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and (surname and initials of co-supervisor) Not Applicable

the supervisor and co-supervisor respectively for (surname and initials of
candidate) Nokela, T.

(student number) 213415291 a candidate for the (full description of qualification)

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And

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CO-SUPERVISOR

DATE

CHALLENGES AND OPPORTUNITIES OF COASTAL AND MARINE TOURISM IN
SWARTKOPS RIVER ESTUARY

THEMBELA NOKELA 213415291

Submitted in fulfilment of the requirements for the degree Master of Philosophy Tourism
Management in the Faculty of Business and Economic Sciences at the Nelson Mandela
University

SUPERVISOR: DR LYNN C. JONAS

APRIL 2023

DECLARATION



DECLARATION BY CANDIDATE

NAME: THEMBELA NOKELA

STUDENT NUMBER: 213415291

QUALIFICATION: MPhil TOURISM MANAGEMENT

TITLE OF PROJECT: CHALLENGES AND OPPORTUNITIES OF COASTAL
AND MARINE TOURISM IN SWARTKOPS RIVER ESTUARY

DECLARATION:

In accordance with Rule G5.11.4, I hereby declare that the above-mentioned treatise/ dissertation/ thesis is my own work and that it has not previously been submitted for assessment to another University or for another qualification.

SIGNATURE: 

DATE: 01.12.2022

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LIST OF ACRONYMS

CMT	Coastal and Marine Tourism
DPME	Department of Planning, Monitoring and Evaluation
GDP	Gross Domestic Product
GHG	Greenhouse Gas
ICMTS	International Coastal and Marine Tourism Society
IMF	International Monetary Fund
MPA	Marine Protected Area
NEM	National Environmental Management
NMB	Nelson Mandela Bay
NMBM	Nelson Mandela Bay Municipality
OECD	Organisation for Economic Co-operation and Development
PES	Payments for Environmental Services
SAMSA	South African Maritime Safety Authority
SARS	Severe Acute Respiratory Syndrome
SIDS	and Small Island Developing States
SRE	Swartkops River Estuary
SEMURU	Socio-economic Marine Research Unit
UN	United Nations
UNCTAD	United Nations Conference on Trade and Development
UNWTO	United Nations World Tourism Organisation
WTTC	World Travel & Tourism Council
WWF	World-Wide Fund

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ABSTRACT

This study's goal was to pinpoint the challenges and untapped opportunities associated with Coastal and Marine Tourism (CMT) in the Swartkops River Estuary (SRE). CMT has become the biggest segment of the travel industry. Moreover, this form of alternative tourism is the most significant and fastest developing economic activity in the ocean.

The objectives of this study were to identify the challenges that hinder the development of CMT in SRE, to determine opportunities for CMT in SRE, to evaluate NMBM's efforts in creating and sustaining CMT in SRE and to evaluate the status of CMT in SRE in terms of CMT related development.

This study fit within the interpretivist paradigm and made use of a qualitative research approach and design as well as inductive reasoning. The qualitative research design consisted of data being collected through document and content analysis. Data was analysed using data analysis process of Miles and Herman (1994) as well as the coding and developing of specific themes that emerged from the data. The data in this phase was presented both in narrative format and tables. The document analysis used in this study was established based on the objectives of this study.

The findings of this study revealed that key challenges that hinder the growth of CMT in Swartkops River Estuary are environmental impacts that include pollution, over-enrichment, inappropriate development, overfishing, destruction of mudflats, limited freshwater inflow, destruction of vegetation and climate change. The findings also revealed that there are opportunities for CMT in SRE such as promoting SRE as a popular ecotourism destination by developing ecotourism nodes. These include environmental education at the Aloes Nature Reserve's and the Swartkops Estuary south-east section, sustainable ecolodges and conference centres. The study recommends that the Nelson Mandela Bay Municipality should organize educational

programmes to educate local people about the significance of conserving and safeguarding the environment for future generations. These findings also posed certain challenges linked to those identified in the analysis.

It is recommended that local communities are urged to take an active role in CMT and should regard CMT as a vital development sector that produces jobs. The study also recommends that the community can also develop local campaigns such clean ups, challenging the efficiency of environmental policies and participating dialogues to help alleviate the environmental impacts faced by SRE.

CHAPTER ONE

INTRODUCTION AND BACKGROUND TO THE STUDY

1.1 INTRODUCTION

The purpose of this study is to identify the challenges and potential opportunities related to Coastal and Marine Tourism (CMT) in the Swartkops River Estuary (SRE). This chapter will include the background and research problem to be investigated, as well as the study's aim and objectives. It also discusses the chosen study area for this study. Moreover, the chapter will offer an introduction to the literature review as well as the research technique used in this study. An outline of the remaining chapters that this dissertation comprises of will also be provided.

1.2 BACKGROUND OF STUDY

CMT has become the biggest segment of the travel industry (Mendoza-González, Martínez, Guevara, Pérez-Maqueo, Garza-Lagler & Howard, 2018; European Commission, 2016a; Selkoe, Blenckner, Caldwell, Crowder, Erickson, Essington, Estes, Fujita, Halpern, Hunsicker & Kappel, 2015). Also, this form of alternative tourism is the most significant and fastest developing economic activity in the ocean (Papageorgiou, 2016:45). Papageorgiou (2016:46) further adds that CMT resources include beaches, mangrove forests, sand dunes, wetlands, and estuaries. Estuaries, estuarine species, and habitats aid a wealth of crucial environment services, together with fisheries, and require attention together with economic systems. African countries have increasingly started to exploit the CMT sector (Oladele, Digun-Aweto & Van Der Merwe, 2018: Njoroge, 2015) and have begun to take advantage of the opportunities provided by the coastal and marine sector even though it has not been fully recognised in Africa as a whole.

South Africa offers a momentous coastal and marine tourism environment. From world class beachfront improvements in Durban, Cape Town and Port Elizabeth (Gounden, Munien, Gounden & Perry, 2020:1060) to confined and unblemished shorelines along the Sunshine Coast and the Wild Coast, boat-based whale watching, scuba diving and water sports (Mann-Lang, Branch, Mann, Sink, Kirkman & Adams, 2021:367). CMT is already in existence in South Africa considering the large stretches of coastline (Mann-Lang, Branch *et al.*, 2021:367; Rogerson & Rogerson, 2020:227). The government developed a programme referred to as Operation Phakisa, which encourages the growth of CMT in South Africa, with a long-haul plan which strives to make South Africa the main CMT destination in Africa by 2030 (Operation Phakisa, 2019). This government-led programme will enable South Africa to become a top CMT destination all around, with a more assembled and composed way of dealing with tourism marketing and service provision.

The Nelson Mandela Bay Municipality (NMBM) coastline stretches out at a range of 110 km between the mouths of the Sundays River and the Van Stadens River in the east and west, respectively (Nelson Mandela Bay Municipality, 2011a:24). There are a number of CMT attractions and sites along this coastline and The Swartkops River Estuary forms part of these. SRE provides various CMT activities such as the Flamingo trail and paddling events such as the Spar Paddle Challenge. The estuary is also popular for surfing and swimming spots, even though swimming is prohibited at the mouth of the estuary residents still pursue it (Nelson Mandela Bay, 2011a:20)

1.3 PROBLEM STATEMENT

SRE has the potential to become a popular CMT destination. The estuary offers numerous CMT related activities such as swimming, snorkelling, boating, birdwatching, and fishing to name a few. However, there has been an underutilisation of the recreational facility and fierce competition from other cities along the coast such as Cape Town and Durban (Nelson Mandela Bay Municipality, 2007:30).

In addition, a large portion of studies relating specifically to the estuary have focused on the species that can be found at the estuary, pollution, coastal and marine regulation and management and marine spatial planning (Dorrington, Lombard, Bornman, Adams, Cawthra, Deyzel, Goschen, Liu, Mahler-Coetzee, Matcher & McQuaid, 2018; Hodda & Traunspurger, 2021). This study fills this gap in literature by exploring the challenges that have prevented SRE from becoming a popular CMT destination and potential CMT opportunities that may exist for SRE.

1.4 AIM AND OBJECTIVES OF THE STUDY

The aim of this study is to identify challenges and potential opportunities related to CMT in the Swartkops River Estuary. The objectives of this study are to:

- i. To identify the challenges that hinder the development of CMT in SRE
- ii. To determine opportunities for CMT in SRE.
- iii. To evaluate NMBM's efforts in creating and sustaining CMT in SRE.
- iv. To evaluate the status of CMT in SRE in terms of CMT related development.

1.5 SIGNIFICANCE OF THE STUDY

This study adds to the current literature on CMT. In terms of practical contributions, the findings of this study may be used to make explicit key recommendations on the best way to further develop and sustain CMT in SRE. This research further contributes to social science literature in SRE versus predominantly natural science research that has been conducted.

Additionally, the results of the study provide Nelson Mandela Bay Municipality (NMBM) with an overview of the current status of CMT in SRE, CMT growth potential and challenges evident in SRE. Moreover, it provides suggestions on how NMBM can improve CMT in SRE and explore existing opportunities as well as identify efficient ways to combat challenges experienced by the CMT sector in SRE, ensuring that the benefits conveyed to the host city are more prominent.

1.6 STUDY AREA

The study was conducted at the Swartkops River Estuary (SRE), an area situated in the Nelson Mandela Bay Municipality, in the Eastern Cape. The Nelson Mandela Bay Municipality consists of 11 areas which include Bethelsdorp, Bloemendal, Blue Horizon Bay, Clarendon Marine, Despatch, KwaNobuhle, Motherwell, Port Elizabeth, Summerstrand, Swartkops and Uitenhage (Municipalities of South Africa, 2021). SRE is ranked as one of the top South African estuaries as far as its environmental significance and economic and social worth (SAnews, 2012). The tourism industry of SRE alone creates an estimated R50-million every year, resource use represents R808 953, and has a value of R38.2-million as a nursery territory for fish and invertebrates (Nelson Mandela Bay Municipality, 2011a). Figure 1.1 below is a map that shows SA, depicting the Eastern Cape, then Figure 1.2 is another map that depicts the location of PE and Figure 1.3 illustrates SRE's position on the map.

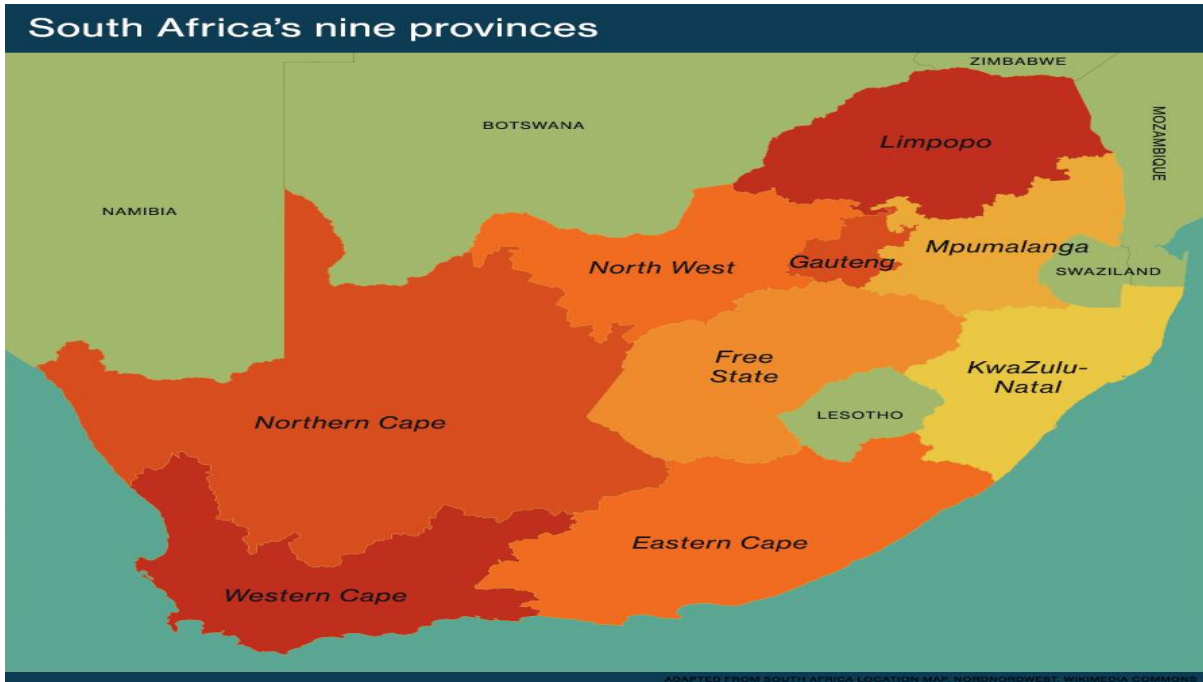


Figure 1.1 Eastern Cape's position in relation to South African (South Africa Gateway, 2017)



Figure 1.2 Port Elizabeth's position in relation to Eastern Cape (Nelson Mandela University, 2011)



Figure 1.3 SRE's position in relation to Port Elizabeth (Internet Midwest, 2021)

1.7 LITERATURE REVIEW

This study's literature review is separated into two chapters that focus on firstly the concept of CMT and secondly its related impacts. This study includes four major concepts that are explored and discussed in detail namely Marine Tourism, Coastal Tourism, Maritime Tourism and the Ocean Economy. These concepts will be discussed in Chapter Two. The major debates on literature in Chapter Two focus on the economic significance of CMT, factors affecting CMT, the Role of government in CMT in South Africa and CMT in Nelson Mandela Bay. Chapter Three focuses on CMT's positive and negative economic, environmental and social consequences.

1.8 RESEARCH DESIGN AND METHODOLOGY

This study is conceptualised within the interpretivist paradigm and its fundamental objective is to comprehend the significance of the social circumstance from the perspective of the individuals who live it (Thanh & Thanh, 2015:25). In this study, a qualitative research approach is selected with a specific focus on document analysis. For the purpose of qualitative research, the researcher has spent a lot of time engaging with documents enabling them to be immediately responsive and adaptive. Ethical considerations and in-depth discussions of the methodology of this study are included in Chapter Four.

1.9 DISSERTATION OUTLINE

Chapter One:	Background and Rationale of the study
Chapter Two:	Coastal and Marine Tourism
Chapter Three:	Impacts of Coastal and Marine Tourism
Chapter Four:	Research Design and Methodology
Chapter Five:	Data Presentation and Analysis
Chapter Six:	Synopsis, Recommendations and Conclusions

1.10 CONCLUSION

The introduction, background and justification for this investigation was provided in this chapter. The aim of this study is to identify challenges that hinder the development of CMT in SRE, identify opportunities and potential for future growth in CMT in SRE, identify NMBM's efforts in creating and sustaining CMT in SRE and to evaluate the status of CMT in SRE in terms of CMT related development. The literature

discussions in Chapter Two are centred on the economic relevance of CMT, variables that may have an impact on CMT, government's role in CMT at all spheres including local, national and provincial, and CMT in Nelson Mandela Bay.

CHAPTER TWO

COASTAL AND MARINE TOURISM

2.1 INTRODUCTION

The goal of this study, as stated in Chapter One, is to identify the challenges that have prevented SRE from becoming a well-liked CMT area and possible CMT opportunities that may exist in SRE.

This chapter begins with a clarification of concepts followed by discussing CMT-related literature. The chapter also examines the economic importance of CMT in addition to the concepts of sustainability and highlights the challenges faced by the industry. It addresses the significance of CMT and highlights the popularity of CMT from a global, African, and local scale. Additionally, this chapter discusses local government's role in stimulating CMT.

2.2 CONCEPT CLARIFICATION

Coastal Tourism, Marine Tourism, Maritime Tourism and Ocean Economy, are the four distinct concepts that are relevant to this study and these concepts are discussed below.

2.2.1 Coastal Tourism

Coastal tourism includes any tourist-related activities that occur on, near, or in the ocean (International Coastal & Marine Tourism Society (ICMTS), 2015; European Commission, 2014b:3; Moscardo & Benckendorff, 2019:15-16). Coastal tourism,

according to Gössling, Hall and Scott, (2018:778), involves recreational activities that take place in offshore coastal seas in addition to taking place along the coast. Coastal tourism includes both tourism activities that occur on land and leisure activities including swimming and sunbathing, as well as beach walks and watching wildlife (European Commission, n.d:3). It is a process that involves travellers as well as the people and places they visit. According to Gössling *et al.*, (2018:778), Coastal tourism is centered on a variety of unique resources along the border of the land and the ocean, including amenities like marine, beaches, gorgeous scenery, rich land and marine biodiversity, diversified cultural and historic heritage, nutritious cuisine, and top-notch infrastructure. Coastal tourism encompasses the entire travel industry as well as leisure activities such as fishing, marine ecotourism, and horseback riding that take place along the coast and on the beach (ICMTS, 2015:2). Coastal tourism activities are predominantly concentrated on the beach.

For the purposes of this study, it is understood that the term "coastal tourism" refers to any activities that occur on or near beaches, as well as onshore infrastructural development and local customs and culture.

2.2.2 Marine Tourism

According to Orams and Lück (2015:20) the word "marine" refers to anything related to or found in the sea, such as sea animals. Marine environments, according to Orams (1999:8) as cited by Orams and Lück (2015:20), are regarded as tidal and have a salinity component to the water. The tidal nature of the marine environment allows for activities such as surfing, kite surfing, and windsurfing, among others. According to Gössling *et al.*, (2018:779), marine tourism is strongly connected to coastal tourism, but it also involves deep-sea fishing, yachting, and sailing.

Despite the fact that no common definition of this term exists (ICMTS, 2015:1), The International Coastal and Marine Tourism Society uses the following definition, which

South Africa has endorsed (ICMTS, 2015:1) and is proposed for this study: Marine tourism encompasses any recreational activities that require travel away from one's home and have the marine environment and/or the coastal zone as its host or focus. Under the broader scope of the marine tourism industry, land-based whale watching, reef strolling, travel transportation supply, and yachting events are all examples of marine tourism activities (Hall & Page, 2014:360-361). According to Seymour (2012:27), marine tourism includes a variety of components, including marine or coastal habitats, Marine Protected Areas (MPA), and marine activities contributing to its existence.

2.2.3 Maritime Tourism

According to the South African Maritime Safety Authority (SAMSA) (2016), the maritime industry comprises of all operations carried out on ships at sea, as well as related land-based facilities. Therefore, all economic activities involving the marine environment are included in the maritime industry, including aquaculture, offshore oil and gas exploration, services connected to marine conservation and management, maritime manufacturing and transportation, minor port development, and CMT. (Van Wyk, 2015:157). The term maritime tourism has recently gained popularity (European Commission, 2014a; Bal & Czalczyńska-Podolska, 2019). Maritime tourism, according to Papageorgiou (2016:47), refers to activities that take place in or near coastal waters, shorelines, and their immediate surroundings. The European Commission (2018:158) states that one of the maritime sector's segments that can help harness the potential of multi-use space at sea is tourism. Tourism and ports are semi-compatible since arrivals in ports produce income and business possibilities, and the tourism sector is also semi-compatible with shipping in the form of cruise ships, yachting, and boating, which is an essential driver of maritime tourism growth (European Commission, 2015; Ecorys, 2012).

2.2.4 Ocean Economy

CMT was identified as one of the primary industries contributing to the development of the ocean economy at the United Nations Conference on Trade and Development (UNCTAD) in 2014 (United Nations - UN, 2014:2). According to Park, Seo, Kildow and Judith (2014:4), comparing the ocean economy across countries is difficult due to differences in the ocean economy's definition, classification criteria, and scope. The term ocean economy is also known as ocean industry, sea economy, and marine industry, among other terms. The ocean economy is difficult to define since industry categories and sub-sectors are heavily reliant on the region of the world where the industry operates, the available resources, and the types of activities carried out (Park *et al.*, 2014:2). For instance, in the United States the ocean economy is split into six primary sectors (United States. Department of Commerce, 2016:10), while in the United Kingdom, it is divided into 11 (United Kingdom. Government Office for Science, 2018:36). The ocean economy in the United Kingdom does not include fish manufacturing (United Kingdom. Government Office for Science, 2018:36). Most countries do not have thermal and nuclear power production, although France does (De Saint Denis & Fix, 2018:3). South Africa's sub-sectors also differ significantly from other countries and includes six priority growth areas identified by Operation Phakisa (2019) namely, marine transport and manufacturing, aquaculture, offshore oil and gas exploration, marine protection services and governance, small harbours, and CMT.

According to Colgan (2013:334), the ocean economy is the portion of the economy that relies on the ocean as a source of growth or that takes place on or underneath the ocean due to its geographical position. The Organisation for Economic Co-operation and Development (OECD) (2016:21) defines it as the economic activities of ocean-based industries, as well as the services, goods, and projects generated by marine biological systems. Ocean ecology and the ocean economy are intertwined in the sense that ocean-based industry production is extracted from marine habitats, while commercial activity has a daily effect on marine biological systems (Wang, Sun & Zou, 2021:117). The idea of the ocean economy, according to UNCTAD (2014:2),

encompasses monetary and trade activities that organise the security, practical use, and management of biodiversity, including ocean biological systems and genetic assets. It also includes practices that are natural resource intensive, promotion of sustainable use, and yield low to no Greenhouse Gas (GHG) emissions, as well as attempts to contribute to mitigation and adaptation efforts to mitigate environmental change hazards such as rising sea levels and seawater fermentation (UNCTAD, 2014:2). The ocean economy is also referred to as the blue economy which according to Bari (2017:5) is described as the separation of socioeconomic activities and growth from environmental destruction, as well as the maximisation of the benefits that can be obtained from marine resources. Also, it should be noted that the concept of the blue economy is linked to commercial and trade operations, and it stems from the necessity to include conservation and sustainability into marine sector management (Smith-Godfrey, 2016:59).

The ocean economy encourages sustainable growth, environmental sustainability, social integration, and the improvement of ocean biological systems (UNCTAD, 2014:2; UN, 2014). According to the UN (2014), the ocean economy provides vital growth tools such as sustainable fishing and aquaculture, clean marine energies, marine bioprospecting, marine transportation, and CMT.

