROM LANGUAGE PRACTITIONER

LANGUAGE CERTIFICATE

12 December 2011

Ms Thokozani Agnes Mkhize
Student No: 204001399
Degree: Doctor of Administration
School: Information Systems and Technology
Faculty of Study: Economic and Management Studies
Topic: The Use of Information and Communication Technologies by Craft Market Traders in Ecotourism for Community Development around the Hluhluwe-Imfolozi Park

Dear Sir / Madam

This letter serves to confirm that the dissertation of the above-mentioned student has been checked in respect of language and grammar with specific reference to syntax, spelling, vocabulary, punctuation and the use of tenses, articles, concord, nouns, conjunctions and verbs.

Yours faithfully

[redacted]

Mrs Vasanthie Padayachee
JSEd Dip. (SCE); BA; BA (Hons); Hons BA (TESOL) (Unisa); MA (English Studies) (UKZN)
Senior Tutor: Academic Literacy, UKZN (Westville)

LaetitiaBEDEKER

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Hemel en Aarde Estate
Hermanus
7200
Cell: 082 707 8428
E-mail: laetitiam@webmail.co.za

Proof of editing

11 February 2016

This letter serves as proof that the thesis of Thokozani Agnes Mkhize was professionally copy edited. The finalisation of tracked changes, comments inserted, layout and printing remains the responsibility of the student.

Kind regards

[redacted]

LM Bedeker
BA, Postgraduate Diploma (Translation) *cum laude*, MPhil (Translation) *cum laude*
Accredited member of the South African Translators' Institute (accreditation number 1001437)
Member of the Professional Editors' Group

Crispin Hemson

15 Morris Place

Glenwood

Durban

4001

hemsonc@gmail.com

C: 0829625333

H: 031 206 1738

Certificate of English Editing

This is to certify that the thesis. The use of information and communication technologies by craft market traders in ecotourism for community development around the Hluhluwe-Imfolozi Park to be submitted by Thokozani Mkhize to the University of KwaZulu-Natal has been edited for language.

Crispin Hemson

Editor

3rd January 2012

ADDENDUM 4

ETHICAL CLEARANCE CERTIFICATE

UNIVERSITY OF
KWAZULU-NATAL
University of KwaZulu-Natal
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Chiltern Hills
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3629
South Africa
Tel No: +27 31 260 3587
Fax No: +27 31 260 2384
E-mail : naidoos4@ukzn.ac.za

09 April 2010

Ms T A Gumede
10 Grundel Road
Glenmore
DURBAN
4001

Dear Ms Gumede

PROTOCOL: The Use of Information and Communication Technologies by Craft Market Traders in Ecotourism for Community Development in Mbhuhluwe – Imfolozi Park (HIP)
ETHICAL APPROVAL NUMBER: HSS/0174/2010 D: Faculty of Management Studies

In response to your application dated 07 April 2010, Student Number: 204001399 the Humanities & Social Sciences Ethics Committee has considered the abovementioned application and the protocol has been given **FULL APPROVAL.**

PLEASE NOTE: Research data should be securely stored in the school/department for a period of 5 years.

I take this opportunity of wishing you everything of the best with your study.

Yours faithfully

[redacted]

Professor Steve Collings (Chair)
HUMANITIES & SOCIAL SCIENCES ETHICS COMMITTEE

SC/sn

cc: Prof. S Lubbe (Supervisor)
cc: Ms C Haddon

DATA CAPTURED
2009 -05- 07
MRS C HADDON