2.2.5 Coastal and Marine Tourism

CMT is the main term used by the South African government and is also endorsed by the ICMTS. As a result, the chosen term for this research is coastal and marine tourism.

2.3 THE ECONOMIC SIGNIFICANCE OF COASTAL AND MARINE TOURISM

The exact estimations of the economic significance of marine tourism have not been determined (Hall & Page, 2014:360-361). Coastal tourism is documented as one of the main components of the international tourism sector (Hall & Page, 2014:362). More than 60% of Europeans choose beach holidays, and beach tourism accounts for more than 80% of US tourism revenue (Gössling *et al.*, 2018:780). Coral reefs are expected to contribute US \$ 11.5 billion to tourism around the world (Burke, Reytar, Spalding & Perry, 2011:77) as cited by Watson, Dudley, Segan and Hockings (2014:69). However, when converting the estimated contribution of tourism to the global financial system to the World-Wide Fund for Nature (WWF) estimate, the proportional share of tourism could be approximately \$ 225 billion (Burke *et al.*, 2011:77) as cited by Watson *et al.* (2014:70). The worldwide, African, and South African CMT popularity overview is provided below.

2.3.1 Global overview of CMT

Many tropical marine systems' coastal economies across the globe are greatly influenced by CMT (Biggs, Hicks, Cinner & Hall, 2015; Orams & Lück, 2015). This is further supported by Gössling *et al.* (2018:779) and Biggs *et al.* (2015:66) who state that CMT plays a significant socio-economic and conservation role in various coastal regions. Recreational activities that rely on marine resources have turned into significant components in tourism (Burgin & Hardiman, 2011:684). For instance, whale watching is a rapidly developing sector globally and is highly supported as a non-destructive form of tourism on marine species (Higham, Bejder, Allen, Corkeron & Lusseau, 2016; Hoyt & Parsons, 2014). In addition, whale watching has become a huge industry which is accessible in over 87 nations internationally that attract numerous tourists annually (Wearing, Cunningham, Schweinsberg, & Jobberns, 2014:40). Other CMT activities popular in and around the world range from diving and swimming with manta rays and seals, shark-cage diving to diving with turtles (Farr,

Stoeckl & Beg, 2014; Cinner, 2014). According to a study by the Socio-economic Marine Research Unit (SEMRU) (2019:7), the most popular CMT activities include beach walks, beach or seaside trips, coastal sightseeing, swimming, fishing, recreational boating and surfing. Therefore, regions that either have or are surrounded by these marine resources therefore showcase such opportunities and tourists have amplified interest in coastal and marine environments (Gounden *et al.*, 2020:1060).

Marine tourism is developing consistently (Gössling *et al.*, 2018; Biggs *et al.*, 2015). According to Cheung, Sarmiento, Dunne, Frölicher, Lam, Deng Palomares and Pauly (2012:255) 80% of the earth's surface area comprises of the marine environment, subsequently depicting the marine environment as a significant tourism and recreational setting (Kenchington, 1993) as cited by Kay and Alder (2017:600). The preceding years introduced a development in nature-based tourism, marine regions, and species (Guerra and Dawson, 2016; Lange, 2015; Vianna, Meekan, Pannell, Marsh & Meeuwig, 2012). Within the largest industry in world-tourism, CMT is one of the sectors with the quickest growth rates (Gössling *et al.*, 2018; Tegar & Gurning, 2018). CMT, for instance, accounts for far more than 20% of the GDPs of island countries, as Forsyth (2017:135) demonstrates. According to Weatherdon. Mangan, Rogers, Sumaila and Cheung (2016:48), one of the major economic sectors in the world is tourism, with coastal tourism accounting for a sizeable portion of the industry's worldwide profits. According to Papageorgiou (2016:29), coastal tourism is today the most significant kind of travel worldwide, and its growth is dependent on the best possible utilization of travel resources available in the coastal zone.

According to Karnauskait, Schernewski, Støttrup and Kataržytė (2019:3175), the coastal and marine industry is expanding significantly and is expected to do so in the future. Additionally, CMT does not only constitute the largest and continually expanding component of the tourism industry but is also one of the most significant and rapidly growing economic activities taking place at sea (Papageorgiou, 2016:45). According to Porter, Orams and Lück (2018:152), CMT is appealing as a potential

development method for livelihood diversification because of its diversity and the possibility for more diversified work options worldwide.

2.3.2 African overview of CMT

According to Karani and Failler (2020:5), Africa has an extraordinary history and tourism opportunities that vary from various countries and their resources. Africa is really favoured with nature, and this can benefit the host country and provide a better standard of living of the general population (Karani & Failler, 2020:5). The CMT industry generates employment and creates internal income for host communities by means of money made from an inflow of international tourists (Oladele *et al.*, 2018:166).

A few countries in Africa recognise CMT as one of the most significant segments of their economies including Madagascar, Mauritius, The Seychelles, Mozambique, Zanzibar, Kenya and SA (Gounden *et al.*, 2020:1134; Rogerson, 2020). The aforementioned countries offer various CMT products such as penguin, whale and dolphin watching and offering trails in countries like Uganda, the Democratic Republic of Congo, Rwanda and Cameroon (Karani & Failler, 2020:4). According to Oladele *et al.* (2018:165), Africa has placed more attention on land-based tourism sites rather than water-based tourism resources.

African countries are surrounded by stretches of the coastline which makes them more appealing to tourists, these include the seashores in Lagos, Nigeria, the world's most noteworthy South African dunes such as those located in Cape Town and wildlife experience in a Tanzanian safari (Oladele *et al.*, 2018:165). Such tourism industry opportunities make tourism significant in developing nations contemplating the undiscovered natural assets found inside the shores of these African nations (Oladele *et al.*, 2018:166). However, Africa is faced with a few challenges. In the majority of developing nations, including those in Africa, there are normally a large number of

individuals available for work, the issue is rather the skills available (Jenkins & Mkono, 2015:255). In a study conducted by Ololo, Dieke and Eze-Uzomaka (2020:4), it was found that in a large portion of African nations there is no lack of investment capital, yet maybe a hesitance to put resources into the tourism sector and to a large degree such resistance is connected to tourism being slowed and can be halted by dangers such as the COVID-19 pandemic.

2.3.3 South African perspective

With a coastline of roughly 3000 kilometres long, South Africa's CMT sector is one of the country's biggest tourism segments (SAMSA, 2016). This sector is multi-faceted and incorporates a wide variety of activities, for example, sunbathing, diving, swimming, surfing, kayaking, scuba plunging, whale watching, shark cage diving, stand-up paddle boarding and remote fishing to give some examples. Below is a synopsis of an economic driver of South Africa namely Operation Phakisa, in relation to CMT, also, an overview of CMT's popularity in South Africa is provided.

2.3.3.1 A synopsis of Operation Phakisa

Operation Phakisa is a South African government initiative which was intended to fast track the implementation of resolutions on critical development issues (Operation Phakisa, 2019). This concept was adapted to the South African context from the Malaysian government's Big Fast Results methodology (South Africa. Department of Environmental Affairs, n.d:30). According to Operation Phakisa (2019), the implementation of Operation Phakisa in 2014 meant recognising that CMT forms part of some of the key aspects of the country's ocean economy framework. Operation Phakisa's long-haul plan and vision is that South Africa becomes the main CMT destination in Africa and a leading CMT fascination all around, with an assembled and composed way to deal with tourism marketing and service provision by 2030 (Department of Planning, Monitoring and Evaluation (DPME), 2015:4).

The first implementation of Operation Phakisa focused on boosting South Africa's blue economy (Van Wyk, 2015:157) and unlocking the ocean economy (Operation Phakisa, 2019). South Africa's oceans can generate approximately R129 177 billion toward the GDP by 2033 (Operation Phakisa, 2019). Operation Phakisa has six priority growth areas (Operation Phakisa, 2019): marine transport and manufacturing, aquaculture, offshore oil and gas exploration, marine protection services and governance, small harbours, and CMT (Potgieter, 2018:49-70).

In terms of the CMT focus area, it is an important focus area of the ocean economy. South Africa's lengthy coastline and unspoiled coastal environments have several untapped opportunities for boosting CMT and in so doing stimulating local opportunities for local economic development (Rogerson, 2020:30). Coastal provinces in South Africa, have unique attributes and well-developed infrastructure that attract them to tourists and are known drivers of this initiative (Rogerson & Rogerson, 2014, Rogerson & Rogerson, 2019) According to Saayman, (2014:18-19), other coastal regions have not benefited as much due to key challenges faced by the CMT industry such as a lack of basic and tourism infrastructure. Although South Africa has numerous remarkable seashore assets, it has not built up the sort of mass sea-sun-and-sand global tourism resorts such as those by Cancun in Mexico or Sharm El Sheik in Egypt for example. The present significant development benefits of CMT are received by leading tourism destinations with developed infrastructure such as Cape Town and Durban (Gounden, Munien, Gounden & Perry, 2020:1060). There has therefore been a need to prioritise infrastructure improvements in order to achieve the objective of unlocking of the potential of South Africa's CMT (South Africa. Department of Tourism, 2017:1).

2.3.3.2 CMT in South Africa

Two of the most famous South African marine activities are whale watching and shark cage diving (SAMSA, 2016). According to Van Wyk (2015:158), the CMT industry in South Africa achieves economic advantages related to job and business opportunities and is known for encouraging preservation, research and community projects. The ocean economy will open the economic capability of SA's seas, giving noteworthy Gross Domestic Product (GDP) growth and generating employment. Nelson Mandela Bay Tourism (2019) further added that tourism is the greatest supporter of the ocean economy and coastal tourism contributes R26 billion to the GDP. Binns and Nel (2002:235) show that promoting the tourism industry is a key strategy that can prompt economic growth, community development and poverty alleviation. In recent years, tourism has additionally risen as a noteworthy development alternative in post-apartheid South Africa (Hitchcock, 2013:3). In their study Binns and Nel (2002:235) look at how economic, social and natural assets are being used to promote tourism using a South African local community development strategy, and it centres on current local government efforts in this by having a community/pro-poor focus. According to United Nations World Tourism Organisation (UNWTO) (2013:2), tourism is one of the fastest growing economies in the world, generating employment and is a third of developing countries' export. In addition, tourism is a major contributor to South Africa's GDP.

South Africa's marine and coastal environments are regarded as assets that provide and sustain various social, ecological and economic services (South Africa. Department of Environmental Affairs, 2017). Contributing to South Africa's tourism value are multiple CMT activities that include swimming, watching whales, diving with sharks, coastal hiking, spear fishing and surfing, making South Africa the ultimate travel destination (World-Wide Fund Ocean Facts and Futures Report, 2016:26). These CMT activities further offer employment opportunities and a solid income for communities located on the coast, yet a large portion of this appears to go to well-off investors with next to nothing making its way to local communities (Van Niekerk,

Wilson & Turpie, 2012:20). The shoreline of South Africa offers numerous distinctive CMT activities offered along the South African coast such as diving opportunities from the colder southern waters with kelp, seals and shark cage diving in Southern KwaZulu-Natal and varied coral reefs in Northern KwaZulu-Natal (Mann-Lang *et al.*, 2021:368). Along the Eastern Cape are a few land- and boat-based whale watching operators as well as shark and marine bird watching ecotourism and Cape Town offers penguin and seal watching (Wallace, 2020; Gounden *et al.*, 2020:1139).

Research has identified an opportunity to continue to make use of and benefit from coastal environments and unlock the ocean economy (Operation Phakisa, 2019). Operation Phakisa is an idea that supports CMT and has been a focus point in unlocking coastal economic opportunities in South Africa. CMT and recreation are recognised by Operation Phakisa as varied and encompass an extensive scope of coastal and marine resources, tourism and recreational and relaxation interests (EThekwini Maritime Cluster, 2015). It also notes that CMT is inclusive of beyond just cruise and beach tourism, Figure 2.1 below illustrates this.

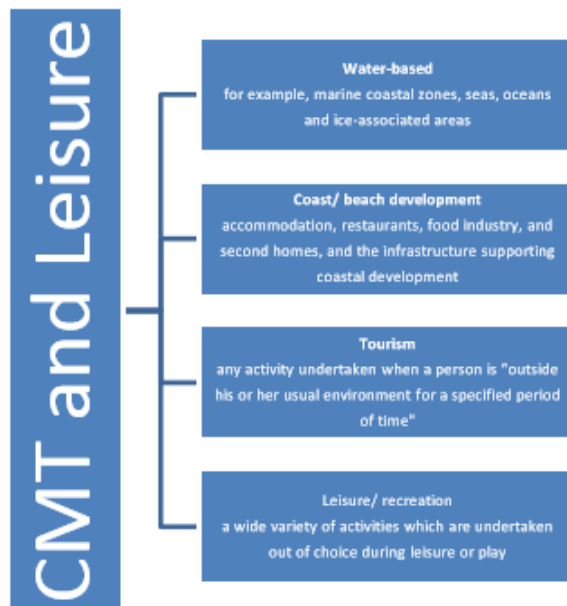


Figure 2.1: CMT and leisure (Ethekewini Maritime Cluster, 2015).

2.4 FACTORS AFFECTING COASTAL AND MARINE TOURISM

This section discusses the challenges that affect Coastal and Marine Tourism. These issues will be discussed further in Chapter Three.

2.4.1 Sector fragmentation

According to the European Commission (2014b:19), the CMT industry, which comprises mostly small and micro enterprises, is a complicated and fragmented industry. This poses a barrier among market actors and other stakeholders in relation to cooperation and sharing knowledge. This can hinder innovation and sharing best practices and gain knowledge from it. These impediments to collaboration and the exchange of information have a significant impact on the creation of joint products as these products usually require numerous service providers to form partnerships (European Commission, 2014b:28). The obstacles of developing spatially distributed and international products are the greatest. A lack of product variety and initiatives for innovation has been recognised as one of the most frequent issues of CMT (European Commission, 2014a). A related problem is the integration of marinas with broader non-tourism economic activities. Collaboration and sharing of information seem to be supported by available platforms that are either too high level or focused on other sectors of the market, limiting the efficiency in dealing with CMT market concerns (European Commission, 2016a).

2.4.2 Lack of skilled workforce

Investment in human resources is a condition for sustainable and competitive growth, but the CMT sector does not attract enough qualified human resources (EU, n.d.). This is mainly due to the seasonality of employment and the lack of career development opportunities (EU, n.d.). Education and training should be used to provide skills that

match the needs of the labour market. Better targeted training policies that provide well-qualified, service-oriented and multilingual people should be developed or created within the CMT (UNCTAD, 2014). According to Netto, Trigo and Gonzaga Godoi (2015:13), the absence of skilled professionals in tourism has prompted unbalanced planning and development of the tourism industry on the grounds that the biggest portion of tourism industry training opportunities are in preservation and natural asset management and not in promotion, the management or in connecting tourism to public development planning. In the field of recreational boating, various competencies for yacht sailors, delivery skippers, flotilla skippers, bareboat skippers and charter skippers are required, which impede cross-border development and impact the maritime employment market (Ecorys, 2015:85). According to a research study done for the Irish government by The Expert Group on Future Skills Needs, persons with practical experience and understanding of working in a marine environment, for example boat skippers or boat men, and kayak or rock-climbing skills or credentials were recognised as the hardest skills and qualifications to obtain (The Expert Group on Future Skills Needs, 2015:122). Mariners, part-time outdoor tutors, and boat technicians were difficult to find among the companies interviewed (The Expert Group on Future Skills Needs, 2015:122). Also, professional service spirit, competent business abilities, and strong communication skills, fluent English communication, and long-term job interests are among the fundamental skills that are lacking in cruise jobs (Sun, Feng & Gauri, 2014:72). Typically, institutions do not provide training for these types of skills (Sun, Feng & Gauri, 2014:74).

2.4.3 Climate change and health crises

The CMT industry is economically vulnerable and sensitive to climate change and weather as these have an impact on tourists' decision making and the success of tourist enterprises (Karani & Failler, 2020:3). Not only does tourism have an influence on climate change, it also is impacted by it. The severe and frequent conditions of storms and serious weather events are anticipated to grow due to climate change, which might disastrously damage tourism in affected areas (Karani & Failler, 2020:3).

Drought, illnesses, and heat waves are some of the additional consequences of global warming. CMT relies on the purity and beauty of landscapes and is especially prone to the impacts of climate change (UNWTO, 2019; Gössling, Scott, Hall, Ceron & Dubois, 2012:40). Some of the ecosystems that are key tourism attractions are affected by climate change these include coral reefs, mangroves, and wetlands. Changes in temperatures might favour and disadvantage particular areas (Hoogendoorn & Fitchett, 2018:744). The climate is one of the key reasons for tourists selecting a destination. To a certain extent, most visitors want a warm climate and no natural disasters. On the contrary, extreme weather occurrences damage tourism quite badly, for example, in tropical places, the risks for prospective visitors in hurricane season are deterrents, and cruise ships typically avoid those areas (Hoogendoorn & Fitchett, 2018:744).

2.5 THE ROLE OF GOVERNMENT IN COASTAL AND MARINE TOURISM IN SOUTH AFRICA

This section discusses the role that national, provincial, and local government play in Coastal and Marine Tourism.

2.5.1 National government

The state has a significant role in controlling and managing the tourism industry and even facilitating it (South African Local Government Association, 2014). The state intervenes in limiting unwanted development or unjustifiable rivalry or creates demand by improving infrastructure or encouraging development and government pays close attention to keeping up quality guidelines and ensuring visitors against business misconduct or failure (Constantin, Dragusin, Profiroiu, Mitrut, Iosif-Balalia & Petrescu, 2011:217-218).

According to Huston (2013: slide 2), national government has an important role to play in CMT. It is the responsibility of the national government to formulate national growth and development CMT policies and ensure investment toward CMT facilities as well as promoting a country as a CMT destination. Kadariya (2014: slide 16) states that national government can assist in the development of infrastructure necessary for public and private CMT activities. National government plans and facilitates CMT and provides financial and other aid to destinations in the country and supports significant CMT interests during a financial crisis (Constantin *et al.*, 2011:218). Moreover, government is involved in setting aside particular areas for protection and conservation (Kadariya, 2014: slide 16). One of the key CMT challenges is the lack of skilled workers in the industry and it is therefore the national government's role to provide training opportunities for key personnel (Mzezewa, 2018:96). The functions of national government include improving development and promotion of the tourism industry; developing the quality of the products and offerings of the tourism industry; ensuring provision for local and global marketer of a country as a tourism destination; improving collaboration and coordination between all sectors of government in creating and overseeing the tourism industry; and encouraging sustainability to benefit a country and for the delight in the entirety of its residences and international tourists (South Africa. Department of Tourism, 1995:40).

2.5.2 Provincial government

According to Hattingh (2016:72), the provincial government is the backbone of CMT developments and is tasked with the implementation and regulation of the CMT industry. This is supported by Choi (2013:75) who states that the province's government plays a vital role in the growth and promotion of CMT and provincial tourism organisations play an important role in the CMT industry. South Africa, Department of Tourism (1995) argues that the provincial government has a significant role to play in terms of promoting and developing tourism. According to South Africa, Department of Tourism (1995) it is the provincial government's job to sell and promote its destinations, and it is also a regular practice in many countries for governments to

do so. In tourism development efforts, the provincial government should have a more active role than national government. This includes local community engagement, management of the environment, tourist safety, plant development, providing infrastructure among others (Zhao & Timothy, 2015:489; South Africa. Department of Tourism, 1995). This also needs to be reflected in provincial budgets and resources.

According to South Africa, Department of Tourism (1995), with a few exceptions, additions, and amendments, the provincial government has been granted authority for all tourist industry functions originally stated at the national government level including the facilitation, coordination, control, supervision, and growth promotion. In accordance with national policy, provincial tourism organisations should establish CMT policies tailored to their region and collaborate to implement particular national policies, strategies, and objectives (Choi, 2013:75). Through the assistance of provincial tourism associations, the provincial government oversees selling and promoting their attractions (South Africa. Department of Tourism, 1995). The provincial government, as is customary in many other countries, should oversee promoting the province to the domestic market in rivalry with other provinces (Choi, 2013:75). In terms of international marketing, national and provincial tourism organisations can work together to develop a solid, effective CMT marketing plan that will be organised at the national level and carried out with the participation and support of provincial tourism organisations. This may mean a range of strong product lines such as ecotourism, coastal and marine tourism, that are relevant across regional borders, rather than regions promoting different brand identities (Nur Nobi & Majumder, 2019:12). This strategy should be considered as long as it does not exclude regional initiatives in markets that they want to build on their own and where national presence is lacking.

2.5.3 Local government

According to Wondirad, Tolkach and King (2020:33-34), in order to create sustainable tourism in coastal zones, local governments should give special attention to coastal tourism developments, building of tourism infrastructure such as resorts and related infrastructure such as roads and airports in coastal zones, marine tourism activities such as cruises, fishing, and artificial reefs. To begin, the government must take a more localized approach to developing coastal tourism development plans (European Commission, 2014b:140). Programmes at the local level must be designed via discussion and collaboration among all tourism stakeholders, including those at the national and provincial levels. Local government's planning must include inventorying and assessing natural and cultural resources, considerations for the carrying capacity of the places in question and subjecting all significant development activities to an environmental impact assessment (Kachel, 2008:135-184) as cited by Crawford and Brownlie (2019:82). According to Briedenhann (2007:389) as cited by Ruhanen (2013:82), in developing coastal zones for tourism, local authorities must also ensure provision is made for conserving the diversity of natural landscape characteristics of coastal areas, giving enough space for other activities such as agriculture, and designating restricted areas and zones where development and construction is entirely forbidden, particularly construction.

Moreover, to minimize the negative environmental consequences associated with the building of tourism infrastructure and supporting infrastructure in coastal zones, such as ecosystem damage, soil erosion, shoreline alterations, and resource depletion, the appropriate local authorities must tightly oversee the placement of facilities and infrastructure (The Convention for the Protection of the Marine Environment of the North-East Atlantic, 2010:17) as cited by Verma, Alrefaee, Quraishi, Ebenso and Hussain (2021:135). Tourist amenities and infrastructure development in coastal zones should be centred as much as possible on previously existing resorts. Marshes, beaches, dunes, and breeding and spawning areas where nature is sensitive to CMT development, the use of undeveloped land in the adjacent coastal strip should be

discouraged or forbidden (Briedenhann, 2007:384) as cited by Ruhanen (2013:82). In this context, it is critical to implement awareness-raising campaigns and training programmes for visitors and tourism professionals, in order to raise their understanding of environmental quality, decision-makers, in order to help them to pick the most suitable and feasible form of development for their municipality, local authority employees and local teams responsible for promoting CMT or operating specific CMT facilities and local residents (The Convention for the Protection of the Marine Environment of the North-East Atlantic, 2010:22) as cited by Verma *et al.* (2021:135).

2.6 COASTAL AND MARINE TOURISM IN NELSON MANDELA BAY

NMB is well-known for the Big 7 which includes elephant, buffalo, rhino, lion, leopard, southern white whale and great white shark and the area has a rising admiration for its CMT contributions, for example, sea safaris and boat-based whale watching tours (Heraldive, 2019). Sea safaris give a chance for tourists to submerge in the marine diversity of Algoa Bay and an opportunity to watch the seas' magnificent creatures in their indigenous habitat by partaking in whale watching excursions (Heraldive, 2019). There is a wide scope of ocean cruises to pick from, and some examples are the island cruise, sardine run cruise, penguin island cruise or a dolphin watching cruise (Nelson Mandela Bay Tourism, 2020).

As a result of its natural resources, inconceivable marine biodiversity and rich natural history, Algoa Bay has become a globally acclaimed Hope Spot and has increased NMB's potential as a CMT destination (Nelson Mandela Bay Tourism, 2019). Earle (2020) describes Hope Spots as unique preservation and conservation areas which are fundamental to the health of the sea. Nelson Mandela Bay Tourism undeniably advocated for sustainable and responsible tourism to conserve and preserve natural resources and this process involves watching species in their natural habitat in a sustainable manner (Nelson Mandela Bay Tourism, 2011). Similar standards are

applicable to sea safaris to ensure that sustainable eco-tourism related activities are identified especially those related to whales and dolphins (Nelson Mandela Bay Municipality, 2009:4-6). Moreover, Algoa Bay offers abundant marine ecotourism activities from scuba diving, swimming, beachfront catamaran cruises and sea safaris to provide some examples (News24, 2018).

Tourism is one of Nelson Mandela Bay's biggest contributors to the region's economy and is set to have a significant boost in the next five years and beyond and follows the government's endorsement of a broad Coastal and Marine Tourism Implementation Plan (South Africa. Department of Tourism, 2017:1). The Department of Tourism's objective is to guarantee substantial growth in the coastal and marine sector and Nelson Mandela Bay is likely to benefit considerably (South Africa, Department of Tourism, 2017). However, NMB faces various challenges.

The key CMT challenges in NMB include cities such as Cape Town and Kwazulu-Natal better exploiting and investing in CMT opportunities more than small cities such as Port Elizabeth (Nelson Mandela Bay Municipality, 2017:32). Reasons for this vary from small budgets, limited understanding of the CMT concept or a lack of support from the national government, strict environmental regulations prevent creating and sustaining NMB's CMT sector successfully (Nelson Mandela Bay Municipality, 2017:32). But it does however provide tourists with activities such as birdwatching, canoe tours, rowing, surfing and recreational fishing and swimming (Nelson Mandela Bay Tourism, 2011).

2.7 CONCLUSION

This chapter focused on the concepts of CMT namely coastal tourism, marine tourism, maritime tourism and economy. The chapter also discussed the economic significance of CMT the literature states that places that along the coast rely on marine activities where the marine environment provides services such as fishing which in return

contribute to economic growth and wellbeing. The chapter also discussed the importance and popularity of CMT on a global, African and South African narrative as this provided an overall perspective of the CMT industry. It also highlighted challenges that impact the CMT industry which were a lack of skilled worker, sector fragmentation and climate change and health crises.

Literature noted that NMB has admirable CMT contribution but however faces obstacles such as the lack of professional expertise, lack of ocean economy knowledge, limited Operation Phakisa visibility as well as a lack of funding, infrastructure and incentives.

The next chapter discusses in detail the positive and negative impacts of coastal and marine tourism.

CHAPTER THREE

IMPACTS OF COASTAL AND MARINE TOURISM

3.1 INTRODUCTION

The preceding chapter presented wide-ranging discussions concerning the concept of coastal and marine tourism. Whereas the economic, environmental and social consequences of coastal and marine tourism will be discussed in this chapter.

Coccosis (2020:239) offer a description of the effects of tourism on coastal regions, which can be both positive and negative and undoubtedly, tourism benefits coastal cities by creating job opportunities, increasing income, developing infrastructure, improving health and safety conditions, enhancing artistic standards, and so on. Rising coastal communities' understanding of the importance of their coasts as a result of CMT impact, as well as resulting investment in environmental conservation, are two other positive outcomes of CMT growth (Orams & Lück, 2015:484). Large tourism technologies have changed not only the aesthetic appearance of many coasts around the world, but also the ecological complexities of coastal habitats (Orams & Lück, 2015:484).

3.2 ECONOMIC IMPACTS

In most countries, tourism is one of the most important economic activities (World Travel & Tourism Council (WTTC), 2017:2). The sector has substantial indirect impacts and caused economic effects in addition to its direct economic influence (WTTC, 2017:2). Tourism will have a positive economic effect by rising foreign exchange earnings, which enhances the balance of payments, widening the service sector by generating employment at all capacity levels, raising private capital for

infrastructure development, fostering infrastructure transformation, economic diversification, and long-term prosperity (Boo, 1991), cited in Mocior and Kruse (2016:137). The most common sources of revenue received from tourism, according to Gurung and Biswakarma (2018:22), include entrance and hotel fees, hotels, stores, tour guiding, souvenirs, conference services, and donations. Below is a discussion of both positive and negative economic effects of CMT.

3.2.1 Positive impacts

The following section depicts the positive economic impacts of CMT.

3.2.1.1 Public revenue

The CMT industry is one of the most important economic activities for economic growth and development and its importance is well understood, and it supports the economy through revenue generation (Mahangila & Anderson, 2017:1). According to a study conducted by Mahangila and Anderson (2017:2), tourism is the primary source of revenue in the economies of many coastal destinations. According to studies by Mahangila and Anderson (2017:2) and Karani and Failler (2020:100572), tourism is by far the most important source of revenue for economies (Mahangila & Anderson, 2017:2; Karani & Failler, 2020:100572), accounting for around 27% of government revenue (Anderson, 2013:63). Such funds come from hotels, pubs, restaurants, clubs, and large-scale casinos, and are then used to finance the states' numerous construction programmes (Lange, 2015:8). In practice, some of the value-added tax received from tourism industry enterprises like tour operators, restaurants, lodging, and resorts can go straight to the government and can be used for development projects like maintaining and renovating destroyed tourism attractions and facilities (Mahangila & Anderson, 2017:2-3).

In some areas, communities work with the government to implement a participatory approach to the management and protection of attractions in their villages. The approach allows the villagers to participate in the collection of tourism-related taxes, with the proceeds distributed among the members of the community (public revenue). For example, in Jozan-Chwaka Bay National Park, management works with the community to protect and conserve the forest (Carius & Job, 2019:826-827). The revenue generated by visitors to Jozan-Chwaka Bay National Park is split evenly between the regional government and the local community (Carius & Job, 2019:826). A portion of the benefits offered to the local community is invested in community development such as the development of health centres and schools, and the renovation of other facilities, while also helping to reduce land-use disputes among stakeholders and reducing strain on the environment.

3.2.1.2 Income generation for the local public

Tourism-related activities generate income for communities, leading to the stimulation of both economic growth and development (Werema, 2015). Revenue and income are generated through revenue and tax collection, jobs, and tourism-related businesses (Werema, 2015). Tourism operations in coastal regions have led to increased income for many local fishermen within these regions. Fishermen market fish to hotels at a lower price than they do to local residents (Benansio, Wolff, Breckwoldt & Jiddawi, 2016:95-96). According to empirical evidence, about half of the local fishermen in coastal villages have seen an increase in their income as a result of the growth of tourism activities (Benansio *et al.*, 2016:96). According to Werema (2015), tourism activities such as fishing, tour guides, selling local goods, wages, and income from CMT enterprises produce for example up to 54% of Zanzibar communities' income. This income from tourism-related activities enables local fishermen to support their families, build new houses, fix old ones, pay school tuition for their dependents, buy food, pay for medical care, clothing expenses, and other household expenses.

The informal sectors of CMT contribute significantly to women's income generation. For example, in Tanzania women conduct the bulk of the popular tourist-attraction events (Cuetos-Bueno & Houk, 2018:263). Henna paintings and hair braiding are among the other things they do in Tanzania (O'Neill & Crona, 2017:196). It is also normal to see women walking around the beach asking visitors if they want to get henna on their hands. Some of the women go to hotels and bungalows and ask the management if they can perform these cultural practices for the visitors who stay there (O'Neill & Crona, 2017:196). Other Tanzanian women make money by selling shells gathered from the beach, as well as local and traditional foods to visitors (O'Neill & Crona, 2017:198). This however is not a common phenomenon across the world. For example, in a study conducted by Adjei and Sika-Bright (2019:1-2) in Ghana, the participants all agreed that the idea of fishing at sea was an activity of males. When the participants discussed why this was so, they said that women were once permitted to fish in the sea but are now banned. Responding to the grounds for the prohibition, traditional religious authorities highlighted history and greed as the reasons why women are banned (Adjei & Sika-Bright, 2019:1-2).

Communities in Unguja's southern area in Tanzania are turning to seaweed farming to supplement their income (Lange, 2015:8). Seaweed farming is used as a marine attraction for visitors because tourists not only pay for a tour to visit seaweed farms, but they also purchase the products made by seaweed farmers (Msuya, 2012:8), thus improving their livelihoods. Overall, the tourism sector has shifted the image of CMT destinations by providing both formal and informal tourism-related opportunities that can help local residents earn a living (Lange, 2015:8).

3.2.2 Negative impacts

This section provides a comprehensive outlook of various negative economic impacts of CMT.

3.2.2.1 Increase in prices

When many people move into a city, the price of goods and services rises, forcing locals to pay more for food, beverages, transportation, and other necessities. The local people who must pay more for food, drink, fun, transportation and event fees, are at a disadvantage. It is common in famous tourist areas for loss of local shops and the establishment of shops that cater more to tourists than to locals, resulting in the opening of more gift shops and restaurants rather than shops selling products and services to locals (Bormann, Asimah, & Ahiave, 2016:1).

According to Bormann, *et al.* (2016:2), local residents are also required to pay extra taxes to help fund tourism-oriented programmes such as water treatment facilities and tourist information centres. Sometimes local residents despise paying the costs of operating tourist and tourism amenities they never utilise. Some vacation areas have a significant number of second homes that are only used by their owners for a few months each year. This is especially true in iconic coastal regions and national parks such as South Africa and the UK (Hoogendoorn, Mellett & Visser, 2017:136; Barnett, 2014:10). The demand for second homes also raises housing prices in the region, making it more difficult for locals, especially young people, to purchase their first home (Stylidis, Biran, Sit & Szivas, 2014:262). Second home ownership is an example of a negative economic effect of tourism that could contribute to conflicts between locals and visitors (Czarnecki, 2018:123).

Price inflation arises as demand for goods and services increases much quicker than supply due to market growth and rising production costs (Moh'd, 2016:69). Changes in socioeconomic factors such as population, economic development, and urbanisation cause price spikes in food, products, and services (Moh'd, 2016:69). The rise of mass tourism has led to huge price changes for food, services and other goods. According to Anderson (2013:64), fewer food suppliers to a country's market cause a shortage of food products, resulting in higher prices. Due to the scarcity, suppliers take

advantage of the huge tourism market to raise prices so the targeted hotels would have no choice but to pay the higher price, affecting the buying power of the surrounding communities. Many people in destinations such as Zanzibar enjoy marine food, but due to income disparities, local residents in most areas cannot afford to purchase these foods and other goods in the same markets as visitors (Yang, 2015:632). Research conducted by Akova and Atsiz (2019:252) found that price inflation affects many people, trapping them in a cycle of food insecurity and poverty.

The increased price influences local people's consumption of products and buying power, resulting in malnutrition due to a lack of nutritious food (Gössling, Ring, Dwyer, Andersson & Hall, 2016:528). Demand for goods and services increases as a result of population growth and an increase in the number of visitors and migrants (Gössling, Hall & Scott, 2018:774). Most young people employed in the tourism industry are influenced by tourists' habits, which include living opulently and spending a lot of money on non-developmental activities (Akova & Atsiz, 2019:252). While the increased price of goods and services may have a positive impact on government revenues, it has substantial direct effects on local communities.

3.2.2.2 Seasonality

In particular, if a community's economy is not diversified, it will likely be impacted by seasonality. This implies locals only receive earnings during specific seasons of the year (Weaver & Lawton, 2017:56; Petrevska, 2013:44). Hall and Page (2014:360-361) used Scotland as a case where between April and September 68% of all main attractions were visited in 2006. This indicates that outside this timeframe Scottish tourism enterprises might not perform very well. According to Hall and Page (2014:360-361), this generates a variety of additional issues, including temporary employment, rather than full-time, highly trained personnel that leave when the season ends, so employees will need training again the next season. In addition, Hall and Page (2014:360-362) say that locally owned businesses should seek the

diversification of business to keep their businesses off-peak. Mason (2020:44) points out that it is unwanted for local inhabitants to change their style of life within a few months of a year due to seasonal conditions. It is obvious that most tourism sectors experience seasonality. Small enterprises are vulnerable to adverse seasonal impacts. It is necessary to establish alternative attractions that are not linked to seasons for such communities. An alternative option is to broaden their local economy to be durable throughout off-season.

According to the European Commission (2014a) some destinations have a high dependency on CMT. For developing countries and Small Island Developing States (SIDS), tourism is a huge economic sector that attract most of its visitors to their coastlines (Tonazzini, Fosse, Morales, Gonzalez, Klarwein, Moukaddem, & Louveau, 2019:11). Despite the seasonal nature of tourism causing difficulties like those that are discussed further in this chapter such as congestion and overcrowding of public services, rise in human pressure, increased unemployment during low seasons and high rate of temporal employment, the prosperity that tourism creates must not be overlooked (Tonazzini *et al.*, 2019:13).

3.2.2.3 COVID-19 and related shocks

According to UNCTAD (2020), it is likely that, as tastes and fashion shift, or as a result of a variety of external pressures, the number of visitors visiting a specific destination will drop drastically, resulting in job losses and business closures. A recent and exceptional example is COVID-19 and due to this pandemic, it had been predicted that an economic downturn will or is more likely to affect tourism-dependent countries much longer than other economies (OECD, 2020a:7). This premonition proved to be accurate as the pandemic disproportionately affected intensive exposure programmes, which are essential to the travel and tourism industry, and these countries will continue to suffer before people feel safe enough to travel in large groups again (Mulder, 2020:15). Many coastal areas depend on tourism, the effects on CMT

are regarded as crucial. For example, 85% of Aruba's economy relies on tourism, while countries such as Spain and Italy rely on tourism for just 10-15 percent of their economies. Since 90% of Aruba's visitors are Americans, the island was forced to expand its tourism industry (UNCTAD, 2020). Travel plays a vital role in the transmission of infectious diseases, as many crises have painfully shown. The International Monetary Fund (IMF) (2020), states that due to international visitor arrivals have dropped by half and the sector has lost up to \$320 billion and about a hundred million jobs have been lost. This demonstrates how certain destinations have been too reliant on tourism, which has been struck harder than any other sector.

Tourism is vulnerable to pandemics since it is reliant on people's interactions (UNWTO 2020). Consequently, tourism is a sector that has been greatly affected by COVID-19. UNWTO (2020) points out that the COVID-19 pandemic is a major issue for the industry and demands sound and flawless tourism leadership during the recovering stage. The harmful repercussions of COVID-19 pandemic are already being endured in several nations. For instance, the fall of the Chinese market has caused business to decline sharply in Thailand, with several flower sellers, minibus drivers, traditional dancers and more reporting a reduction of half in their monthly earnings, while the informal Thai tour guide association believes that 25,000 individuals lost their jobs (Head, 2020). These are largely small enterprises that frequently do not have sufficient cash for survival and are susceptible to COVID-19. In the USA, an estimated \$57.6 million was lost by the City of Louisville on its own as a result of COVID-19 cancellations (Ozbay, Sariisik, Ceylan & Çakmak, 2021:2517). Therefore, in several nations globally, there is concern about the sector's chances for growth after the pandemic (Ozbay *et al.*, 2021:2516).

3.2.2.4 Impact of infectious diseases

Travel-related diseases have been heavily affected by the tourist sector (Moran & Del Valle, 2016:2). A large-scale of holiday and airline reservations were cancelled as a result of the severe acute respiratory syndrome (SARS) which also adversely affected the tourism industry (Osterholm, 2017:227). SARS originated in China in 2002 (Chen, Lee, Lin & Chen, 2018:908). In addition to China, the emergence of SARS also had a detrimental impact on economies and tourism in many nations and areas. (Chen, *et al.* (2018:908) reported that in Hong Kong between March and April 2003 the overall number of tourists decreased by 63%. Strielkowski (2020:1) noted that tourism's proportion of the GDP decreased at 41-42% over the estimated four-month term under a SARS epidemic in Singapore and Hong Kong. It is also acknowledged that in South-East Asia in 2003, the loss of the gross national product was 18 billion dollars (Bhati, Upadhayaya, & Sharma, 2016:150). In Osterholm's 2017 study "Getting prepared for the next pandemic", he particularly noted that, even during a small pandemic, there would be enormous losses of life and costs to the world economy and that this period of financial confusion would last for several years (Osterholm, 2017:228). Forsyth (2017:131) suggested that the epidemic was responsible for Australia's hotel and travel cancellations and adversely affected Australia's tourist activity. In the research which Bhati, Upadhayaya, and Sharma, (2016) conducted it was found that due to SARS, the overall loss in tourism income in places such as Toronto, Canada during March and July was \$342.5m and most of this was caused by the lodging enterprises. When the steepest dip was recorded on the week of April 27, 2003, the Toronto hotels were expected to suffer a revenue loss of 75% over the same time in 2002 (Jiang & Weng, 2020:2654). Regarding jobs, 12,100 persons are reported to have lost their positions in the tourism industry, mostly in housing or the food and beverage sector during the SARS breakout (Jiang & Weng, 2020:2655).

For instance, the influenza outbreak that took place further from our time was swine flu. More than 200 000 individuals have died from the virus that began in Mexico in 2009 (Moran & Del Valle, 2016:2). In several nations, swine flu has had a detrimental

impact on tourism. Page, Song and Wu (2012:45) reported that 1.6 million visitors were lost in England in 2009 as a result of swine flu. In addition, an outbreak of swine flu caused a revenue loss of 940 million sterling. The research by Haque and Haque (2018:94) in Brunei reported that the impact of swine flu epidemic has caused a loss of about 30 000 tourists in this nation and a loss of \$15 million in income for the tourism sector. Considering the fact that Brunei is seen as a small nation, the losses indicate that swine flu in this country has had a considerable impact. Mexico, where the swine flu epidemic occurred, is a key part of the nations where tourism activities were badly affected. Garg (2013:202) said several tourism organisations were cancelled because of the swine flu pandemic and that tourism enterprises were shut down. In addition, all its bookings in Mexico were cancelled by prominent worldwide travel companies and numerous nations, particularly Argentina and Cuba, stopped flights from and to Mexico (Garg, 2013:202).

3.3 ENVIRONMENTAL IMPACTS

In general, tourism has had a more negative effects on the environment, as opposed to positive impacts (Gössling, Hall & Scott, 2018:781). In this section these positive and negative environmental impacts will be discussed.

3.3.1 Positive impacts

Below is a discussion of the positive impacts CMT has on the environment.

3.3.1.1 Relief on ecosystems due to COVID-19 regulations

Owing to the requirements of social distancing and travel restrictions under COVID-19 regulations, the potential environmental impact on destinations will be reduced,

resulting in a lower impact on coastal and maritime service and ecosystems will take a breather (Hudson, 2020). Coastal areas closed CMT services such as beaches, cruises, and resorts and since then there has been a change from over-tourism to under-tourism, and for many coastal resorts, mass tourism is a distant memory, and it will take some time to return to the 2019 figures. This has lowered the number of visitors in sensitive areas while also preventing environmental consequences such as trespassing, littering, and waste, among other things (Hudson, 2020). Soto, Botero, Milanés, Rodríguez-Santiago, Palacios-Moreno, Daz-Ferguson, Velázquez, Abbehusen, Guerra-Castro, Simoes, and Mucio-Reyes (2021:9) conducted a study that found a rise in the amplitude and frequency of living organisms on Latin American beaches throughout lockdown as well as a decrease in anthropogenic pressures. Their findings back up the findings of Martínez, Eckert, Artois, Careddu, Casu, Curini-Galletti, Gazale, Gobert, Ivanenko, Jondelius, and Marzano (2020:7-9), who believe that restricting access to beaches in tourist regions is critical to preserving biodiversity.

As a result, more sustainable tourism practices, such as maximum load capacity and improved waste disposal must arise and be implemented in order to reduce the impact of anthropogenic activities. Moreover, reductions in visitation will cause less disturbance to marine wildlife, which may be especially important in areas where marine population reductions have been connected to tourism and national operator activities (Coetzee & Chown, 2016; Dunn, Forcada, Jackson, Waluda, Nichol & Trathan, 2019).

3.3.1.2 Direct financial contributions to nature conservation

Tourism makes a direct contribution to the protection of vulnerable areas and habitats (Pramanik & Ingkadijaya, 2018:42). Entrance fees and other forms of funding should be put aside to support the protection and maintenance of environmentally protected areas. Tourists or tour guides will be charged special fees for operations or environmental activities (Gössling, Hall & Scott, 2018:786). Some jurisdictions raise

money more broadly and indirectly and are not associated with certain parks or conservation areas. The government can supply the finances necessary for the management of natural resources via payments, income taxes, sale or hire of recreational equipment and licensing fees for activities such as the hunting and fishing industry (Pramanik & Ingkadijaya, 2018:31). These monies may be utilised for general conservation programmes, such as park ranger wages and park management. CMT is commonly recognised as a technique for overcoming the lack of funds for successful administration of Marine Protected Areas, either through user fees and licensing fees, charity donations, or private conservation methods (De Santo, 2012; Whitelaw, King & Tolkach, 2014).

A more relevant example from literature on compensation for environmental services that provides a current and relevant perspective is Payments for Environmental Services (PES). PES was developed as a market-based solution to negative environmental issues (Gómez-Baggethun & Barton, 2013; Derissen & Latacz-Lohmann, 2013; Vatn, 2015). PES implementation aims to provide incentives to people who manage or have authority over natural assets to make decisions that retain positive impacts or minimize negative externalities using direct market transactions (Atmodjo, Lamers & Mol, 2017:181). Those who endure the cost of providing a certain environmental service must be rewarded by those who profit from it.

3.3.1.3 Better environmental planning and management

Infrastructure for tourism that is environmentally friendly can increase the advantages for natural areas. However, careful planning for controlled expansion based on an evaluation of the region's environmental resources is required for this (Pramanik & Ingkadijaya, 2018:38). Planning helps choose between competing applications or determine how to make them coexist (Gössling et al., 2018:778). Planning for tourism

growth allows for the avoidance of risky and expensive errors as well as the progressive depletion of resources used in the tourism industry.

According to Gössling, Hall, and Scott, controlling the environmental consequences of tourism is a key component of destination management (2018:787). Designing and operating tourism facilities with an eye on minimizing their negative environmental effects requires the use of cleaner processing techniques. For instance, to reduce its environmental effects, the Pattaya hotel industry is pursuing green building through the use of energy-efficient and non-polluting construction materials, drainage systems, and energy sources (Agarwal, Kariyapol & Pienchob, 2019:138). Pollution reduction and waste minimisation strategies are particularly important in the tourism industry because waste management and recycling are often significant, long-term environmental problems (Agarwal *et al.*, 2019:138).

3.3.2 Negative impacts

Despite the tourism sector's major positive impact on economic growth, it is also important to consider some of the costs associated with its negative impacts on the climate, biodiversity, and marine species in general. These impacts are discussed below.

3.3.2.1 Congestion and overcrowding

Congestion and overcrowding are two prominent examples of tourism's negative environmental effects. For instance, overcrowding and congestion of tourist infrastructure, commonly known as over-tourism or imbalanced tourism, can cause natural and heritage sites, monuments, and public places to degrade (UNWTO, 2019). Overcrowding happens when the number of tourists to a destination exceeds the number of people who can enjoy the destination. According to the OECD (2018:15),

this may happen when there are too many CMT tourists on a beach, reef, or estuary, or when walking through a historic area, or while trying to reach a viewpoint at a natural attraction. The magnitude and diversity of environmental, social, and economic repercussions associated with a rise in visitor numbers varies by location. According to Sivadasan (2018:213) the greater the number of visitors visiting a certain onshore location, the greater the negative consequences such as damage to flora and wildlife, pathways and plants, excessive rubbish, increased waste disposal, and dumping of unsuitable things in and around the site. This will have an impact on the carrying capacity of that particular tourist attraction.



Figure 3.1 Durban beachfront in December (Scholtz, 2014:69)

The overuse of amenities is seen in Figure 3.1 above. This shot was captured during a month of December in Durban, one of the busiest vacations in South Africa. From this picture, it is apparent that the beach and promenade are overcrowded. A previous study has indicated that in certain instances, more visitors in a community may be

viewed negatively due to the more intense use of government funds for these services, such as hospitals, fire and police departments. (Sharpley, 2014; Kim, Uysal & Sirgy, 2013:527). Petrevska (2013:40) also showed that excessive pressure placed on the communities at a destination has an increasing influence on this community. In addition, a research study by Stamboulis and Skayannis (2003:36) as cited by Neuhofer, Buhali and Ladkin (2014:345) shows that the intense use of a destination resources could result in infrastructural and environmental deterioration pressures. Timothy (2021:308) reflects on Ontario, Canada and Fredericksburg instances in Texas, USA. These two towns are great retail villages. These communities are crowded both during weekends and in peak season so much that their automobiles even prevent the entry to locals' driveways. During this period, visits to ordinary sites, such as supermarkets, washing machines, restaurants, post offices are highly limited to mention a few. In Füssen located in Germany, and in Innsbruck, a medium-sized town in Austria, this scenario was discovered as well (Bello, Neil, Lovelock & Feifei, 2017:15-16). This reveals the necessity of limiting visitor numbers to communities that depend on tourism.

3.3.2.2 Careless resorts and tourists

Despite tourism's obvious potential as a catalyst of positive change, it is well acknowledged that uncontrolled or rapid tourism growth can have a variety of negative consequences. According to the European Commission (2016b), the destruction is not restricted to the development of tourist attractions. The most common example is coastal resorts, where beach and offshore water pollution is obvious and, in some circumstances, may be fatal to bathers (European Union, 2013). For instance, the quality of water varies across the EU, despite attempts to encourage improvements throughout the area (EU) (European Union, 2013). Some resorts spill their sewage and other wastes directly into the ocean near coral reefs and other fragile marine environments. Recreational practices have a major effect on the environment. Careless boating, swimming, snorkeling, and fishing, for example, have severely harmed coral reefs in many parts of the world by causing people to touch reefs, churn

up sand, and drop anchors (European Commission, 2016b). Increased boat traffic and people approaching too closely endanger marine animals such as whale sharks, seals, dugongs, dolphins, whales, and birds (Moscovici, 2017:368).

CMT may also increase seafood consumption in a given region, putting strain on local communities and leading to overfishing (European Commission, 2016b). The collection of corals, shells, and other marine souvenirs, whether by individual tourists or by locals who sell the souvenirs to tourists, has a negative impact on the ecosystem (Carić & Mackelworth, 2014:354). Negative environmental effects include the degradation of a region's natural landscape and involves deforestation to create walking trails horseback riders as well as the destruction of plant and animal habitats (Caricé & Mackelworth, 2014:354).

3.3.2.3 Floating towns

Cruise ships are sometimes referred to as floating towns, and environmentalists have pointed out that they are as, if not more, polluting than traditional towns (Moscovici, 2017:366). According to WWF (2020), tourist yachts, excursion boats, car ferries, and especially, cruise ships may contribute to marine contamination. Cruise ships' increasing popularity has had a negative effect on the marine environment. The challenges presented by cruise tourism are extensive and well-documented, for example, the cruise industry has become a symbol of COVID-19 as a huge spreader, sewage disposal in marinas and nearshore coastal regions (Moscovici, 2017:366). These massive floating cities, which can carry up to 4,000 passengers and crew, are a major source of marine pollution due to garbage and untreated sewage disposal at sea, as well as other shipping-related pollutants (WWF, 2015). Solid wastes can be discarded at sea and transported to shore by wind and tides, frequently in areas far from the original source of the material, due to a lack of appropriate port reception facilities for solid waste, particularly on many small islands, as well as a constant lack of garbage storing facilities on board (Appah, 2018:63).

3.3.2.4 Tourist infrastructure

Significant new tourism developments, such as airports, marinas, resorts, and golf courses, have been developed in many areas. Overdevelopment for tourism has the same concerns as other coastal projects but has a greater effect because tourist developments are mostly situated near or even at the edges of vulnerable marine habitats (WWF, 2016). Mangrove forests and seagrass meadows, for example, have been cleared to make way for open beaches and significant number of visitors on the beaches have damaged and disrupted breeding grounds for endangered sea turtles by constructing piers and other structures directly on top of coral reefs (Appah, 2018:56). Singh, Bhat, Shah and Pala (2021:3010) found that tourism infrastructure development causes coral deterioration, poor water quality owing to the disposal of untreated sewage, destruction of mangrove forests, overharvesting of reef resources, and the land filling of reef flats to increase the amount of coastal land available. According to Gössling *et al.* (2018:773), there are several challenges to coastal ecosystems, the most serious of which is habitat loss as a consequence of deforestation along the coastline as a result of urban development and tourism infrastructure construction. In the example of Fiji's Denarau Island resort development, 130 hectares of mangrove forest were destroyed to make way for a golf course and an artificial harbour (Gössling *et al.*, 2018:773).

3.3.2.5 Environment degradation

The degradation of coral reefs, mangrove trees, and seagrass are all examples of how tourism has an impact on the environment (Staehr, Sheikh, Rashid, Ussi, Suleiman, Kloiber, Dahl, Tairova, Strand, Kuguru & Muhando, 2018:60). The building of hotels along the coast has a variety of effects on the environments of many marine species. The majority of hotels along the coast are located along the water's edge, and as a result of these practices, habitats are disrupted due to littering and a lack of adequate environmental impact assessments (Rotarou, 2014:255). According to Staehr *et al.*

(2018), hotels built along the Indian Ocean's beaches dump their waste and garbage into the sea, threatening marine ecosystems and biodiversity. Gobena and Lundén (2012:1-2) found that waste from hotels, restaurants, and shops were dumped directly into the ocean and it has been recorded that litter was collected over 100 meters from the shore, and that car tyres were left along the beaches for recreation and relaxation in some places. However, since these tires were not in the proper location, they were discarded. Plastic bags and debris from food items, plastic shoes, bottles, and fishing equipment were among the litter identified in their study.

Due to the lack of proper sanitation systems, pollution generated in the city centre appears to have a direct connection with waterborne outbreak diseases such as cholera and diarrhoea and these diseases appear to endanger tourism activities, and thus people's livelihoods and the national economy, in coastal areas (Scholtz & Slabbert, 2016:109).

3.3.2.6 Destruction of marine habitats

Because of various activities performed in the water or at the beaches, the growth of tourism activities along coastal areas has an effect on biodiversity and marine environments in general. Boat safaris are one form of tourism operation that takes place at sea to study cetacean species, but they have some negative implications for biodiversity and the climate (Erbe, Marley, Schoeman, Smith, Trigg, & Embling, 2019:606). Marine mammals of the cetacean species, such as whales, dolphins, and porpoises, are among the other species impacted by boat safaris. Dolphins are affected by boat safaris because they are extremely susceptible to disturbances because the fear of the dolphins is said to intensify as the vessels get closer to them (New, Harwood, Thomas, Donovan, Clark, Hastie, Thompson, Cheney, Scott-Hayward & Lusseau, 2013; Erbe, *et al.*, 2019). They display numerous behavioural changes such as changes in action, speed, group formation, movement, diving behaviour, and vocalisations as a result of the continued boat safari activities in the

region (Christiansen, Lusseau, Stensland, & Berggren, 2010:93). Dolphins' behaviour changes depending on whether or not visitors are present (Benansio *et al.*, 2016:105). By swimming with dolphins, visitors appear to lead to long-term behavioural improvements (Benansio *et al.*, 2016:105). In the presence of tourists, the dolphins spend less time relaxing and more time milling, travelling, and displaying avoidance behaviour (Shawky, Christiansen & Ormond, 2020:1373).

Boat safaris are becoming more common, but they are reducing the number of dolphins along the coast because some of these animals migrate to other, quieter parts of the ocean Temple, Tregenza, Amir, Jiddawi & Berggren, 2016:156; Piwetz, Lundquist, & Wuersig, 2015:25). Furthermore, certain people are taking advantage of boat safaris by killing dolphins and eating their meat, oil, or fat (Piwetz, Lundquist, & Wuersig, 2015:29). Furthermore, modern fishing methods have replaced conventional fishing methods and techniques, resulting in overfishing and harm to marine biodiversity (Gössling *et al.*, 2016:529).

When fishermen catch sharks, the liver and oil were traditionally used to maintain the boats, while the meat and fins were sold to Hong Kong (Gössling, Hall & Scott, 2018:778). Shark teeth and jaws have recently been used to make souvenirs for sale in Unguja town, Tanzania (Gössling *et al.*, 2016:530). As a result of these developments, the value of sharks has increased, putting more pressure on them to be hunted. According to Gössling *et al.* (2016:530), the destruction of coral reefs, which are important habitats for sharks, fish, and other marine animals, has resulted in a decrease in marine resource stocks in recent years. Fishers are forced to catch even smaller sharks as a result of the increased demand for sharks, which has an effect on their population.

Many tourism events take place in or near vulnerable habitats in aquatic environments including coastal waters, islands, beaches and shorelines, offshore waters, uplands, and lagoons. According to Gössling *et al.* (2018:775), anchoring, snorkelling, recreational fishing and scuba diving, yachting, and sailing are only a few of the things that can degrade underwater habitats like coral reefs, with negative consequences for

coastal conservation and flora and fauna. The reefs and corals in places like Pattaya are severely degraded and will not be as beautiful as they can be and recovering them will be challenging. Tourism is putting even more strain on these already stressed habitats. The key causes of damage include a rise in the number of visitors, boats that anchor on corals, people walking on corals while playing in the sea, eating aquatic creatures, and capturing them to take pictures of them (Temple *et al.*, 2016:156).

3.3.2.7 Climate Change

According to Becken, Zammit and Hendriks (2015:3), direct disruption to tourist facilities and tourism-related natural resources such as coral reefs and beaches, loss of beauty of the city as a destination, and higher insurance premiums for properties in vulnerable areas are all effects of climate change on tourism. Activities such as scuba diving is one of the most common activities that promotes tourism development, visitors from all around the world will flock to areas with vast and varied coral reefs to discover the aquatic world's wonders. However, climate change has harmed the coasts and reefs in recent years (Siddiqui & Imran, 2019:70). For instance, the Philippines and the Maldives are both blessed with many diving spots, but the warming of the oceans, exacerbated by the El Nino effect, has resulted in coral bleaching (Siddiqui & Imran, 2019:70). Around 49% of live coral dies as a result of coral bleaching. Furthermore, the increased volume of dissolved CO₂ causes corals, molluscs, and shells to be killed (Claar, Szostek, McDevitt-Irwin, Schanze & Baum, 201; Hoegh-Guldberg, Poloczanska, Skirving & Dove, 2017.158).

The diving industry in general would suffer if these animals and species are not present underwater. If the marine destinations' corals and marine life continue to be destroyed, the diving community will have no excuse to visit and divers who visit these places solely for the reef will be disappointed and the same can be said for all other diving sites around the world (Kragt, Roebeling & Ruijs, 2009:215). These destinations will see a drop in the number of people visiting their establishments. According to Fang,

Yin & Wu, 2018:111), if there aren't enough corals remaining in the world which are worth diving for, divers might decide to stay home or explore for other possibilities.

3.3.2.8 Effect of crisis and disasters

According to Corlett, Primack, Devictor, Maas, Goswami, Bates, Koh, Regan, Loyola, Pakeman and Cumming (2020:2), projects for the growth of conservation that need a required human presence may be relegated, such as the control of protected areas, the treatment of wild plant and animal illnesses or the elimination of invasive alien species. Species and ecosystems of concern might be threatened by hunting, wildlife poaching, mining, logging, and illnesses without protection and with additional human pressure due to mass migration and unemployment in biodiversity-rich emerging countries (Bang & Khadakkar, 2020:29996-29997). When crisis hits tourism conservation funding can be highly affected. For example, tourism revenues account for half of the conservation expenditure in Tubbataha Reefs National Park, Philippines, which is responsible for protecting vast and remote areas from illegal fishing (Seeley, 2016:12). Ecosystems in this area are now in jeopardy due to a lack of funds to aid in the restoration and preservation of these resources (Serkissian, 2020).

3.4 SOCIO-CULTURAL IMPACTS

This section provides an overview of the major social consequences generated by the CMT industry. Individuals and local communities can reap a variety of advantages and costs through CMT, mainly in terms of development, town characteristics, and well-being impacts (Marine Management Organisation, 2014:179).

3.4.1 Positive impacts

The positive social impacts of CMT are discussed in detail below.

3.4.1.1 Employment opportunities

CMT employs a range of techniques to create jobs for a large number of people in regions. This involves employees who work in a number of service centres and lodging facilities. Locals benefit directly from tourism-related activities and businesses as they are hired for a variety of roles (Muganda, Sirima, Moshy, & Mkumbo, 2012:240). For instance, some tour businesses employ locals and train them as tour guides while they work (Muganda et al., 2012:241). Jobs in tourism-related activities and businesses have significantly reduced the number of unemployed individuals searching for work in other sectors in the economy (Akova & Atsiz, 2019:252).

The CMT business employs people with a range of educational backgrounds, from those who have little experience, like gardeners, to those that require more formal training, such as tour guides, front desk personnel, accountants, cooks, and storekeepers, to mention a few (Carboni, 2016:233). Even though fringe benefits vary based on a person's educational level, they are still better for supporting their livelihoods than those who are unemployed. According to reports, two-thirds of the workers at the Ras Nungwi beach resort were born and bred in the same areas and have worked there since the hotel opened (Mutayoba & Mbwete, 2013:113-114). Other members of the community assist visitors with events such as snorkelling, game fishing, acting as a local guide, planning an excursion, and preparing traditional local foods (Mutayoba & Mbwete, 2013:114; Wynberg & Hauck, 2014:3). Local people's involvement in tourism-related businesses and activities helps to boost their livelihoods, thereby reducing poverty in the region. Other research has found that in some regions, local fisheries are participating in dolphin tour-related activities (Benansio *et al.*, 2016:103), while another percentage of local people are involved in

tour guide and game fishing activities (Benansio *et al.*, 2016:104), whereas a different proportion of locals work as tour guides and in game fishing (Benansio *et al.*, 2016:104).

In general, the CMT industry has a major impact on the labour market, hiring many residents of the local community in a variety of positions. The host communities are currently being regarded as key elements in the sector's growth by tourism practitioners (Connell, Page & Meyer, 2015:284). As a result, encouraging local communities to engage in CMT-related activities appears to be a promising way to help growth.

3.4.1.2 Increased local participation

When residents have the chance to work in the tourism sector, they can generate more revenue, learn more, and feel like a part of the industry's growth, which increases their support for the industry (Holden, 2016:167). Previous research has found that it is vital for investors to commit to learning about a local area and optimizing the economic effects, which must be achieved by engaging neighbourhood people in the industry's planning and organisation. It provides a sense of direct profit, and the group can gain a deeper understanding of the industry's costs and benefits (Scholtz & Slabbert, 2016:110). Based on the findings of the aforementioned studies, it is clear that locals should be included in the tourism industry in order to ensure that tourism does not alter their society or culture while also reducing feelings of exclusion. As a result, it encourages mutual support for the sector.

3.4.1.3 Usage of tourism developments by residents

Residents are substantially happier when they have access to infrastructure and leisure facilities as a result of tourism growth (Petrevska, 2013:44). They must still

maintain care of the properties and the services (Petrevska, 2013:44). Residents have an increased chance to participate in outdoor activities, according to a survey by Lee (2013:39). According to a study conducted by Lee (2013:39), residents have more opportunities to engage in leisure activities as a result of tourism. Furthermore, studies show that increase in tourism may result in new infrastructure including roads, enhanced telecommunication, cuisine, and parks where tourists and residents can enjoy (Scholtz & Slabbert, 2016:109; Inkson & Minnaert, 2018:24; Petrevska, 2013:41). Previous studies have shown that the infrastructure is of prime significance to tourism since the majority of tourists come from nations that have well-maintained, decent infrastructure. This leads to the development of enhanced infrastructure through tourism (Andrades & Dimanche, 2017:362). For instance, Lee (2013:42) determined that tourism income can be used for improving education, healthcare, renewable energy facilities, and other infrastructure whereas Musora, Mbaiwa and Murray-Hudson (2017:1-2) observed that tourism development in the form of infrastructure in the Okovango Delta in Botswana was significantly influenced by tourism. Until the 1990s, this area had virtually any infrastructure. This transformed once the local authorities realised the importance of the tourism sector.

3.4.2 Negative impacts

A detailed overview of negative social consequences is provided in the section below.

3.4.2.1 Employment seasonality

According to Rahimić, Črnjar and Čikeš (2019:607) seasonal unemployment is a significant problem caused by tourism. Several tourist attractions are devising strategies to sustain a steady flow of tourists during the year, thus mitigating the effects of seasonal unemployment (Rahimić *et al.*, 2019:609). Climate change would have an influence on employment seasonality and changes in tourism seasonality mean changes in job demand, with temporary employees likely to be in higher demand and

full-time positions likely to be reduced (Slabbert, 2015:32). Increasing prices for cooling, safety, and catastrophe recovery caused by catastrophic events, would have an effect on company profitability, potentially driving others, most likely family-owned businesses, micro-enterprises, and self-employed individuals, out of business due to their inability to absorb these costs (Slabbert, 2015:32).

3.4.2.2 Conflicts over coastal resources use

Tourism is a massive consumer of resources, these resources are used to provide visitors with a range of products and services including drinking water - a limited resource in several coastal areas; food - often putting pressure on local development, particularly of seafood, and contributing to overfishing; electricity and cooling or heating facilities - tourism is a huge energy consumer (Slabbert, 2015:32). Conflict over resource utilisation is one of the most difficult topics in natural resource management around the world. Previously, local communities had complete and unrestricted access to marine habitats and shared equal gain from coastal resources (Lange, 2015:6), however due to the rapid growth of tourism activities in many coastal areas, the exposure to these coastal resources has changed significantly (Benansio *et al.*, 2016:104). Owing to the rapid growth of tourism activities along coastal areas, the development of hotels and tourism facilities has resulted in resource overexploitation and resource use disputes between various stakeholders (Almeida, Costa & Da Silva, 2017:98). Local residents and hotel developers, tourism industry managers, and owners of other related businesses along the shores are frequently at odds.

Local fishermen want to use the beaches as landing sites, construction sites, and repair sites for their boats as well as other fishing gear. Furthermore, hotel owners continue to use the same location for their guests, resulting in resource disputes (Lange, 2015:9). Owing to the rapid growth of tourism activities along coastal areas, the development of hotels and tourism facilities has resulted in resource

overexploitation and resource use disputes between various stakeholders (Almeida *et al.*, 2017:101). Local residents and hotel developers, tourism industry managers, and owners of other related businesses along the shores are frequently at odds (Benansio *et al.*, 2016:103; Mapunda, Othman, Akwilapo, Bouwman, & Mwevura, 2017:485). Seaweed farmers face the same challenges as fishermen in competing with tourism operators, particularly hotel owners along beachfronts (Lange, 2015:8). Clashes over the use of these resources have a significant impact on local communities that rely on beaches and fishing waters for a living.

3.4.2.3 Social disruption and culture change

Tourism, as a social change agent, can have a wide range of impacts on the lives of many people. According to research, the connection of culture and social life between visitors and host communities has changed the attitudes and lifestyles of host community members in some places (Akova & Atsiz, 2019:252). Since most visitors will act in accordance with their culture when living in host communities, some of their cultures will be passed on to those communities. Not all community members will tolerate tourism activity, their impact on children, teenagers, and adults will be significant in the long run, contributing to social and cultural changes (Akova & Atsiz, 2019:252). According to empirical evidence, some children in the Kiwengwa areas north of Unguja, Tanzania drop out of school and spend the majority of their time at the beach, hoping to collect gifts from visitors (Gössling *et al.*, 2018:778). According to Hooli (2017:105), migrant activity such as drinking, wearing inappropriate beach clothing, drug dealing, and prostituting has led to social changes in host communities. Elders in societies tend to preserve their old ways of life, so any lifestyle changes will create tension between them and those who support the change, as the elders perceives the tourists as disrespectful to their customs and culture (Hooli, 2017:111).

For instance, according to Anderson (2013:64) tourists' conduct may differ from what Muslims believe in the vast majority of cases. Some members of the local community

are unable to participate in tourism-related businesses and events due to socioeconomic, cultural, and traditional differences (Anderson, 2013:64). As a result, other stakeholders from coastal destinations and neighbouring countries appear to maximise such opportunities in the tourism industry (Hooli, 2017:106), resulting in a spike in the number of tour guides, beach boys, and vendors from outside Zanzibar (Nelson, 2012:360). In certain cases, these disputes impact not only visitors, but also investors who expect local community members working in their hotels to wear the same uniforms and clothes during working hours (Lema, 2017:73-74). This is difficult for Muslims, especially women and girls, since adhering to Hijab practices is one of their religion's most important pillars (Lema, 2017:73-74). As a result, despite the growing number of hotels, tourism activities, and businesses in their villages, many local community members remain unemployed due to cultural and social differences, especially in Islamic regions (Slabbert, 2015:32). Conflicts have arisen between certain local communities and visitors, developers, and beach boys as a result of the cultural and social disturbance. In certain cases, a rise in the number of migrants to villages has resulted in an increase in the number of burglaries and crime (Slabbert, 2015:32).

3.4.2.4 Poor support for local products

Despite the implementation of a tourism-related industry, studies show that, with the exception of seafood, most large hotels do not consume locally produced goods to support the livelihoods of local farmers, choosing instead to import food and other products (Novelli, 2015:32). The relationship seen between the tourism industry and local food and agriculture producers is hampered by a number of obstacles, including legal and constitutional issues such as the poor quality and delivery of locally supplied products, which leads to hotels suing local suppliers, inadequate of institutional focus, and the informal nature of local suppliers (Anderson, 2018:179). Local suppliers must follow exceptionally strict quality requirements in order for their goods to be approved by hoteliers (Anderson, 2018:169). Since the bulk of some destinations' products come from small-scale producers, achieving these high expectations is difficult due to

a lack of skills and expertise in food safety and manufacturing high-quality products (Anderson, 2018:168). According to Novelli (2015:35), the majority of hotel investors from countries such as South Africa tend to import food and drinks rather than purchase them locally. According to Anderson (2013:63) some businesses complain about animosity among local producers and customers, who set the price of goods, which is not lucrative for the local suppliers, thus impacting small and medium-sized local businesses.

Another hurdle to local communities and small to medium-sized businesses engaging in tourism programmes is language (Anderson, 2013:62). Because of the difficulty in communication, local suppliers claim that trading with non-native language speakers is often challenging. According to Anderson (2018:182), some local vendors tend to sell to people who speak their language rather than to foreigners. This means that developers in tourism-related companies should benefit local communities by enabling them to take advantage of tourism opportunities to boost their livelihoods.

3.4.2.5 Imported labour

The CMT industry contributes significantly to economic growth and production. Along the entire supply chain, it generates a large number of direct and indirect jobs (UN, 2014). For example, a vast number of job openings are generated in a range of lodging services, hotels, restaurants, transportation, attraction sites, and tour companies and the ocean economy (CMT). However, in order to satisfy the needs and desires of tourists, the tourism industry requires trained and experienced staff (Aynalem, Birhanu, & Tese fay, 2016:2). People assume that there is a job gap between host communities and migrants based on these specified criteria. The majority of people in tourism work in low-paying positions and long hours (Aynalem *et al.*, 2016:1). The tourism industry is one of the industries with low hourly wages, unpaid overtime, long work weeks of 50 hours a week, and few or no sufficient breaks during peak season periods (Aynalem *et al.*, 2016:3).

The tourism industry employs a large number of people (Anderson, 2013:70). According to Anderson's study, foreigners occupy over 40% of these jobs, including full time or contract job, top management occupied by hotel owners where around Italians 43%, South Africa 18%, and Spanish 7%, and Tanzania including mainland and Zanzibar occupied 32% (Anderson, 2013:70).

3.4.2.6 The rapidity of tourism development

Mak (2008:69) found that local residents are not allowed adequate time to adapt to shifts and accept an increase of tourists if tourism growth arises too rapidly and uncontrollably, which may contribute to misunderstandings and the impression of a lack of community power. Slower progress helps city stakeholders to adjust to the transitions which, in some cases, allows for strategic planning and slower growth helps group stakeholders to adjust to the changes and allows for strategic management if tension arises (Hall & Page, 2014:360-361). People who live by the ocean struggle to adjust to rapid CMT development, for example, locals would stop going to the beach during the tourist season. This is because they believe their outdoor area is too busy, which could irritate them (Vongphachanh, Heekyung & Changsoo, 2015:5891). This was found to be so in a survey of five rural areas near a national recreation area, which discovered that locals who frequented the park had a much higher income than those who did not and that residents who frequented the park had a far more hostile attitude toward CMT growth (Gursoy, Ouyang, Nunkoo & Wei, 2019:307).

3.4.2.7 Increase in undesirable activities

When numerous people gather in a region, there is money to spend in the area, thus some local residents, particularly the impoverished, might have unwanted behaviours. These unwanted behaviours might include increased criminality, prostitution, child pornography, sex with children, gangsterism, and drug and alcohol addiction (Boniface, Cooper & Cooper, 2020:167; Inkson & Minnaert, 2018:25; Kim, Uysal *et al.*, 58

2013; Petrevska, 2013:38; Weaver & Lawton, 2017:58). A research study conducted by Lee (2013:39) showed an increase in unwanted behaviours such as prostitution and childhood absence from schools as a direct or indirect consequence of CMT. However, Sharpley (2014:37) argues that insufficient data has been obtained to establish clearly that tourism is directly responsible for an increase in crime levels. Criminal activity is, nevertheless, obvious where many visitors are present. When crime is increased, additional law enforcement will be needed to put pressure on the existing community law enforcement agencies.

3.5 CONCLUSION

This chapter discussed both negative and positive economic, environmental and socio-cultural effects.

Tourism is the primary source of revenue in the economies of many CMT destinations. Value-added tax received from tourism industry enterprises can go straight to the government. Tourism operations such as fishing, tour guides, selling local goods, wages, and income from CMT enterprises also create to increased income for many locals within these regions. The literature also revealed negative economic impacts of CMT. The increase in tourist arrivals in coastal areas has led to huge price changes for food, services and other goods. suppliers take advantage of the huge tourism market to raise prices so the targeted hotels would have no choice but to pay the higher price, affecting the buying power of the surrounding communities. Since tourism is a huge economic sector that attract most of its visitors to CMT dependent coastlines, they will likely be impacted by seasonality if not diversified only earning an income during a particular season during the year. Some tourism enterprises had to close down because of the swine flu, SARS and COVID-19 pandemics. This resulted in job losses and losses in tourist arrivals addition. emergence of SARS also had a detrimental impact on economies and tourism in many nations and areas.

Due to social distancing, the potential environmental effect on destinations will be minimized, resulting in a smaller burden on coastal and maritime services and a relief for ecosystems. The government can provide the funds required for natural resource management through payments, income taxes, the sale or rental of recreational equipment, and licensing fees for activities such as hunting and fishing. CMT promotes improved environmental planning and management through the use of approaches such as cleaner processing processes, which are useful strategies for reducing the environmental impact of tourist facilities while building and operating them. According to the literature the more tourists who visit a certain onshore place, the more negative the repercussions such as harm to flora and animals, walkways and plants, excessive debris, increased waste disposal, and dumping of inappropriate items in and around the site. The degradation of coral reefs, mangrove trees, and seagrass are all examples of how tourism has an impact on the environment. Climate change is also another negative impact on environment which has harmed the coasts and reefs in recent years. Projects for the growth of conservation that need a required human presence may be relegated due to the effects of crisis and disasters.

Literature identified positive socio-cultural impacts of CMT. Jobs in tourism-related operations and enterprises have made a substantial contribution to reducing the number of unemployed people looking for work in other sectors and industries. Literature also found that when residents have the chance to work in the tourism sector, they can generate more revenue, learn more, and feel like a part of the industry's growth, which increases their support for the industry. Residents are also substantially happier when they have access to infrastructure and leisure facilities as a result of tourism growth. Local residents have more opportunities to engage in leisure activities as a result of tourism.

Despite the obvious positive socio-cultural impacts, CMT also has detrimental effects. Seasonal unemployment is another big issue, with several tourist destinations developing measures to deal with the issue that is highly influenced by climate change. Resource overexploitation and resource use disputes between various stakeholders

in the coastal areas and has been an increase in human and non-human exploitation of natural resources such as fish and shellfish due the growth of tourism activities. Drinking, improper beach wear, selling drugs, and prostituting by migrants has resulted in societal changes in host communities. Elders in cultures prefer to hold on to their old ways of living, therefore any changes in lifestyle will cause friction between them and their supporters. A variety of barriers, including legal and constitutional difficulties, impede the relationship between the tourism sector and local food and farm producers. Most major hotels choose to import food and other things rather than consume locally produced commodities to support the livelihoods of local farmers. It is believed that there is a labour shortage between host towns and migrants. Over 40% of these occupations, whether full-time or contract, are held by foreigners. Local communities are not given enough time to adjust to changes and accept an increase in tourists. People that live near the sea have a difficult time adjusting to rapid CMT growth; for example, during the tourist season, residents cease going to the beach. CMT also causes undesirable behaviours such as increased crime, prostitution, child pornography, sex with children, gangsterism, and drug and alcohol addiction.

The next chapter discusses the methodology and research design that relates to this study.

CHAPTER FOUR

RESEARCH METHODOLOGY AND DESIGN

4.1 INTRODUCTION

The previous chapter discussed the positive and negative impacts of CMT. This chapter discusses the research design and methodology as it relates to this study. These methods were selected with the intention of addressing objectives that will contribute to the broader aim of this study which is that of identifying the opportunities and challenges of CMT in SRE and the objectives related to this study are listed below:

- i. To identify the challenges that hinder the development of CMT in SRE
- ii. To determine opportunities for CMT in SRE.
- iii. To evaluate NMBM's efforts in creating and sustaining CMT in SRE.
- iv. To evaluate the status of CMT in SRE in terms of CMT related development.

This chapter details the research design, the research paradigm, and related philosophical underpinnings of the study data collection technique. In addition, it discusses the study samples, sampling strategies, data analysis and presentation, trustworthiness, and ethical considerations in relation to this study.

4.2 RESEARCH PARADIGM

According to Kalogiannakis, Papadakis and Zourmpakis (2021:22), there are four primary research paradigms including positivism, critical theory, constructivism/
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interpretivism, and realism. Paradigms, according to Bertram and Christiansen (2014:22), can be understood in a number of ways and contexts, causing uncertainty among academics. Bloomberg and Volpe (2012:28) define a research paradigm as the assumptions and fundamental principles that govern research decision-making. For instance, according to Johnson and Parry (2015:2-3), the word paradigm refers to the conceptual principles or a basic collection of beliefs that govern the researcher's behaviour and characterise his or her worldview. The word paradigm was introduced by Kuhn in 1962 to describe a group of specialists' common assumptions, opinions, and values about the essence of truth and knowledge (Lincoln & Guba, 2013:95). There is no such thing as a right paradigmatic or theoretical framework; it is up to the researcher to decide their own paradigmatic perspective and how it affects the study's research design in order to address the research question to the best of their ability (Kawulich & Chilisa, 2012:52). The researcher's theoretical perspective(s) on the research issue, the literature on the subject, and their belief system, as well as how they view what is real, what they know, and how they know it (Kawulich & Chilisa, 2012:55), all work together to help the researcher choose the model that is best for them to use, depicted in Figure 4.1 below.

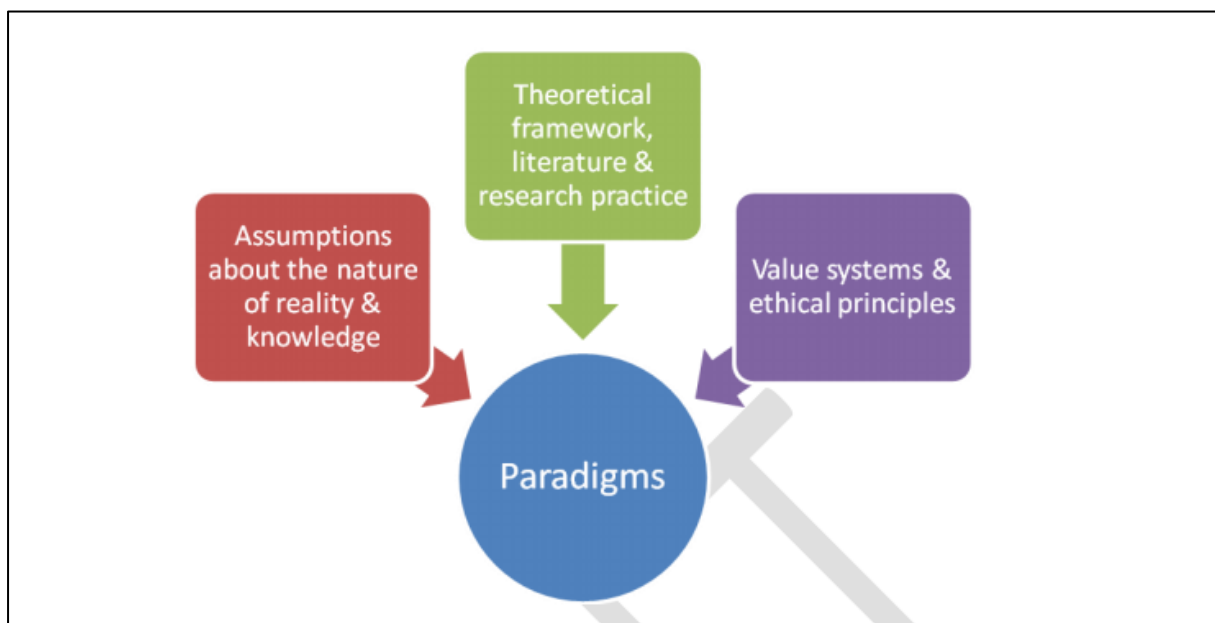


Figure 4.1 Factors influencing the choice of a paradigm (Kawulich & Chilisa, 2012:51)

The essence of the research, as well as one's views and thoughts about the world, guide one's decision about how it should be viewed and examined (Davies & Fisher, 2018:21). This study's qualitative approach is focused on interpretivist theories of reality and information. The rationale for choosing this paradigm is so that the researcher could directly engage with documents as the data collection happens in order to obtain a better understanding on the phenomena being studied (Cohen, Manion & Morrison, 2017:452). Positivism for example, would have been irrelevant in this study since positivism results are just descriptive, resulting in a lack of understanding into in-depth issues (Jackson, Easterby-Smith, & Thorpe, 2015:35). The fundamental objective of interpretivists is to comprehend the significance of the social circumstance from the perspective of the individuals who live it (Thanh & Thanh, 2015:25). According to Thanh and Thanh (2015:26), it is the duty of the researcher to decode the occurrence and uncover what implications are exemplified in individuals' activities. According to Ponelis (2015:537), the interpretive paradigm involves understanding the world as it is in a subjective manner. Bryman (2012:28) defines interpretivism as the acknowledgment of people's roles in their different patterns of behaviour. According to interpretivists, truth is socially constructed, and it is important to accept that people provide meaning to that reality (Check & Schutt, 2012:15).

4.3 PHILOSOPHICAL UNDERPINNINGS

Various key philosophical assumptions exist that support subjective studies namely, ontology, epistemology, axiology (Martin, Blanche & Durrheim, 2014:586). Because the philosophical assumptions of this study were of an interpretive position, they infer a subjective ontology, epistemology, and axiological perspective that the truth is socially constructed.

4.3.1 Ontology

Ontology has many definitions, but the most widely known is that it is a formal specification of a mutual conceptualisation (Jackson, 2013:49). Jackson (2013:490) describes it as knowledge about a preconceived structure of reality, which means that when constructing a logical theory, indirect assumptions about other models that are compatible with the chosen one must be made. Ontology, according to Crotty (2003:10) as cited by Hussain, Elyas and Nasseef, (2013:2374), is the study of being. It has to do with the type of world being looked at, the nature of existence, and the overall framework of reality. Lincoln and Guba (2016:83) define ontological assumptions as those that address the questions what is it that can be learned? and can you define reality? Ontology is a descriptive type of knowledge, acknowledging or assuming that things exist, whether or not they can be sensed for instance energy forms. This may involve our reason for living (Martin *et al.*,2014:586).

According to Cohen *et al.* (2017:445), the concept of ontology relates to assumptions about, and ideas and perceptions of the characteristics of social reality. From an ontological perspective, the researcher considers questions such as whether the world exists independent of the perceptions of it (Jackson, 2013:52). The researcher's ontological position tends to affect methodological decision-making, depending on whether the researcher sees an external, independent truth or an observed, formulated reality dependent on social or individual human conception. Whether a quantitative approach is used for an objective and measurable analysis, a qualitative approach for a subjective and interpretative study, or a mixed-methods approach depends on the perspective taken (Jackson, 2013:52).

Moreover, Cohen *et al.* (2017:448) state that in terms of research design and technique selection, if the presumption is that information is true, objective, and out there in the world to be captured, researchers will analyse, calculate, and quantify it. If it is assumed to be experiential, intimate, and arbitrary, they would have to challenge

the people concerned. As a result, the researcher's ontological viewpoint is closely connected to questions about how researchers chose to gather results and are intimately linked to the ground on which individuals believe to know everything to be real (Klakegg, 2016:88).

The ontological assumptions of this study are that throughout this study, the researcher defined the social circumstance as being multiple and subjective. This study portrayed the subjectivity of the documents in their reality by using extracts of its reflections from notes made during the document analysis.

4.3.2 Epistemology

According to Vaishnavi, Capelletti, Le, Kako, Butaney, Ercan, Mahale, Davies, Aisner, and Berge (2013:1469), epistemology is how a researcher reports the truth about the data they have collected, whilst Rosenberg (2015:11) defines it as the theory of knowledge which involves assumptions, ideas, and perceptions of what can be known about social reality. Hesse-Biber, Bailey-Rodriguez and Frost (2015:5) propose that when investigations are conducted it should be based on what is assumed to what is knowable and do so in ways that are believed to be useful in achieving access to this information, all of which are expressions of a researcher's epistemological status. Interpretivism is an epistemological position that emphasises information collection based on interpreting the social environment through an investigation into its participants' interpretations of it (Bryman, 2012:266). From an interpretivist view, epistemic content is made up of descriptions of people's mental processes of comprehension as they are affected by and communicate with social settings (Van Rensburg, 2017:20).

Furthermore, epistemology is a branch of philosophy that studies how people decide what is reality (Bahrami, Soleimani, Yaghoobzadeh & Ranjbar, 2016:31). According to

Ryan (2018:43), a study in the epistemological dimension is considered the exploration of valid information or truth. The relationship between researchers and experience, as well as the path they will take in their quest for knowledge, is defined by epistemology (Ryan, 2018:45). Valid information regarding the challenges and opportunities of CMT in SRE was investigated in this study. In the epistemic imperative, the researcher was committed to searching for valid information through using credible documents related to the topic being studied. The researcher's perception was derived from a shared procedure of knowledge creation and understanding. All interpretations are subsequently those of the documents used in this study and the researcher was a part of the research and was not removed from it. Implying that they should analyse and understand and be one with the documents.

4.3.3 Axiology

According to Menapace (2019:1193), axiology is derived from the Greek word *axios*, which means worthy, and *logos*, which means science. It is a broad philosophical theory that entails an examination of value or goodness in the broadest sense. Its importance lies firstly in the substantial extension of the meaning of the word value, and secondly in the convergence it has allowed for the study of a variety of previously unrelated issues – economic, spiritual, aesthetic, and even logical (Menapace, 2019:1193). Axiology is the consideration of the ethical issues that are involved in planning a research proposal (Kivunja & Kuyini, 2017:28). Given (2012:8) states that axiology represents an attempt to discuss values under a single heading and includes a debate related to the truth, good behaviour, and responsibility. Implying that axiology is the study of moral decision-making and fundamental principles. According to Kawulich and Chilisa (2012:60) interpretivists assert that, since reality is mind constructed and mind dependent and knowledge subjective, social inquiry is in turn value-bound and value-laden. A researcher is inevitably influenced by their values, which inform the paradigm of choice for inquiry, the choice of topic to study, the methods chosen to collect and analyse data, how findings are interpreted, and the way

findings are reported (Kawulich & Chilisa, 2012:60). An interpretivist researcher ought to admit the value-laden nature of the study and report their values and biases related to the topic under study that may interfere with neutrality.

The axiological assumptions of this study are that at different phases of the research process, the researcher reflected the role of values in this study and recognise that in the attempt to validate their own perspective on CMT challenges and opportunities that exist in SRE from an interpretive position, the findings of this research may be viewed as subjective and bias.

Reasoning is another intellectual aspect that drives research studies and is discussed in further detail below.

4.3.4 Reasoning

Reasoning can be defined as thinking about a situation in a critical and logical manner (Deliwe, 2019:47-48). There are two general ways to deal with thinking, which may result in acquiring new information. According to Zalaghi and Khazaei (2016:25), inductive reasoning begins with observing specific occurrences and looks to build up generalisations; and deductive reasoning begins with speculations and tries to see if these speculations apply to specific occurrences (Mcshane & Von Glinow, 2018:604). In this study, the researcher through the use of an inductive method, started by gathering data related to this current study. After collecting a significant volume of data, the researcher took a break from data processing and stepped back to have a panoramic view of their data. Furthermore, the researcher searched for trends in the data at this point and worked to create a conclusion that can clarify those patterns.

This study made use of inductive reasoning. Inductive reasoning was deemed appropriate for this study as it enables the researcher to have flexibility in changing the research process (Vilakazi & Ngantweni, 2015:59). Also, the inductive method was chosen because it considers the context in which research is being conducted, and it is therefore well suited for small samples that yield qualitative results. The study aimed to identify challenges and potential opportunities of CMT in SRE and to understand and identify these the researcher analysed documents which described the CMT challenges and opportunities faced by SRE. Moreover, the researcher looked for patterns in these documents, which enabled the researcher to develop a general conclusion of what challenges and opportunities of CMT may exist in SRE. From the results, the researcher provided recommendations for the challenges and opportunities associated with developing CMT in SRE and recommendations for stakeholders and further research on the topic. Deductive reasoning was not applicable for this study since it is a style of reasoning that is more effective in quantitative studies and is dependent on existing knowledge, for example the literature review, to build a hypothetical theory or model (Park, Bahrudin & Han, 2020:5). However, because this study had no pre-existing theory but rather creates new information it was irrelevant to use a deductive approach as themes and categories were developed from the results through the researcher's meticulous analysis and continual comparison.

4.4 RESEARCH DESIGN

In this study, the qualitative research approach was used following a desktop research approach with a specific focus on document analysis. In qualitative research, where a desktop research approach is used, a researcher spends a lot of time engaging with documents such as published reports or government publications and collecting data without fieldwork enabling them to be immediately responsive and adaptive (Zhou & Nunes, 2016:307). In order to find, extract, and combine data that may be useful in identifying the opportunities and challenges of CMT in SRE, a statistical and

bibliographic search was conducted. The research method to use is determined by the research problem, personal perceptions, and the target audience (Creswell, 2013:293).

Qualitative research, according to Davies and Fisher (2018:22) an interpretivist, naturalistic approach to the universe, developing an understanding of events by the meanings people assign to them (Davies & Fisher, 2018:22). Moreover, the method used to retrieve data in qualitative research is considered to be one of a kind. Qualitative research is well-suited for presenting factual and informative information because it relies on the researcher collecting non-numerical primary data such as images and words and acting as an instrument themselves (Lebow, Chambers, Christensen & Johnson, 2012:29-30). In addition, conclusions emerge from data in this qualitative research. Multiple studies use different phrases to describe the qualitative research approach's originality and independence, such as investigative, do-it-yourself, and bottom-up (Lebow *et al.*, 2012; Shank & Brown, 2013). The ability to create and recreate conclusions from data helps the researcher to construct and reconstruct conclusions based on the data he produces rather than analysing data produced by other researchers. Even when there is little or no detail about the participants, their expressions and perceptions are easily understood (Leedy & Ormrod, 2019:141).

However, replicability is another issue with qualitative studies. Critics contend that the constructivist approach has neglected empirical inquiry and investigative techniques and procedures (Cohen *et al.*, 2017:480-489). Since they have no way of checking their true claims, the approach's users are said to write fictions. As opposed to using quantifiable statistics, the method is thought to be unreliable and inconsistent since it is distinguished by emotions and personal accounts (Slife & Melling, 2012:725). Overall, the drawback of the replication of knowledge is that it makes it impossible to analyse unique events effectively (Slife & Melling, 2012:725).

Finally, because qualitative researchers do not utilize numbers, simplifying data and observations is exceedingly difficult, if not impossible (Eyisi, 2016:73). Since qualitative researchers assume the social world, phenomena and experiences, has several dimensions, theories are based on the researcher's perceptions (De Vaus, 2013:5; Leedy & Ormrod, 2019:141). Considering this, a proper explanation is impossible to provide since the outcome is dependent on the researcher's explanation at the time, and different researchers can provide different explanations. As a result, the study cannot be replicated by another researcher in a different location and produce the same findings (Leedy & Ormrod, 2019:141). The qualitative methodology was selected for this dissertation because it aims to address questions like "what is going on here?" and emphasises words rather than numbers through textual analysis. A qualitative research design was deemed relevant to this study because the researcher aimed to provide new information in this study as little information on CMT in SRE exists.

The quantitative approach was not appropriate for this study because it seeks to confirm theories and assumptions and consist of numbers which are statistically analysed (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014:276). A quantitative research methodology is one that is predetermined in terms of variables, hypotheses, and design (Creswell, 2013:17; Bryman, 2012:408; Lebow *et al.*, 2012:145; Creswell, 2013:17). The method does not involve or promote innovative, critical, and creative thinking as a result of the use of predetermined working strategies (Creswell, 2013:17). Any data gathered is intended to help or refute the predetermined paradigms. This, however, demonstrates that the method is more useful at learning what is already understood rather than aiding in the discovery of the unknown and this study aimed to provide data in the narrative form and develop conclusions rather than confirm pre-existing ones.

4.5 DATA COLLECTION TECHNIQUE

In this study, the data was collected through document analysis. According to Love (2013:100), document analysis is a technique which involves identifying, confirming, and considering documents that are related to the object being studied. Love (2013:101) further argues that using document analysis encourages observing the process of people development, interactions, ideas, information, practices, and attitudes, among others. Wood, Sebar and Vecchio (2020:456) argue that even though document analysis has always better served along other data collection methods, it has been previously used as a stand-alone technique. Wood, *et al.* (2020:457) further add that for studies within an interpretive paradigm design such as this one, documents may be the only necessary data source.

For this study, document analysis was selected because it provided a chance to study information gathered by academics and information in public documents such as municipal documents and municipal progress reports. It also made use of press releases and opinion-based editorials. These documents are in the public domain and therefore easily accessible. Making use of document analysis in this study limited the bias that would have been created by a human instrument (Wood *et al.*, 2020:460) and the researcher did not need permission to access the documents. Furthermore, document analysis was used to avoid bias the information provided hence local government officials were not interviewed. Government officials are bound to quote the documents published by the municipality and are bound by the office to which they were sworn into and cannot give their own opinions on official matters (South Africa. Department of Government Communication and Information System, 2018:28). Also, if the researcher were to interview tourists, they would recollect their thoughts and provide answers that they assume are required or appropriate and not their own thoughts (Given, 2012:230; Stickdorn, Hormess, Lawrence & Schneider, 2018:107).

4.6 STUDY SAMPLES

The method of choosing a subset of a population to represent the whole population is known as sampling (Mertens, 2013:30). As a consequence, a sample is made up of subjects or units taken from the general population (Polit & Hungler, 2006:230) (as cited by Coluci & Alexandre, 2014:1590).

Documents that were used included publications from NMBM such as official plans as well as articles, press releases and dissertations published in the last 26 years. Twelve documents were used from the 18 that were collected. The twelve documents used were five documents that were related to official plans related to SRE, two dissertations and three articles, one journal article and one press release. The reason for this is that during the search for relevant data it was found that accessible documents start from 1994. Other additional information was gathered from online newspaper articles and press releases. This enabled the researcher to also identify CMT challenges that Nelson Mandela Bay Municipality may be experiencing in creating and sustaining CMT as compared to other CMT cities in South Africa.

The researcher also used documents from the municipality's website for information that relates to CMT. Themes in these documents were identified through a computer software named NVivo, which assisted in identifying key information related to the study at hand. This then means that themes in this study were not pre-determined but emerged from the data as it was being collected.

4.7 SAMPLING STRATEGIES

Sampling is defined as the collection of relevant data sources from which data is gathered in order to meet the study objectives (Gentles, Charles, Ploeg & McKibbon,

2015:1775). Merriam Webster (2021) describes it as the act, process, or methodology of identifying a representative subset of a population in order to decide the population's parameters or characteristics. According to Omona (2013:173), sampling strategies should be selected by considering a technique that will be appropriate in terms of meeting the objectives of the study and is in line with the research design and methodology.

Documents were selected using the snowball sampling technique. According to Leedy and Ormrod (2019:206), snowballing, is also known as chain referral sampling, which is another method of sampling that is known to be a part of purposive sampling (Blumberg, Cooper & Schindler, 2014:457). Participants or sources, which are documents in this case, that the researcher has already obtained, refer to other documents and publications which can refer the researcher to other sources that might also contribute to the study. Snowball sampling is often used to locate and target secret populations, or individuals that are difficult to reach using other sampling methods (Parker, Scott & Geddes, 2019:4). This knowledge will enable the researcher to select documents based on the rich information they provide relating to CMT in SRE. This study covered the accessible documents published in the last 26 years.

The researcher created a set of clearly defined inclusionary and exclusionary criteria for the selection of documents and ensure credibility and representativeness of documents identified for the sample. These are discussed below.

4.7.1 Inclusion Criteria

- i. Age of document (documents published from 1994- 2020 as some official documents have no latest publications).
- ii. Data collection was limited to local, regional, and provincial publications.

- iii. The researcher used official documents, research papers and press releases and opinion-based editorials about CMT in SRE.
- iv. Documents highlighting tourism infrastructure development, marketing, and current trends in CMT.
- v. Coastal and Marine management documents by the municipality that contained strategies on how they plan use CMT to manage coastal and marine environments such as SRE.

4.7.2 Exclusion Criteria

- i. Documents focusing on service delivery in NMB.
- ii. Documents related to visitor statistics of NMB.
- iii. Documents that relate to regulation of tourism activity in the coastal and marine environment.

4.8 DATA ANALYSIS AND PRESENTATION

The qualitative data analysis was done according to qualitative content analysis. Data was analysed through thematic analysis using coding and identification of patterns and themes. Thematic analysis is a technique for finding and examining meaning in a body of data, and it shows which themes are crucial for describing the phenomena being studied (Joffe, 2012:209).

Data is presented in narrative format in the following chapter, making it possible to draw some interpretation of the results (Barkhuizen, Benson & Chik, 2013). The data analysis process of this study is based on Miles and Huberman's (1994) method of data reduction, data display, conclusion, and verification. According to Miles and Huberman (1994:10-11), data includes data reduction which is the process of

selecting, arranging, simplifying, abstracting and transforming data; data displaying, which is a composed, compilation of data that enables conclusions to be drawn; and conclusion drawing and verification, which indicates the decision about what things mean and how the implications that rise up out of the data must be tested for their trustworthiness. In addition, a computer assisted approach through NVivo was used as an additional means of analysing data.

Below is an outline of the data analysis process by Miles and Herman (1994) as applied in this study.

4.8.1 Data Reduction

This section shows the process of obtaining the data through the selection, focus, simplification, and transformation of the data. To limit the data, the researcher focused on the research objectives which are about the challenges and possible prospects of CMT in the Swartkops River Estuary. The data that was unrelated to the study was set aside. Therefore, after analysing 18 documents only twelve were relevant and the six irrelevant documents were set aside. Before beginning a study of this kind, it is impossible to predict how many documents a researcher should choose. This figure varies depending on the research objectives and other elements of the study. A point of redundancy must be reached in order to determine if a sample is substantial. This stage of the research process happens when researchers stop acquiring new knowledge after gathering fresh data (Merriam & Tisdell, 2016), which was the case for the researcher in this study after gathering 18 documents. The relevant documents are summarised in Table 4.1 below

DOCUMENT NAME	YEAR
1. Nelson Mandela Bay Tourism Master Plan	2007
2. NMBM Final Bioregional Plan_13 November 2014	2014
3. Integrated Management Plan: Swartkops Estuary and The Swartkops River Valley and Aloes Nature Reserves	2011
4. Deputy Minister Rejoice Mabudafhasi's speech on the occasion of a National Marine Week event in Port Elizabeth	2012
5. The Herald: Pollution pouring into Swartkops Estuary	2020
6. C.A.P.E Estuaries Management Programme: Swartkops Integrated Environmental Management Plan	2009
7. The Herald: Ambitious Plans for Swartkops Estuary	2016
8. An Investigation of The Potential Role for Environmental Education in The Conservation of The Swartkops Estuary and Swartkops Nature Reserve	1994
9. Sumcay Camping Centre-Environmental Education: A River Under Threat (Swartkops)	2013
10. Cities Support Program Township Economic Development Project: New Brighton Nelson Mandela Bay Metro Situational Analysis Report	2021
11. Presence, levels and distribution of pollutants in the estuarine food web-Swartkops River Estuary, South Africa	2014
12. SANCOR Newsletter: Swartkops Estuary Research Symposium – Improving estuary health for the delivery of multiple ecosystem services	2019

Table 4.1 Summary of documents analysed in this study.

4.8.2 Data Display

Data display denotes a structured, compressed information assembly that makes it possible to draw conclusion. The presentation of data helps to understand and do something that has happened (Miles & Huberman, 1994:10-11). The results of this study are displayed using tables and narrative writing.

4.8.3 Conclusion Drawing

In this study, the themes or the discovered categories and their attributes were taken into account in this step. Following an investigation of twelve out of 18 documents in this research aimed at identifying challenges and opportunities of CMT in SRE, the researcher received solid knowledge about the findings, and then retracted the conclusion of the findings.

The six documents which were collected as part of the 18 documents but were irrelevant, are summarised in Table 4.2 below.

DOCUMENT NAME	YEAR
Nelson Mandela Bay Maritime Cluster: A Maritime Cluster Support Framework	2019
2. Nelson Mandela Bay Golden 6 Years (2016-2021)	2016
3. The Role of Estuaries in South African Fisheries: Economic Importance and Management Implications	2003
4. Key Challenges in Advancing Ecosystem-Based Approach to Marine Spatial Planning Under Economic Growth Imperatives	2019
5. A Marine Spatial Plan for Algoa Bay, South Africa	2018
6. The Botanical Importance Rating of the Estuaries in Former Ciskei/ Transkei: WRC Report No. TT 160/01	2000

Table 4.2 Summary of irrelevant documents collected in this study.

4.9 TRUSTWORTHINESS

This study used a qualitative data collection method. In qualitative research reliability and validity issues are referred to as trustworthiness and credibility (Du Plooy-Cilliers *et al.*, 2014:258). According to Teddlie, Johnson and Tashakkori (2020:26), trustworthiness is equivalent to quantitative validity, while credibility applies to whether or not the research is accepted as credible by those being examined. In qualitative research designs, the terms reliability and validity are avoided and supplemented by the umbrella phrase trustworthiness. But, according to Delvaux, Vanhoof, Tuytens, Vekeman, Devos and Van Petegem (2013:9), there is currently a trend toward using the standard words reliability and validity. Due to the debate over these words, this study used the word trustworthiness. Credibility, transferability, dependability, and

confirmability are terms used in qualitative research to describe trustworthiness (Delvaux *et al.*, 2013:9).

Goodson and Grzymala-Kazłowska (2017: 16) identified four dimensions of ensuring trustworthiness in qualitative research transferability, dependability, confirmability, and credibility. These strategies are interdependent and intertwined and provide an alternative to the conversant quantitative methods of reliability or validity. According to Mulenga and Chileshe (2020:32-33), in qualitative research, trustworthiness is centred around Lincoln and Guba's (1985) concepts of dependability, confirmability, transferability, and reputation. This study's trustworthiness will now be addressed in terms of its transferability, dependability and confirmability, and credibility.

4.9.1 Transferability

The degree to which the phenomena or results mentioned in one thesis are relevant or beneficial to theory, experience, and future studies (Lincoln & Guba, 2016:93), that is, the generalisability of the study results to other settings, is referred to as transferability. This was accounted for in a study by Miles and Huberman's (1994) data analysis method, which relied on the presentation of strong descriptive data to enhance analysis (Punch, 2013:113). Mulenga and Chileshe (2020:34) state that concerns over transferability include the degree to which the findings of a specific study programme can be confidently inferred to a larger population. However, Merriam and Tisdell (2015:227) argue that since qualitative research results frequently refer to a particular or limited number of contexts or persons, qualitative research findings are not usually generalisable according to quantitative criteria. As a result, qualitative analysis also has fewer participants than quantitative research, and the exhaustive essence of each case becomes more significant than the number of respondents (Mohajan, 2018:23). It is not always feasible or appropriate to suggest that qualitative research results or conclusions should be applied to other contexts or populations

(Mulenga & Chileshe, 2020:35). Instead, the aim may be to describe and try to describe phenomena that is not yet well identified due to a lack of understanding.

This study produced results which can be extended to other contexts and populations. The researcher wrote a detailed explanation of the design, methods as well as procedures used during document analysis, so that readers can determine whether or not the research findings are accurate or applicable to their own situation or context (Aspers & Corte, 2019:139). According to Sutanto, Singh-Grewal, McNeil, O'Neill, Craig, Jones and Tong (2013:1756), transferability refers to the degree to which qualitative study findings may be applied to other contexts or environments. To ensure that the reader respects the study's coherence, the research measures were clarified.

4.9.2 Dependability and Conformability

To ensure the dependability of results, Mulenga and Chileshe (2020:37) suggest that simple and repeatable protocols are needed for conducting research. Moreover, Mulenga and Chileshe (2020:37) note that making the method by which findings are acquired transparent is an important step in ensuring their dependability. Graue, Rasmussen, Iversen and Dunning (2015:7) agree, stating that methodological coherence of the research must be shown in order to determine dependability. Mulenga and Chileshe (2020:37) proposed the following recommendations for establishing trustworthiness:

- i. Data collection and analysis procedures should be described.
- ii. The objectives of these procedures should be specified.
- iii. Make a written record of all protocols so that people will follow them.

To allow the credibility of analysis findings to be scrutinised, an in-depth overview of all approaches used to capture and analyse data should be presented (Mulenga and Chileshe, 2020:35). On other hand, the internal coherence of the research object, which consists of the evidence, the conclusions, the observations, and the recommendations, is used to determine confirmability (Graue, 2015:7). According to Mulenga and Chileshe (2020:36), the researcher should make clear hypotheses and structures about study results to reduce confirmability distortions.

Therefore, to make clear conclusions and frameworks relevant to the research results, a discussion and literature reflection. Moreover, to establish dependability and confirmability, the researcher made use of a second opinion from the university's Faculty and Ethics Committee in order to provide a critique on the methods used in this study and provided reflective notes in data interpretation were useful in this study.

4.9.3 Credibility

Credibility is concerned with how the researcher builds the produced information as well as the perspectives expressed by the participants during the investigation process (Lincoln & Guba, 2016:95). Credibility entails a correspondence between how the subject perceives those topics and how the researcher presents their perspectives (Lincoln & Guba, 2016:96). The creation of a relationship between the researcher and the participants initiates the formation of stable, trustworthy, and reliable expertise. Marshall and Rossman (2014:40) define credibility as the ability to assess if the study was done in such a way that the research goals and question were correctly identified and presented. Extensive and lengthy descriptions are used in credible qualitative investigations, which are regarded as thick or rich (Mertens, 2013; Kankam, 2019:86). Mulenga and Chileshe (2020:37) agree with the latter and state that the confirmation that the study measures or checks what is really expected is referred to as credibility. Mulenga and Chileshe (2020:39) proposed the following "provisions" to increase

certainty that the researcher has accurately reported the phenomenon under investigation:

- i. Utilising well-known test techniques
- ii. Peer review of a study proposal
- iii. Researcher reflections
- iv. Member checks
- v. Detailed descriptions of the phenomena under investigation
- vi. Review of past research results

To ensure credibility in this study, the researcher used peer scrutiny, as the feedback offered to this research made over the duration of the study by other Masters and PhD students to review this dissertation, allowed a fair perspective allowing the researcher to challenge assumptions of the researcher and unlike the researcher an outsider will view it with real detachment (Maree, 2016:87). The researcher also provided detailed descriptions of the phenomena being studied as Chapter Two focused specifically on CMT, which is the phenomenon under investigation (Mulenga & Chileshe, 2020:33).

4.10 ETHICAL CONSIDERATIONS

Documents are essentially published work, therefore every citation from them should contain a credit to the source, and while analysing data from documents, consider the ethical necessity of not distorting the narrator's intention or altering the content of his or her statements (Krippendorff, 2018:128). According to Silverman (2014:134), institutions of higher learning have gone out of their way to ensure the safety of research participants. Silverman (2014:135) further adds that this is due to the significance of research ethics and the difficulties associated with conducting

research. To ensure that ethical requirements are adhered to and risk to humans is minimised, ethical clearance was applied for at Nelson Mandela University and approved with final Ethics Approval letter attached as Appendix 1.

Nelson Mandela University (2010:2) defines vulnerable groups as human samples that are considered particularly vulnerable to compulsion or undue influence in a research setting such as those under the age of 18, elderly, individuals who have physical and mental incapability, minority groups and disadvantaged groups. This study did not include any vulnerable groups because it did not include any human subjects. The researcher also acknowledges that the documents that were used in this study are in the public domain and the authors have been acknowledged in customary fashion.

4.11 CONCLUSION

This chapter presented the research design and methodology that was used to be able to achieve the aim of this study which was to identify challenges and potential opportunities related to CMT in SRE. This study fit within the interpretivist paradigm and made use of qualitative research approach and design as well as inductive reasoning. The qualitative research design consisted of data being collected through document and content analysis. Snowball sampling was used whereby one document leads to another document just like how individuals would refer another participant. Data was analysed using data analysis process of Miles and Herman (1994) as well as coding and developing of specific themes that emerged from the data through thematic analysis. The data in this phase was presented both in narrative format and tables. The document analysis data collection technique used in this study was established based on the objectives of this study. The necessary ethical considerations were acknowledged during the analysis of documents.

The following chapter presents the findings of data collection using various documents with related literature discussions.

CHAPTER FIVE
DATA PRESENTATION AND DISCUSSION

5.1 INTRODUCTION

The research design and methods for this study were discussed in the previous chapter. With a qualitative desktop research design, the study fit into the interpretivist paradigm. A qualitative analysis description of the data including the actual methods involved in the study are presented in this chapter. This chapter presents the results of data collected using document and content analysis according to the objectives of the study and discusses the results as related to existing literature.

5.2 RESEARCH OBJECTIVES

This section discusses the results as they relate to the objectives and the themes and categories that emerged from the results and the relevant literature.

5.2.1 Research Objective One: To identify challenges that hinder the development of CMT in SRE

The first objective's findings are illustrated in narrative and table form in Table 5.1 below and the theme that emerged from the results was *Environmental Challenges* which had two categories of environmental challenges Anthropogenic and Natural Processes, as well as the theme *Challenges of Local Businesses*.

ENVIRONMENTAL CHALLENGES
<i>Anthropogenic</i>

Pollution
Inappropriate development
Overfishing
Destruction of mudflats
Destruction of vegetation
<i>Natural Processes</i>
Limited freshwater inflow
Over-enrichment
Climate change

Table 5.1 Environmental Challenges of Coastal and Marine Tourism in SRE

The Swartkops Estuary is an essential nursery of marine fish with a number of fishing species, located 8 km north of Port Elizabeth's town centre (Nelson Mandela Bay Municipality, 2011b:30). The estuary is the basis of the informal bait collection industry and is considered as the most moderate estuary in South Africa in terms of subsistence value (Turpie & Clark, 2007). The bait business is responsible for the damage of mudflats causing a significant impact on the system's functioning (Binning & Baird, 2001:462). Pollution, over-enrichment, mining, over-fishing, poor inflows of fresh water and improper development endanger the functioning of the estuary. The foredune vegetation along the SRE serves to prevent the powerful effects of tides, wind, and waves (Nelson Mandela Bay Municipality, 2011b:31; Adams, Pretorius & Snow, 2019:91). These systems are prone to disruption and blowouts as a result of being sensitive and often owing to the appeal of ocean views, the SRE is often identified for development (Nelson Mandela Bay Municipality, 2011b:31). The expected rise in sea level is the main challenge with relation to climate change and the Swartkops Estuary. The estuary's biological functioning, and the neighbouring area's land and infrastructure, will pose significant impacted by this (Nelson Mandela Bay Municipality, 2011b:38). Included in the anticipated challenges is increased saltwater intrusion, elevated groundwater tables, greater tidal levels, and

more floods and recent instances of these factors include heightened exposure to extreme occurrences such storm surges (September 1st and December 24th, 2008; and June 24th, 2009) more severe coastline erosion (riparian banks collapsing; increased sedimentation) (Nelson Mandela Bay Municipality, 2011b:42).

When the degree of visitor usage exceeds the environment's ability to deal with this use within accepted boundaries of change, negative consequences from CMT occur. Uncontrolled conventional CMT threatens numerous natural places across the world (Sarpong, Bein, Gyamfi & Sarkodie, 2020:110). It may place immense strain on a region, resulting in consequences like soil erosion, increased pollution, discharge into the ocean, loss of natural habitat, greater pressure on threatened species, and increase susceptibility to forest fires (Carić & Mackelworth, 2014:354). It frequently places a pressure on water supplies and can drive local communities to struggle over access to key resources (Newsome, Moore & Dowling, 2012:17). However, there is little debate about the fact that coastal and marine habitats are subjected to huge pressure from all sorts of human activity attracted by the sea and the shore, the most intensive being maritime tourism, in both volume and scale (Newsome *et al.*, 2012:17). The yachts and cruises, which make up the largest sector of marine tourism, cause a significant degree of water pollution as a result of waste disposal procedures, together with air pollution, mainly due to gas emissions of cruise ships (Carić & Mackelworth, 2014:355; Mason, 2020:392). Due to its geographical layout, which is close to urban settings and the coast, other marine tourism activities such as daily travel, underwater fishing also contribute to the deterioration of coastal water, particularly those near cities (Mason, 2020:392).

Tourism has negative consequences when the amount of tourist usage is higher than the ability of the environment to cope with this use within acceptable boundaries (Archer, Cooper & Ruhanen, 2012:82). Uncontrolled traditional tourism poses potential hazards to many of the world's natural regions (Sarpong *et al.*, 2020:111). This may put a huge strain on a region and have consequences such as soil erosion, increased pollution, water spills, the loss of natural habitat, heightened vulnerability of

endangered species and greater susceptibility in the face of forest fires. Water resource supplies are often strained, and local people might be forced to compete for essential resources (Newsome *et al.*, 2012:17). According to Havens, Lytton and Seaman (2012:11), as municipal needs grow, a growing number of estuaries are being deprived of fresh water. Such abrupt variations in flow have major consequences for the life cycles of fish, crabs, and shrimp. They further add that one significant effect that people have on estuaries is the expansion of "impermeable surfaces," which are things like roads, driveways, and structures that prevent water from percolating into the soil. They immediately discharge water into drainage systems instead and as a result, when it rains, estuaries in areas where there has been significant development receive a sudden influx of water rather than water being supplied gradually and over a longer duration of time (Haven *et al.*, 2012:11-12). This development can be linked to the challenge associated with the impact of inappropriate development on marine and coastal resources as identified in Table 5.1.

CHALLENGES FOR LOCAL BUSINESSES
Competitiveness
Crime
Lack of space for operations and supply storage
Inadequate infrastructure

Table 5.2 Challenges for Local Businesses

Challenges that local businesses face in the surrounding areas of SRE include, land insecurity and the lack of approval from local authorities to occupy sites; criminality is high because companies are spread out and greater security is required to safeguard their shops and them from criminals that rob consumers and businesses, space is restricted to operate and store supplies, poor infrastructure gives no shelter from the weather and competition issues with comparable businesses already running and new ones emerging in close vicinity (Nelson Mandela Bay Metro, 2021) Due to issues linked with crime such as public disturbance, including destruction of Metro infrastructure, New Brighton, a community surrounding SRE and a city with a history

of crime, faces severe commercial challenges due to infrastructure gaps. Similar to that, despite being a well-known and thoroughly formalised location, this area was developed as a residential area with little business amenities (Nelson Mandela Bay Metro, 2021). This practically implies that land is not legally available for some businesses, and infrastructure has not been adequately developed for commercial uses such as the supply of storage. The area's township economic business climate is under significant strain as a result of unsatisfactory Metro infrastructure maintenance. Moreover, Businesses in the nearby SRE villages struggle with competition from other companies. The majority of the time, this happens at retail establishments (such as house shop owners who are unable to compete on terms of their competitors). According to Nelson Mandela Bay Metro (2021), the recent influx of a new class of business owners in the shape of foreigners has increased the competitiveness among township businesses. Many of these entrepreneurs have established themselves in the informal street commerce and retail industries.

Local tourism businesses face numerous challenges. One of the main issues is crime, along with weak entrepreneurial cultures, subpar managerial abilities, and high entry hurdles to the industry. All these therefore lead to high rates of company failure, a lack of role models, inadequate training, the establishment of unattainable goals, the opinion that the tourist sector is subpar, servitude and the lack of advancement prospects, and a lack of planning expertise and experience (Khan & Krishnamurthy, 2016:82). Inadequate sharing of knowledge between specialists and small enterprises, a shortage of provincial offices and operation spaces, unequal information dissemination, high search costs for support services, a lack of trained authorised service providers, poor access to markets, and burdensome administrative procedures are all mentioned as challenges to local tourism businesses simple access to financing (Mago & Toro, 2013). Other resources are also a problem, such as inadequate infrastructure and bad business practices (Matela, 2013:1)

5.2.2 Research Objective Two: To determine opportunities for CMT in SRE

For the second objective the themes identified were *Sustainability, Eco-Lodges and Conference Centre*.

According to Nelson Mandela Bay Municipality (2007:63), the Municipality aims to promote SRE as a popular ecotourism destination and the SRE has been developed and promoted effectively. The municipality aims to further create three ecotourism nodes listed below (Nelson Mandela Bay Municipality, 2011b:23):

- i. Sustainability through environmental education at the south-east corner of the Aloes Nature Reserve. The opportunity to enhance visitors' knowledge of nature and motivate them to act more sustainably can be provided via environmental education. This may have a big beneficial impact on a variety of environmental challenges that the estuary is facing. For instance, visitors and locals may even increase their recycling efforts and cut back on resource usage as well as the establishment of local vegetable gardens. Furthermore, the environmental education program includes opportunities for clean-ups, tree planting, gardening, recycling, and traditional chanting, dance, and plays, as well as a lesson on environmental conservation and littering prevention.
- ii. A conference centre along the cliff in the middle of the Swartkops Valley Nature Reserve. A multi-purpose conference centre will opportunities to create classrooms for learning, provide a venue for corporate team development, a think tank, a gallery for regional handicrafts, and even a temporary sales office for product demos. Creating opportunities for education, businesses and cultural demonstrations for the local communities.

- iii. Provision of public access to the Motherwell Canal site through developing Eco-Lodges. The proposed eco-lodges, which would be located near the townships in a nature reserve, offer a chance to show off best practice models. The site and eco-lodges will offer venues for mild, more imaginative kinds of art, such as poetry writing and performance, tale writing, drawing, oil painting, and photography.

Sustainability can be defined as growth that meets the needs of the current generation without putting the needs of future generations at risk (Kemper, Hall & Ballantine, 2019:780). Hermann, Van der Merwe, Saayman and Coetzee (2016:5), further argue that sustainability emphasises three claims. Firstly, sustainable development of tourism offerings must be a long-term plan for the preservation and conservation of the natural environment including the establishment of eco-accommodation establishments. The concept of an ecolodge is based on ecotourism in the local setting, which has implications for various environmental objectives, and these can be defined as lodging establishments and services located in or close to the natural places frequented by ecotourists and adhering to the objectives of ecotourism, such as protecting the environment, sustaining local livelihoods, and including interpretation and environmental education (Sarkar & Sinha, 2015:104). Furthermore, the ecolodge might boost social capital by giving young people opportunities to collaborate and challenge them to take on management and leadership roles. According to Sarkar and Sinha (2015:105), preserving natural resources is a requirement for producing revenue that might support local communities' livelihoods. As a result, if the ecolodge's purpose is to increase local community revenue, they also must protect the natural environment. Sustainable tourism development is projected to be universally valid not considering the amount of development of a country and socio-cultural and political circumstance (Hermann *et al.*, 2016:6). Chiu, Lee and Chen (2014:322) further argued that players at national and local spheres must participate in ensuring sustainable tourism development. In terms of tourism as a means of economic development, international organizations such as the World Bank have argued that, while marine parks are typically developed to preserve and protect threatened ecosystems, local heritage and culture (allowing for education opportunity and spaces of creativity such

as performances and art) and sustain biological diversity, trade-offs between preservation and use arise, and ways to produce economic benefits from coastal environments while still generating pro-environmental outcomes must be identified (Gössling, Hall & Scott, 2018:773).

In order to oppose mass tourism and propose models which have less effect and give concrete advantages to host communities and conservation, the ideas of ecotourism, environmental education and then sustainable tourism have been created since the 1970s, providing the visitor with superior experience (Doan, 2013:268). Ecotourism as well as sustainable tourism, as expressed in the Bruntland Report of 1987, 28, which states that sustainable development is what satisfies the needs of today without compromise to the ability of future generations to meet their needs. Ecotourism is defined as travelling responsibly to natural places that preserve and promote the environment and the well-being of local people (Bricker, 2017:1). Today, Ecotourism is at the centre of many Third World economic development programs, or at least a refurbished form of nature and wildlife tourism and fosters for environmental education and conservation. Almost all developing countries are currently marketing ecotourism brands (Bricker, 2017:1-10).

According to Bricker (2017:2), the term sustainable tourism has arisen from the sphere of ecotourism during the last ten years or so. Sustainable tourism basically includes applying ecotourism and sustainable development ideas and good practices to sectors of mass tourism. Tegar and Gurning (2018:3) further add that CMT has incorporated a more sustainable approach by using ecotourism to ensure the better use of the natural environment, considering the adverse effects on sensitive environments used for CMT. Sustainable tourism is especially important along coasts where, largely because of the price of land, mass tourism development is typically the norm (Tegar & Gurning, 2018:3).

5.2.3 Research Objective Three: To evaluate NMBM's efforts in creating and sustaining CMT in SRE.

For this third objective the themes *MPAs* and *Conservation Programmes* emerged from the results of the document analysis.

To protect a vulnerable environment and at the same time create and sustain CMT in SRE, Nelson Mandela Bay has put initiatives in place. For instance, the SRE is also proposed to be a RAMSAR site (Convention on Wetlands of International Importance held in Ramsar, Iraq) (Nelson Mandela Bay Municipality, 2011b:20). The Swartkops Estuary, the most significant neutral region in the Metro and one of the most significant estuaries in South Africa owing to the abundance of invertebrates and fish nursery habitats located there, was later designated as a protected area by the Zwartkops Conservancy (Nelson Mandela Bay Metro, 2021:183).

Pollution from industry and households is the most serious threat to water quality and the estuarine ecosystem. A Catchment Management Forum was set up by NMB, with cooperation from the Department of Water and Sanitation to maintain the welfare of the Swartkops River and Estuary from origin to sea (Wallace, 2020). Also, in terms of heritage resources, Section 34 of the National Heritage Resources Act states that, without a permit given to the Provincial Heritage Resources Agency, no structure older than 60 years may be changed or demolished. This would be all encompassing for constructions like as jetties and slips in the framework of the Swartkops management area (Nelson Mandela Bay Municipality, 2011a:23). Structures over 60 years of age should not be allowed to suffer damage or removal unless they are deteriorating in such a way as to provide a health and safety concern or influence on the aesthetics of the region (Nelson Mandela Bay Municipality, 2011a:23).

For the purpose of protecting and conserving the Swartkops Estuary, the Zwartkops Conservancy was founded by NMB. The conservancy runs an education program for

students from the community's elementary schools in collaboration with Khuboni Bus and NMBM. An opportunity to foster for environmental education programmes exists as each year, 2000 students from local schools hike different paths to learn about different flora, ecosystem functions, environmental feedbacks, and the effects of pollution and sewage. Additionally, students engage in clean-ups as part of the Masazi Project for the "Greening our Environment" project. Additionally, students participate in clean-ups, planting trees, gardening, recycling, and traditional chanting, dance, and plays with a lesson about environmental conservations and avoiding littering (Nelson Mandela Bay Metro, 2021:183).

Papageorgiou (2016:45) claims that CMT is not just the biggest and continually increasing sector in the tourist industry but also one of the most significant and rapidly expanding marine economic activities. Papageorgiou (2016:45) notes the importance of planning measures to reduce the impacts on the natural ecosystem and on the local economy in order to sustain the environmental conditions that enable CMT economic operations. Therefore, even though the fundamental aim for the establishment of marine parks and reserves is to improve biodiversity protection and conservation, increased interest and visitors exposes these to marine and ecotourism activities (Marafa, 2018:178). Marafa (2018:180) states that a framework for multiple use strategy may be used by tourism planners to manage the marine protected areas in a sustainable manner while also continuing to deliver the many functions that they were intended to serve. Therefore, continuing to further create and sustain CMT while protecting natural resources.

Marine Protected Areas (MPA) are referred to as any marine environment area which has special status to foster the sustainable conservation of natural or cultural resources in that particular region (Sink, 2016:1). Sink (2016:1) argues that the importance of well-managed MPAs is universally acknowledged in protecting ecosystems and promoting resource recovery. Laffoley, Baxter, Day, Wenzel, Bueno and Zischka (2019:549) further claim that MPAs are playing a major role in enhancing ocean resilience to the effects of climate change, safeguarding significant global

fishing industries in an effective system of ocean governance and decreasing cumulative impacts and strain on oceans. Sink (2016:2) especially points to the relevance of MPA in South Africa, saying that such sites give marine ecotourism opportunities encompassing activities such as watching birds and marine mammals, shark cage diving, snorkeling and scuba diving. In addition, Sink (2016:1-4) emphasizes the relevance of MPAs for enhancing advantages of marine tourism and preserving cultural and heritage riches of South Africa, naming specific places such Robben Island, Namaqua National Park, Shoal and Protea Banks.

Operation Phakisa (2019) is also intended to build MPA networks throughout South Africa to conserve maritime biodiversity and ecosystem services to promote sustainable development. Operation Phakisa (2019) indicates that this management is geared towards the health and protection of marine species. This is connected to SDG 14 which Islam and Shamsuddoha (2018) state requires that oceans, seas and marine resources be conserved and used for sustainable growth in a sustainable way. On the other hand, protected areas are faced with several challenges and the pressure on them can be diminished through reducing or eliminating tourism activities (Whitelaw *et al.*, 2014:584).

5.2.4 Research Objective Four: To evaluate the status of CMT in SRE in terms of CMT related development.

To achieve this objective, three themes were identified which were *Adventure Activities*, *Coastal and Marine Events* and *Coastal and Marine Heritage Sites*.

5.2.4.1 Theme One: Adventure Activities

Table 5.2 below summarises the adventure activities identified under this theme.

ADVENTURE ACTIVITIES IN SWARTKOPS RIVER ESTUARY
Scuba diving
Angling
Hiking Trails (MTB Hiking Trail, Aloe Hiking Trail and Flamingo Environmental Education Hiking Trail)
Bird Watching
Yachting
Swimming
Paddling

Table 5.3 Adventure activities in SRE

A component of the growing tourism sector, which is increasingly recognised by local and general academics is adventure tourism (McKay, 2013; Cohen, Prayag & Moital, 2014). Adventure tourism works closely with the local people and the environment (McKay, 2013:46). The effects of adventure tourism can have detrimental effects on the society and the environment (Peacock, Brymer, Davids & Dillon, 2017:307). Thus, as the population grows in adventure tourism, there needs to be increased sustainability in this industry as well (McKay, 2013:46). Adventure tourism focuses on smaller tourism groups; therefore, adventure tourism is one of the niche markets for alternative tourism (Buckley, 2014:40).

Adventure tourism is best defined as a word that covers several concepts where the idea changes across individuals (De Witt, Van Der Merwe & Saayman, 2014:178). An action that may seem to be part of the everyday life of one person can be something excessive and far from common to another individual (De Witt *et al.*, 2014:180). Adventure tourism may generally be characterised as guided tours where the major

activities are carried out outside, relying on general characteristics of the natural environment, requiring specialised equipment or guides, and being thrilling for the participant (Buckley, 2014:41). Adventure tourism is not only a notion which might differ personally, but also includes a variety of experience and abilities (Buckley, 2014:41). Mountain climbing, caving, kayaking, snorkelling, sailing, scuba diving, diving with sharks, skydiving, abseiling, angling, white-water rafting, horseback riding and off-road driving, are just a few of the activities which come under the scope of adventure tourism activities (Buckley, 2014:46). The preceding activities are similar to those mentioned in Table 5.1 above.

Various persons participating in the same action have diverse abilities, demographics, experience and expectations, but have the commonality of participating in the same activity (Buckley, 2014:48). In addition to the activities, adventure tourism also offers more passive pastimes. Adventure tourism can be classified as a hard adventure or a soft adventure. Hard adventure tourist products relate to high-risk activities requiring a strong dedication and advanced capabilities (De Witt *et al.*, 2014:175). White river rafting, abseiling, scuba dive, bungee jumping, mountaineering, and Astro-tourism are some of the hard adventure sports (George, 2014:216). Soft Adventure Tourism, on the other hand, may be characterised as any activity with perceived danger but include low real risk levels, needs less commitment or expertise from the participant and is guided by an experienced guide for most activities (De Witt *et al.*, 2014:175). Soft adventure activities include wildlife tourism, including both sea and land, watching whales, shark cage diving, hiking, nature photography, cycling, bush walks and ballooning (George, 2014:216).

Adventure activities can however have numerous challenges. One of the most severe of these consequences is trampling, which has been connected to hiking, a popular adventure tourist activity that is thought to have a very low impact. Numerous environmental problems, including vegetation degradation, biodiversity loss, the invasion of alien species, and disruption of animals, can be brought about by trampling (Dodds & Holmes, 2018:125; Mason, Newsome, Moore & Admiraal, 2015:2685).

Another activity that has also been demonstrated to have a variety of negative effects on the ecosystem is scuba diving, which can cause devastation to already vulnerable reef systems (Doiron & Weissenberger, 2014; Lucrezi, Saayman, & Van der Merwe, 2013:382).

5.2.4.2 Theme Two: Coastal and Marine Events

Table 5.2 below indicates the various marine events that take place in the Swartkops River Estuary.

MARINE EVENTS
Spar Paddling Challenge
The River Mile Swimming Competition
Redhouse Rowing
Fishing Competitions (Algoa Tuna Classic and Geelbek Competition)

Table 5.4 Coastal and Marine Events in SRE

Jones and Navarro (2018:206) note that events provide numerous opportunities for tourism development and can help in marketing a destination. Getz and Page (2016:606) emphasised that there are negative and positive concerns related to hosting marine events. Getz and Page (2016:607) further add that events are also drivers of infrastructure development and improvement, contribute to economic growth, boost local pride and ensure community development. This then results into local entrepreneurial opportunities, investment promotion and generation of employment to be boosted and therefore promote positive long-term multiplier effects (Jones & Navarro, 2018:206). The events are also appreciated because of events, facilities are built, improved infrastructures for the transport network and generating a larger business interest. Marine events hosted by NMB mentioned in Table 5.4 can

produce opportunities allow society to expand current firms' markets and encourage new businesses and places to establish as well as create opportunities for employment, while promoting CMT this can be linked to Objective Two of this study. The number of events and festivals have increased considerably, which reflects the social desire to engage in a broad variety of socio-cultural, sport and coastal and marine events. The related environmental consequences have also been increasingly recognised (Gössling *et al.*, 2018:776).

It should however be noted that marine events pose certain challenges to the sensitive marine environment as linked back to the first objective. Events that attract large tourist numbers to small areas create pollution and sewage, increased energy use, impacts water quality and quantity and disrupts activities of locals (Gounden *et al.*, 2020:1060). Swartkops Estuary is riddled with an excessive number of ecological problems due to increased human activity. The deterioration of water quality and pollution are placing enormous pressure on its existence and contamination in the form of sewerage, discarding of litter by tourists during marine events, and has a harmful impact on vegetation and wildlife including the prawns, pencil bait and blood worms which are vital to the livelihoods of locals (Nelson Mandela Bay Municipality, 2014:15; Adams *et al.*, 2019:89).

The challenges related with angling, as identified in both section 5.2.4.1 and 5.2.4.2, that have been outlined in section 5.2.1, include concerns such as fish availability and overfishing. The public's consumption of seafood that comes from SRE can be polluted by microplastics, which is the main cause of the reduction in ocean health and water quality, in addition to overfishing. This can be linked to Objective

5.2.4.3 Theme Three: Coastal and Marine Heritage Sites

The Conservation Development Frameworks study that was carried out in 2008 indicated only one site in the area, Wynrock's Old Donkey Paddock, located in the 100

southern corner of the Swartkops Aloe Reserve (Nelson Mandela Bay Municipality, 2011a:25). There is a dire need to conserve coastal heritage (Nelson Mandela Bay Municipality, 2011a:25). According to Gössling *et al.* (2018:773), there is limited consideration of coastal heritage sites and landscape conservation in conventional economic decisions. Moreover, coastal archaeological sites for example are under severe tremendous pressure and risk of destruction and need effective conservation and management methods (Hutchings, 2016:5). In order to conserve SRE, an Environment Centre was developed to improve the efforts of other conservation groups to protect the heritage of the SRE and are using environmental education to emphasise the significance of the coastal and marine heritage site to the young generation and users (Nelson Mandela Bay Municipality, 2011b:23).

Alegret and Carbonell, (2014:1) define Coastal and Marine Heritage as a collection of physical and non-physical elements related to anthropological activities and interactions that take place in coastal and marine regions, including geographically and culturally, in the past, the present and envisioned future. Ounanian, Van Tatenhove, Hansen, Delaney, Bohnstedt, Azzopardi, Flannery, Toonen, Kenter, J.O., Ferguson & Kraan, (2021:115) further add that these include underwater and coastal artefacts, coastal archaeological locations, traditional material cultures such as angling, marine communities, traditional gear, and tools. It also includes boats and the skills to build these boats, lighthouses, distinctive houses and shelters and the materials used to build them (Ounanian *et al.*, 2021:307). According to Martindale (2014:280) and Acott and Urquhart (2013:259), coastal and marine heritage includes the distinctive character and characteristics of an area, such as a fishing village. Unfortunately, coastal and marine regions face numerous challenges and hazards that have an impact on preservation and protection, use and management of coastal and marine heritage. These include as climate change impacts, the coast and seas' environmental conditions, coastal tourism development, economic reform in crucial sectors in maritime, not being able to see what happens underwater and the demographic change process, remoteness and peripheralization (Martindale, 2014:280; Acott & Urquhart, 2013:259).

5.3 CONCLUSION

Pollution, Over-enrichment, Inappropriate development, Overfishing, Destruction of mudflats, Limited freshwater inflow and Climate change and challenges faced by tourism business such as crime, rivalry, premises to operate businesses and places for them to store their supplies are the main challenges that hinder the growth of CMT in SRE. NMBM wants to explore this opportunity by creating three ecotourism nodes listed above. The findings suggest that an opportunity exists for SRE to adopt sustainable Coastal and Marine Tourism (CMT) by promoting SRE as an eco-tourism destination and establishing eco-tourism nodes. Research Objective Four was to identify NMBM's efforts in creating and sustaining CMT in SRE. The findings state that to create and sustain CMT in SRE NMB is make use MPAs and Conservation Programmes by making use of a multiple use strategy. Research Objective Two was to establish a comprehensive overview of the current status of CMT in SRE under theme CMT Activities and Sub-sectors that are being developed and promoted. The theme of Adventure Activities identified Scuba diving, Angling, MTB Hiking Trail, Bird Watching, Aloe Hiking Trail, Yachting, Swimming, Paddling, Flamingo Hiking. Trail Coastal and Marine Events identified activities such as Spar Paddling Challenge, The River Mile and Redhouse Rowing and Fishing Competitions. Wynrock's Old Donkey Paddock was identified as the sole coastal and marine heritage resource in SRE. A few of the activities identified under the Adventure Activities and Costal and Marine Events themes were also linked to challenges such as animal disruptions, alien species invasion, biodiversity loss, and vegetation degradation. destruction of fragile reef systems.

The next chapter discusses the synopsis, recommendations, and conclusions of this study.

CHAPTER SIX

SYNOPSIS, RECOMMENDATIONS & CONCLUSIONS

6.1 INTRODUCTION

Identifying coastal and marine tourism potential and difficulties in the Swartkops River Estuary was the aim of this study, the findings of this study were discussed in the preceding chapter. With the preceding chapters summarised, this chapter identifies the limitations encountered, as well as making recommendations to a variety of stakeholders and there are also recommendations for future research.

6.2 SYPNOSIS

The introduction and background to this research project were presented in the first chapter. The study's rationale and significance were also discussed. Chapter One also introduced the aim and the four research objectives of the study.

Chapter Two provided a comprehensive review of CMT literature. CMT was also examined in terms of its many concepts, as well as its economic relevance in a global and South African setting. There was also a discussion on the factors that impact coastal and marine tourism. Further literature on the role of the various levels of government in CMT was also examined in the chapter. A discussion of coastal and marine tourism in Nelson Mandela Bay concluded this chapter.

The impacts of CMT were presented and explored in Chapter Three. On the basis of current research, the numerous positive and negative economic, socio-cultural, and environmental issues associated with CMT were analysed in this chapter.

Chapter Four discussed the research methodology used to conduct the data collection of the study. An interpretivist paradigm and a qualitative method was used in this study. Content analysis was used to obtain qualitative data. The data was collected using documents and a total number of twelve documents were used out of the 18 that were collected using snowball sampling.

Lastly, in Chapter Five, the results of the study were presented and analysed in relation to existing literature. Tables and narrative format were used to present the findings.

6.3 AIM AND OBJECTIVES ACHIEVED

The aim of this study was to identify opportunities and challenges of CMT in SRE. These findings are summarised below.

Research Objective One was to identify challenges that hinder the development of CMT in SRE. Results are presented under the theme of *Environmental Challenges and Challenges for Local Businesses*. The findings of this study identified that Pollution, Over-enrichment, Inappropriate development, Overfishing, Destruction of mudflats, Limited freshwater inflow, Destruction of vegetation and Climate change were the main environmental challenges that hinder the growth of CMT in SRE. Moreover, it identified Competitiveness, Crime, Lack of space for operations and supply storage and Inadequate infrastructure as the major challenges facing local businesses.

Research Objective Two was to determine opportunities for CMT in SRE. A comprehensive overview under the theme *Sustainability, Eco-Lodges and Conference*

Centre. The findings suggest that an opportunity that exist is adopting Sustainable Coastal and Marine Tourism by promoting SRE as an ecotourism destination. incorporated in sustainable tourism. NMBM wants to explore this opportunity by creating three ecotourism nodes listed below

- i. Sustainability through environmental education at the south-east corner of the Aloes Nature Reserve and SRE. A day restaurant. This site is partially damaged but also has some unpolluted sections of low sensitivity.
- ii. A conference centre along the cliff in the middle of the Swartkops Valley Nature Reserve and SRE.
- iii. The Motherwell Canal public (Ecolodge)

Research Objective Three was to Identify NMBM's efforts in creating and sustaining CMT in SRE. This was done through identifying the theme of *MPAs and Conservation Programmes*. According to the literature, Tourism planners may utilise a framework for multiple use strategy to manage marine protected areas in a sustainable manner while continuing to perform the numerous purposes that they were designed to serve. The findings of this study identified that NMBM's efforts in developing and maintaining CMT in SRE are centred on the concept of a multiple use strategy. These efforts include The Swartkops Conservancy later designated SRE as a protected area after the NMB requested it be a RAMSAR site. With the help of the Department of Water and Sanitation, a Catchment Management Forum was created to guarantee the wellbeing of the Swartkops River and Estuary from source to sea. In addition, any structure older than 60 years old cannot be altered or demolished without a permit from the Provincial Heritage Resources Agency, as stated in Section 34 of the National Heritage Resources Act. An opportunity to promote environmental education initiatives such as clean-ups associated with tree planting, gardening, recycling, traditional chanting and dance, along with a presentation on environmental preservation.

Research Objective Four was to evaluate the status of CMT in SRE in terms of CMT related development. A comprehensive overview under three themes which included

Adventure Activities which included Scuba diving, Angling, MTB Hiking Trail, Bird Watching, Aloe Hiking Trail, Yachting, Swimming, Paddling and Flamingo Hiking Trail, the theme of *Coastal and Marine Events* identified activities such as Spar Paddling Challenge, The River Mile, Redhouse Rowing and Fishing Competitions *and Coastal and Marine Sites* theme identified Wynrock's Old Donkey Paddock as the sole coastal and marine heritage resource in SRE.

6.4 RECOMMENDATIONS

This section provides recommendations to those who may benefit from the result of this research.

6.4.1 Recommendations to Nelson Mandela Bay Municipality

The main goal of this research was to determine the opportunities and challenges of CMT in SRE. According to the findings of this study, pollution, over-enrichment, inappropriate development, overfishing, mudflat destruction, limited freshwater input, flora destruction, and climate change are all factors that impede tourist growth in the Swartkops River Estuary. Therefore, the Nelson Mandela Bay Municipality should increase educational programmes to educate local people about the significance of conserving and safeguarding the environment for future generations.

Moreover, tourism planners in NMBM should make an effort to include local people in the creation of tourism services or infrastructure. This will help to promote and maintain these products and infrastructure and help further exploit CMT opportunities. Local communities are empowered by an inclusive approach, and they may gain an interest in learning more about the tourism sector and its complexities. As a result, there might be less conflicts between locals, CMT development, and marine life.

6.4.2 Recommendations to the Local Community

It is recommended that local communities are urged to take an active role in CMT and should regard CMT as a vital development sector that produces jobs. To name a few regular events, the River Mile, Redhouse Rowing and Spar Paddling Challenge as well as fishing contests may help communities by displaying local handcrafts as well as commercial fisheries, cultural dance groups, and traditional cuisine. The community can also develop local campaigns such as clean ups, challenging the efficiency of environmental policies and participating dialogues to help alleviate the environmental impacts faced by SRE.

6.4.3 Recommendations for enterprises

This study recommends that the responsibility of enterprises should be largely to launch more investment in the SRE CMT industry. It is advised that the business sector take efforts to generate innovative and attractive CMT offerings by leveraging existing natural resources, and that these resources be used in a sustainable way. Businesses, as the key employers of graduates should supplement government training and skills programmes by providing internships and mentorship opportunities to graduates to help them integrate into the CMT sector as well as help reduce unemployment and skills shortage.

6.4.4 Recommendations for Further Research

It is intended that this research will be used as a reference or input for future studies on the extent of opportunities and challenges associated with CMT. Because the study's sample focused on documents only, it is proposed that more research be conducted using questionnaires, interviews, and observations to collect residents', CMT-related enterprises', and local government's perspectives on the challenges and the potential of CMT in SRE.

Only the opportunities and challenges of SRE were included in the study. Other researchers can undertake research on visitors, local people of those that directly benefit from the estuary in surrounding communities, and nearby businesses that profit from CMT.

6.5 LIMITATIONS

The investigation was restricted to the SRE. The limitation was due to budgetary constraints as well as a lack of time. Furthermore, a lack of prior research in the study area made it even more difficult since there was little to no relevant prior literature to evaluate. To address this limitation the researcher limited the sample of documents to only those that would achieve the research objectives.

In addition, observation of tourists would have been included (as well as the documents) in the study but as a result of the pandemic, this had to be removed and the pandemic further delayed the study as the method of data collection had to be changed using document analysis and observations to only using document analysis as contact with other people was restricted. To compensate for this the researcher used documents to fill this gap.

6.6 CONCLUSION

This chapter provided an overview of this study's preceding chapters, and the limitations of the study. Recommendations for additional research were provided to key stakeholders who may benefit from this study, namely local government, the community and businesses. In addition, suggestions for future research were based on the study's limitations and scope.

The findings of this study revealed that key challenges that hinder the growth of CMT in Swartkops River Estuary are environmental impacts that include pollution, over-enrichment, inappropriate development, overfishing, destruction of mudflats, limited freshwater inflow, destruction of vegetation and climate change. As well as challenges faced by local tourism businesses such as crime, lack of infrastructure, competition and lack of operating and storage space

The findings also revealed that there are opportunities for CMT in SRE such as promoting SRE as a popular ecotourism destination. There are also ecotourism nodes that are being developed to take advantage of this opportunity. These include environmental education at the Aloes Nature Reserve's and SRE's south-east section. A conference centre located on a cliff in the Swartkops Valley Nature Reserve and SRE and the Motherwell Canal Public Access Website, which however is no longer available. The data also showed that NMB has put efforts in place to tackle these problems to ensure continued growth of CMT. For example, a request for segments of the Swartkops River and Estuary to be designated and as a Protected Environment or Nature Reserve is made and there is a proposal for this estuary to be a RAMSAR location.

The findings also revealed that in relation to the current status of the estuary, there is significant CMT activity development in the estuary from adventure activities and coastal and marine tourism events and coastal and marine heritage sites. The findings mentioned in this study can be used as a guideline or steppingstone of addressing the problem mentioned in Chapter One of there being an underutilisation of the

recreational facility and fierce competition from other cities along the coast such as Cape Town and Durban.

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APPENDIX 1: ETHICS APPROVAL LETTER



PO Box 77000, Nelson Mandela University, Port Elizabeth, 6031, South Africa mandela.ac.za

Chairperson: Faculty Research Ethics Committee (Human)
Tel: +27 (0)41 504 2906

Ref: [H21-BES-TRM-001] / Approval]

13 January 2021

Dr L Jonas
Department: Tourism

Dear Dr Jonas,

TITLE OF STUDY: CHALLENGES AND OPPORTUNITIES OF COASTAL AND MARINE TOURISM IN SWARTKOPS RIVER ESTUARY (MASTERS)

PRP: Dr L Jonas
PI: T Nokela

Your above-entitled application served at the *Faculty Ethics Committee of the Faculty of Business and Economic Science, (16 November 2020)* for approval. The study is classified as a negligible/low risk study. The ethics clearance reference number is **H21-BES-TRM-001** and approval is subject to the following conditions:

1. The immediate completion and return of the attached acknowledgement to Lindie@mandela.ac.za, the date of receipt of such returned acknowledgement determining the final date of approval for the study where after data collection may commence.
2. Approval for data collection is for 1 calendar year from date of receipt of above mentioned acknowledgement.
3. The submission of an annual progress report by the PRP on the data collection activities of the study (form RECH-004 to be made available shortly on Research Ethics Committee (Human) portal) by 15 December this year for studies approved/extended in the period October of the previous year up to and including September of this year, or 15 December next year for studies approved/extended after September this year.
4. In the event of a requirement to extend the period of data collection (i.e. for a period in excess of 1 calendar year from date of approval), completion of an extension request is required (form RECH-005 to be made available shortly on Research Ethics Committee (Human) portal)
5. In the event of any changes made to the study (excluding extension of the study), completion of an amendments form is required (form RECH-006 to be made available shortly on Research Ethics Committee (Human) portal).
6. Immediate submission (and possible discontinuation of the study in the case of serious events) of the relevant report to RECH (form RECH-007 to be made available shortly on Research Ethics Committee (Human) portal) in the event of any unanticipated problems, serious incidents or adverse events observed during the course of the study.
7. Immediate submission of a Study Termination Report to RECH (form RECH-008 to be made available shortly on Research Ethics Committee (Human) portal) upon unexpected closure/termination of study.
8. Immediate submission of a Study Exception Report of RECH (form RECH-009 to be made available shortly on Research Ethics Committee (Human) portal) in the event of any study deviations, violations and/or exceptions.
9. Acknowledgement that the study could be subjected to passive and/or active monitoring without prior notice at the discretion of Research Ethics Committee (Human).

Please quote the ethics clearance reference number in all correspondence and enquiries related to the study. For speedy processing of email queries (to be directed to Lindie@mandela.ac.za), it is recommended that the ethics clearance reference number together with an indication of the query appear in the subject line of the email.

We wish you well with the study.

Yours sincerely

A handwritten signature in black ink, appearing to read 'S Mago'.

Prof S Mago

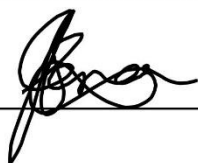
Cc: Department of Research Capacity Development
Faculty Research Co-ordinator: Lindie van Rensburg

ACKNOWLEDGEMENT OF CONDITIONS FOR ETHICS APPROVAL

I, **Dr L Jonas** (PRP) of the study **CHALLENGES AND OPPORTUNITIES OF COASTAL AND MARINE TOURISM IN SWARTKOPS RIVER ESTUARY (MASTERS) (H20-BES-TRM-001)**, do hereby agree to the following approval conditions:

1. The submission of an annual progress report by myself on the data collection activities of the study by 15 December this year for studies approved in the period October of the previous year up to and including September of this year, or 15 December next year for studies approved after September this year. It is noted that there will be no call for the submission thereof. The onus for submission of the annual report by the stipulated date rests on myself.
2. Submission of the relevant request to Faculty RECH in the event of any amendments to the study for approval by Faculty RECH prior to any partial or full implementation thereof.
3. Submission of the relevant request to Faculty RECH in the event of any extension to the study for approval by Faculty RECH prior to the implementation thereof.
4. Immediate submission of the relevant report to Faculty RECH in the event of any unanticipated problems, serious incidents or adverse events.
5. Immediate discontinuation of the study in the event of any serious unanticipated problems, serious incidents or serious adverse events.
6. Immediate submission of the relevant report to Faculty RECH in the event of the unexpected closure/discontinuation of the study (for example, de-registration of the PI).
7. Immediate submission of the relevant report to Faculty RECH in the event of study deviations, violations and/or exceptions.
8. Acknowledgement that the study could be subjected to passive and/or active monitoring without prior notice at the discretion of Faculty RECH.

Signed: _____



Date: 15/01/2021

APENDIX 2: SIMILARITY REPORT

To be sent.

APENDIX 3: NVIVO PROCESS

The screenshot displays the NVivo interface with the 'Hierarchy Chart' module active. The chart visualizes the structure of the 'use' node, showing a hierarchy of sub-nodes. The nodes and their relative positions are as follows:

- Root node: use
- Sub-nodes under 'use':
 - including land use
 - using cargo bikes
 - mixed use development
 - road users
 - land use typologies
 - using bikes
 - commercial uses
 - efficient use

On the left side of the interface, a table lists the source files and their associated code and reference counts:

Name	Code	Refer
A river under threat (swartkops)	9	15
Atvli.400919-3 NMBM Final Bioregio	162	555
Deputy Minister Rejoice Mabudafhasi	0	0
Nel_L	0	0
New Brighton Situational Analysis Re	308	1008
PDF	0	0
Pollution pouring into swartkops	0	0
SnowAdamsandSnow2019SANCORN	0	0
suz9p_COMPLETE MASTERPLAN	0	0
w2Xr5_Document 4 - Swartkops and	0	0

NVIVO CMT in SRE Thjem...is.nvp

File Home Import Create Explore Share Modules

Clipboard Item Organize Query Visualize Code Autocode Range Code Uncode Case Classification File Workspace

Files Search Project

Name	Code	Refer
A river under threat (swartkops)	9	15
Atvli_400919-3 NMBM Final Bioregio	162	555
Deputy Minister Rejoice Mabudafhasi	0	0
Ne_L	0	0
New Brighton Situational Analysis Re	0	0
PDF	0	0
Pollution pouring into swartkops	0	0
SnowAdamsandSnow2019SANCCORN	0	0
suZ9p_COMPLETE MASTERPLAN	0	0
w2Xr5_Document 4 - Swartkops and	0	0

Autocode Themes Results

Autocode Themes Results Compared by number of coding references

NVIVO CMT in SRE Thjem...is.nvp

File Home Import Create Explore Share Modules Hierarchy Chart

Select Data Hierarchy Coding References Item Color Coding References Items Coded

Relationships Search Project

Relationships

Relationships are a type of code, representing relationships between project items (typically cases, codes or files).

Each relationship has a relationship type, for example 'is employed by', or 'contributes to'.

Content from data files, memos etc. can be coded to relationships in the same way it can be coded to codes or cases. For example, you could create a relationship for two codes--'education' and 'employment'--called 'education contributes to employment' and then code all content about the effect of education on employment to this relationship.

[more]

Close

Autocode Themes Results 29/03/2023 14:44

Autocode Themes Results Compared by number of coding references